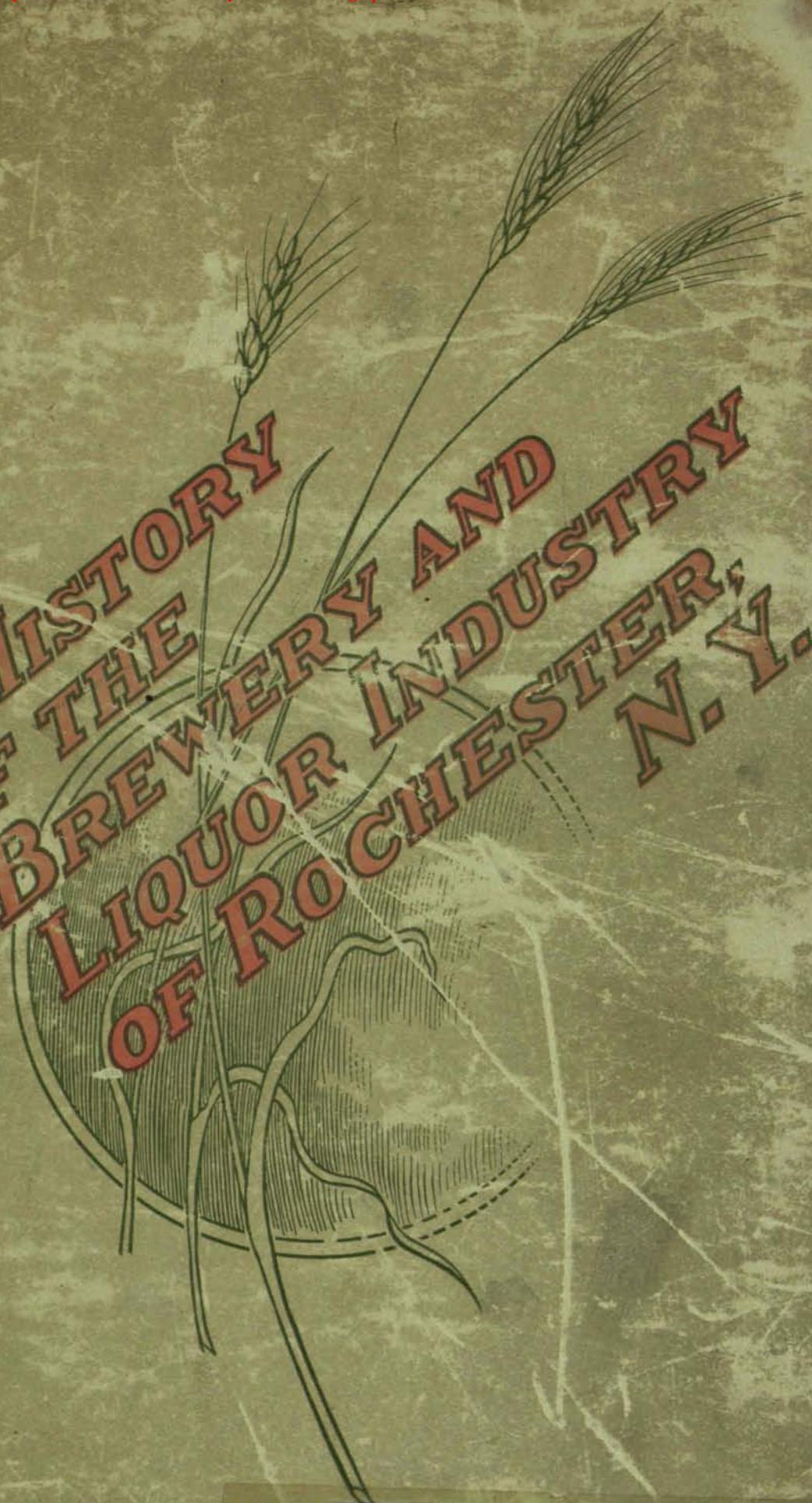


A HISTORY OF THE BREWERY AND LIQUOR INDUSTRY OF ROCHESTER, N. Y.



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of Rochester, N. Y.*



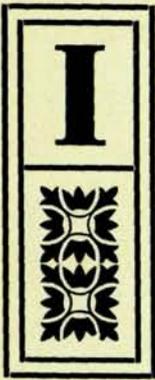
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INTRODUCTION



ORAL and published accounts of the prosperity of Rochester, variously described as the "Power City," the "Flower City" and the "Flour City," how much attention is paid to the industry which has done as much as any other one line of endeavor to build up the power and influence of Rochester, the manufacture and sale of beer and liquor? How much is known of the men who have given a life time to developing this industry so that to-day it gives work to thousands of men and brings to Rochester fame both in this country and abroad? Very little is known of either the men or the work, and it is the intention of the editor and the publishers of this volume to throw some light on a subject which is of more than passing interest to citizens of this part of the state.

The wine, beer and liquor interests of Rochester are by no means small. A history of this business, with a detailed account of the remarkable development and growth of the production and sale of a commodity for which the demand is ever increasing, is something which has long been lacking. It is the aim of this book to supply that lack.

Of the men who have watched and cared for the industry the general public and those who should be interested in the development of Rochester's industries the general public has been kept in ignorance. Only through hearsay does the average man know of those who have settled in this city and built up large businesses which form an important factor in the growth of the city.

The lives of these men, their ambitions and plans, and the success which has attended their efforts, are here outlined, and something is told of the means which have been employed by them to bring about a successful culmination of their work.

Success in any form is worshipped by any man with red blood in his veins, and the fact that Rochester has become known by the products of its breweries is sufficient evidence that success has attended the enterprise shown by Rochester brewers. The salesmen, including those on the road and those who have permanent locations in the city, are entitled to a share in the credit for building up these huge enterprises, and an effort has been made in this volume to give credit where it is due.

Herein will be found descriptions of the methods of brewing, taking the materials in their raw form and tracing them to the time they reach the consumer. The latter's interests are well looked after by the makers of liquors in Rochester, as is testified to by the methods in vogue at local breweries.

Descriptions of the local plants, which give employment to thousands of men, and of the modern ways of conducting such large industries, have received particular attention. By the aid of chemistry and bacteriology the manufacture of beer has been reduced to a science, involving a high degree of technical skill. Every possible precaution is taken to preserve the cleanliness of the product. An outline of these methods will be found.

Starting in a modest way when Rochester was a mere village, the brewing industry grew with the city until a few years ago, when a sudden impetus was given the business, which has since increased by leaps and bounds, until now it ranks as one of the most important in the city.

This growth has continued in spite of adverse legislation, which has been enacted in spite of the protests of the interests involved. Just what has been done in the interest of the manufacturers of and dealers in liquors and wines is outlined here. Every important line of business now has its representatives who look after adverse legislation, and promote favorable acts. Even the farmers have their "lobby" at Albany. The brewers have been lax in this regard, and especially in local affairs the men affected have paid too little attention to affairs which affect them vitally. It would seem from a review of the legislation enacted during the last quarter of a century as though the liquor business is a standing target for state legislators. License fees have steadily advanced and onerous restrictions urged. Many industries would have gone down under such onslaught, but the men whose money is invested in the brewery and liquor business have in their make up a determination to succeed—an admirable asset that has enabled them to overcome or remove every obstacle.

Portraits of prominent and representative manufacturers and wholesale and retail liquor dealers will be found here in abundance, forming a veritable gallery of Rochester's foremost merchants. Sketches of their lives and of their rise to prominence are also given.

From the beginning of time man has brewed himself drinks and has enjoyed them in moderation, and has been the better for it. The business in which a large number of Rochester's citizens find themselves is one legalized by the state and national governments, and one which pays into the coffers of both the state and government large sums annually, while those engaged in the retail trade likewise find themselves contributing not only to state and nation, but to the city as well. In return for these taxes the dealers are given certain rights, and as a result their trade is perfectly legitimate. Several hundred thousand of dollars go into the city treasury of Rochester each year as the city's share of the receipts from the liquor tax law. The tabulated receipts for one year may be found in this book and will give an idea of what the liquor business means to Rochester.

This volume has been compiled with the consent of the representatives of the brewers and dealers in Rochester and their representative associations. Thanks are due to our many friends who have assisted us with material and information so freely, and who have extended the helping hand whenever needed.—THE EDITORS.

Industry Has Grown Rapidly

When the Civil War came on the enactment of internal revenue laws placed the burden of taxation upon the ardent spirits. These laws practically laid the basis upon which the present vast brewing industry of the country rests. The Brewers' Association was formed in 1862. This organization at once started an agitation in favor of the use of beer as a beverage and to-day there are over 3,000 breweries in the United States with an investment of over \$500,000,000 in the brewing industry. Over 50,000 men are directly engaged in the brewing of beer in America. As to the standing of the industry in America another reference to the words of Mr. Pabst should be conclusive:

"Careful investigation of the methods of foreign brewers, taking the American method of perfect brewing as a standard, has forced the writer to certain conclusions, which, as an American, he is proud to hold:

"First, that while the deep, analytical, concentrated, and tireless mind of foreign, and especially German, scientists may, by more painstaking and patient applica-

tion, have attained for the world a better knowledge of the fundamental theories on which success in the art of brewing should rest, it took the broader grasp, the more nimble and daring intelligence of the American mind, and the tremendous energy of American enterprise, to put these theories into practical operation; second, that there is an overwhelming difference in advanced methods to the credit of the American; third, the American schools of brewing are now in the very van of scientific progress, and even if equaled, are certainly not surpassed in the higher technical instruction which they give.

"As beer is to become, if it is not already, the national beverage of the United States, and as increasing skill in the art will contribute immeasurably to the good health and temperance of the race, it is indeed a source of congratulation that the brewers of America are fully alive to the responsibility which rests upon them, and that they realize in the deepest, broadest sense, that their own prosperity, their own advancement, and their own standing in the community depend upon the development of their craft to the highest ideal of perfection."



Brewing Industry in Rochester

Like most industries of a substantial nature the brewery industry in Rochester has been developed from a small beginning. Since the first glass of ale was brewed way back in 1819 there has been no retrogressive movement in the growth of the quality and output of beer and ale made in this city. In fact, the movement from its very inception down to the present time has been one march of progress.

It was in 1819, shortly after Rochester was made a village, that some local investigator found a spring of pure water on what is now Central Avenue. The spring still flows at the corner of St. Paul Street and Central Avenue where a large furniture house is located.

When the spring was first discovered a man named Nathan Lyman used to haul water from it to his home at the southern end of Water Street somewhere near the present Aqueduct. Here Mr. Lyman, according to the records at hand, brewed ale for the use of his neighbors and those in remote parts of the village who cared to come for it. The success of Mr. Lyman induced another man to brew ale. This man was Amos Sparks who made ale for a few years at a small brewery located at the corner of South St. Paul Street, now South Avenue, somewhere near Marshall Street of to-day.

The two men named apparently enjoyed a monopoly until the year 1834 when John and Gabriel Longmuir established a brewery at 8 North Water Street, according to a village directory issued in that year. Their brewery was undoubtedly on the site of the present ale brewery of Hathaway & Gordon.

The directory of 1841 shows that the Longmuirs were still in business at the old stand while Lyman had moved his brewery nearer Main Street East. Sparks' name had been dropped and it is safe to assume that he went out of the trade.

Three years later Samuel Warren, undoubtedly a man of great foresight, bought the property in St. Paul Street upon which the famous spring was located. Mr. Warren at once proceeded to build a brewery over the spring. The directory of this year locates the brewery at 67 North St. Paul Street. A year later the name of Nathan Lyman was dropped from the directory and Edward K. Warren, a son, went into partnership with his father and the firm was known as Samuel Warren & Son. Early in the year it looked as though the Warrens were to enjoy a monopoly, but in the spring George Marburger came to Rochester and being a German and knowing the art of beer making established a brewery at 80 Clinton Avenue North.

In 1847 Henry Kondolf, father of Mathias Kondolf, kept an inn at the corner of Jay and Childs Streets. As there were few transients in those days he augmented his income by making what was called schenk beer which was brewed only during the winter months. Schenk beer, it might be said, was not ale, neither was it lager. It was about half way between the two. It was very popular in those days, being dark in color, rather heavy and having a pleasant, bitter taste. Mr. Kondolf re-

mained in the business only five years and then gave it up because his eldest son, Mathias, wanted to become a carpenter and the father gave way to the son's wishes.

When They Made Schenk Beer

In 1848 the brewery of George Marburger was taken in charge by a company composed of three brothers, George, Jacob and Louis Marburger. In 1849 the name of Charles Rau appears in the directory as a maltster. Two years later we find the name of Louis Bauer who had started a brewery on Lyell Avenue near "the bridge" as the directory put it. In this year Robert Syme established a malt house and went into the business of making liquid bread. The directory fails to give the location of the brewery.

In 1852 Henry Bartholomay, or, as the directory of that year gives it, Henry Bathlomag, came to Rochester and on December 7 sold the first glass of lager beer made in Rochester. From this date on the industry in Rochester has grown by leaps and bounds until it reached the high place in the industrial world it now occupies.

A year later the name of August Hatch appears in the directory. His address is given as 80 North Clinton Street and it is presumed that he was one of the men employed by the Marburgers. In 1854 the name of Phillip Will is found written as "Phillip Willis." The location of the brewery run by him and Henry Bartholomay is down in print as "Willis and Barthoiomay, 139 North St. Paul Street or on the site of the present Bartholomay brewery. In this year Frederick Miller, founder of the old Miller Brewery, now the Flower City Brewery, started in business and five years later he succeeded in getting the first brewer's advertisement in the directory. This advertisement consisted of one line reading, "Frederick Miller, Lager Beer Brewery, Lake Avenue and Brown Street."

The Brewer in Politics

In 1855 Louis Bauer, the Lyell Avenue brewer, was made an Alderman, showing that the representatives of the industry were beginning to take an active part in the affairs of the city. In this same year is found the name of Joseph Nun, as it was spelled, a cooper, located at the corner of Grape and Orange Streets. It is assumed that he was the father of Joseph Nunn, Jr., who established a brewery at the corner of Brown and Wentworth Streets in 1863. The year '55 also finds the name of Jacob Rauber as a brewer at 80 North Clinton Street. He was undoubtedly employed with the Marburgers.

As early as 1851 the name of Jacob Bastel, no doubt meaning Jacob Baetsel, is found in the directory. His occupation at that time was that of a cooper. In '57 he became a brewer, locating at 86 North Clinton Street. This brewery was on the site of the present Monroe Brewery with which the Baetsel family has always been identified. William H. Burtis, a grocer, established a

brewery in South Water Street during this year. In 1859 Frederick Loeb started a brewery on Hudson Avenue, corner of Bardwell Street. In the same year Charles Rau took up his residence in North St. Paul Street where a few years later he established a brewery on the site of the present Genesee Brewery.

In this year Longmuir Brothers built a new brewery in North Water Street in place of the old one which was destroyed the previous year by fire. It was in this year that the brewery conducted by E. K. Warren & Co. was named the City Spring Brewery.

Two years after the building of the Longmuir Brewery Patrick Enright, in the directory, Enwright, established the Enright brewery in Mill Street, corner of Factory Street. During this year George Meyer became a partner of Frederick Loeb and the firm name was made Meyer & Loeb.

Many Breweries Started

Between the years 1859 and 1864 the growth of the industry was very rapid. The directory of the latter year gives a list of the brewers at that time operating in Rochester. The list shows that Jacob Baetsel had a brewery in North Clinton Street, that Henry "Bartholamew" and Phillip Will were at 103 North St. Paul Street; Louis Bauer was still making ale on Lyell Avenue and Patrick Enright had established a good business in Mill Street. Louis Hof was running a small brewery at 160 Brown Street while Caspar Listman made a special brew at the corner of Wilder and Orchard Streets. The Marburger Brothers were running to full capacity on the site of the New York Central Station, Meyer & Loeb had enlarged their plant in Hudson Avenue and the Miller Brewery in Lake Avenue was doing an excellent business. During this time Samuel N. Othout had embarked in the business with William H. Burtis and they made ale at 138 South Water Street. Charles Rau was in business near the Bartholomay Brewery and John Ripsam was supplying the southern part of the city with shenck beer made at his home, 247 Exchange Street. The City Spring Brewery was prosperous and Frank Weinman was making a small amount of ale at his home in Jay Street. William Wilson, no doubt inspired by the success of Frederick Miller, started a small brewery in Lake Avenue and John Wolf supplied his neighbors in the eastern part of the city with amber fluid manufactured in a brewery on High Street. Wolf started in 1857. In '65 William Miller made beer somewhere on North Avenue and Strobel & Gleichauf located at 46 Ontario Street. Joseph Yaman was located at Jay and Saxton Streets and John Lynch was doing a small business at the corner of South Avenue and Munger Street, now called Averill Avenue. Volney Hyde was another of the brewers in the directory but the location of his brewery is not given.

In 1864 the Longmuir Brothers went out of business and their brewery was bought by Charles Gordon. A year later H. H. Bevier bought an interest. In 1869 H. B. Hathaway came into the business and the firm added largely to their capacity by erecting a large building on

the east side of the street, tunneling under Water Street to connect the two cellars. Two years later a large stable was built to accommodate 32 horses, the first stable in Rochester where horses were stabled on the second floor. In 1872 Mr. Bevier died, since when the business has been conducted by Hathaway & Gordon. In 1891 a large ice plant was installed. The firm now does as much business in a day as was accomplished in a year when Longmuirs ran the business. The capacity is 100 barrels of ale, stout or porter a day.

Growth Since 1864

From 1864 to the present time there have been comparatively few changes in the ownership of breweries in the city. True, many of the smaller ones dropped out but those operating to-day can trace their origin back through those who were, to use the commercial term of the day, merged with the larger concerns.

In this year the name of John Ripsam still appears as the owner of a brewery at 247 Exchange St. The name is dropped from the directory before 1870. Strobel & Gleichauf had a brewtry at 46 Ontario Street which evidently passed into the hands of Joseph Strobel in 1867. Others who had breweries between 1864 and 1880 were Samuel Othout who evidently went into business for himself in the early seventies; Geck & Rau, 247 Exchange Street, undoubtedly purchasers of the Ripsam brewery; Lous Hof, owner of a small brewery in Brown Street in 1867; P. R. & J. Grentzinger in Jay St.; Seiler & Long, Cottage Street in 1869; Andrew Wilson and Foulds & Wilson, Alexander Street in 1870; in this year the name of N. Karasinski was dropped from the directory after having been recorded as a brewer at Andrews and North Water Streets since 1867; Suss, Thon, Huber & Company had a brewery at Jay and Saxton Streets; in 1871 G. B. Switcheard entered the brewery business with Louis Bauer and a year later Switcheard apparently took control of the entire business; in 1873 the firm of Suss, Thon, Huber & Company went back into the control of Mr. Suss; in this year Yawman & Aab went into business together at the corner of Jay and Saxton Streets; in 1874 the name of Matthias Kirst appeared in the directory as a brewer at 106 St. Joseph Street; the firm of Reisky & Spies was formed in 1874; other brewers that came and went were Zimmerman & Boehm, Colvin and West Maple Streets; Catherine Englert, William Miller, 58 North Street, and Rochester Ale Company.

From 1880 up to the introduction of the Raines law there were several small brewers who started up and then retired in a year or so. The last dirtctory shows that these breweries have survived the merging process and are now doing a business that has given Rochester an enviable reputation throughout the cuuntry:

American Brewing Company; Bartholomay Brewing Company, Enright Brewing Company, Flower City Brewing Company, Genesee Brewing Company, Hathaway & Gordon, Monroe Brewing Company, Standard Brewing Company and Charles G. Weinmann.

How Rochester Beer is Made

Ever since that spring of pure, cold water was found in Rochester back in 1819 beer brewed in Rochester has always had a reputation for purity. It seems that every change in the art of brewing that has been introduced from time to time has accomplished just so much more for purity. It is a known fact that when the Pure Food Laws went into effect it was unnecessary to make any changes in the methods of brewing in Rochester breweries. Everything connected with these breweries was as pure as clean workmen and modern machinery could make it.

There are persons who show their ignorance of the purity of beer and ale by their attacks on these beverages. They tell you how impure the amber fluid is. If these persons were to take a trip of inspection through anyone of Rochester's breweries they would readily see wherein they have been wrong and, if they are fair minded, would immediately become friends of beer instead of enemies.

In the first place what is beer, ale, porter and like beverages? Simply the juice of barley, corn, hops and other grains to which water has been added. When a noted scientist called beer liquid bread he coined a phrase that cannot be refuted. Beer is liquid bread and this "bread" is raised just the same as the bread you eat. That is, yeast is used to get the desired results.

Beer Must be Pure

Did you ever stop to think that no honest brewer can afford to place an impure beer on the market? If he were to place impure beer or ale on the market it would not keep long enough for the dealer to dispose of it. From beginning to end in brewing the one watchword is purity. If the liquid is not kept pure during each process all the labor is for naught and the brew is a total loss.

The first step in the brewing of a glass of beer or ale is taken when the farmer sows his grain. When he harvests that grain it goes to great elevators where it is sorted and the best sold to the brewers. After the brewers, or more properly speaking the maltsters, get the grain it is carefully cleaned by fans and appliances that tend to remove every impurity that is visible to the eye. When it has been cleaned to such an extent that the human eye can see no impurities the grain is run over magnets that remove all particles that might in any possible way injure the brew.

To some people malting is a process of mystery. It is not understandable why it should be. The grain is moistened and warmed and the process is simply one of forced or artificial growth. The first step in malting, as has been intimated, is to give the grain sufficient moisture. This is done by placing the grain in steep tanks. The grain remains in these tanks until it has absorbed the desired amount of moisture, the time differing for different kinds of grain or the process of the maltster. For barley, the duration of steeping is generally from 36 to 60 hours, averaging about 48 hours.

The Malting Process

In former years after the steeping process had been completed the grain was spread on floors and turned from time to time by means of shovels until it was somewhat dried out. The object of this turning was to allow a circulation of pure air to pass through the wet grain. Nowadays it is different. The steeped grain is put into compartments and purified air forced through the grain. This insures absolute purity. After the green malt, as the steeped grain is called, dries to a certain extent little hair-like fibers, called rootlets, begin to appear. After the green malt shows a desired degree of sprouting, it is necessary to quickly check further growth. To accomplish this the malt is placed in a kiln through which hot, dry air is constantly circulated. After a short time in the first kiln the malt goes to a second one where the drying process is completed.

After all the pains taken with the grain one would imagine that it was clean enough. For ordinary purposes this might be true but not so in the brewing of beer. After drying, the malt passes through cleaning machines consisting of sieves and blowers which remove the rootlets, dust, small and broken kernels or any other foreign or impure matter that might possibly have worked its way into the malt during the processes above described.

There are several different types of machines used in the process of malting but the principles mentioned above are embodied in all of them. It may be said, however, that if a new mechanical device is invented that in any way warrants greater purity older devices are thrown out and the latest and most modern ones installed in Rochester malt houses and breweries.

Starting the Brew

When the process of malting is completed the grain is sacked and sent to the breweries and the process of making beer or ale is begun. In the brewery as in the malt house everything is done with an eye to purity and cleanliness. One might go deeply into the art of brewing but were this to be done there would not be room for anything else in this volume. It is our purpose to give the outline so that one may get a clear comprehension of one fact and that is that there is nothing impure or objectionable in beer or ale.

Modern breweries, like those to be found in Rochester, are divided into three departments, namely, the elevator, the mill house, where the materials are prepared and weighed; the brew house where the work is produced, and the cellars where the wort is fermented and treated to produce the finished beer. The arrangement is on the gravity plan, that is in each department the material of wort or beer is elevated or pumped only once to the top and from there descends through the different stages of manufacture by gravity.

In the elevator, or mill house, the malt is stored and cleaned. The amount of malt desired for a brew is weighed out in great hoppers and passes through a machine called the malt mill. This machine crushes the

malt and loosens the starch in the kernels. The crushed malt is transferred to the storage hoppers in the brew house ready for use. Rice and corn goods, certain amounts of which are used in making beer, are also stored in the mill house.

The brew house is another department of a modern brewery. This house, or department, contains hot and cold water tanks, malt and cereal (rice or corn) hoppers, the cereal cooker, mash tub, kettle and hop jack and cooler.

The Mash

Into one large tub, when the brewer starts the real work of making beer, is placed the corn and rice with a certain quantity of water. This is boiled until the grain is soft. Into another tub is placed the malt and water. This too, is kept at a high temperature until certain chemical changes take place. When ready the two are mixed. The mixed mash is boiled and then allowed to rest for certain length of time or until the solid particles of the grain settle to the bottom of the kettle. This bottom is a false bottom, being perforated with holes. The wort, or liquid part of the mash, is then run off, being filtered through the solid parts of the grain in the bottom of the kettle.

The kettle in which the wort is run is a pear shaped vessel having a double or jacketed bottom for heating the wort, and a vent pipe through which vapors generated during boiling may escape. After running clear into this kettle the wort is kept at a certain temperature. During this time wort is continually added to the kettle until it is full. When the kettle is full the wort is boiled for about an hour when it is supposed to break. That is, undesirable particles in the wort become separated from the liquid in such a manner as to render the whole turbid. Upon continued boiling these particles form in lumps and the break, as it is called, is completed.

At the time of this first break hops are added, after which the wort again becomes turbid. After forty or more minutes of boiling the wort again clarifies, or breaks, and more hops are added. The wort now boils for about twenty minutes longer and is run off into a vessel called the hop jack. Just before the wort is run into the hop jack more hops are added. This last addition of hops is to give the beer its aroma. This aroma would be lost if the wort were allowed to boil any length of time and some brewers place the hops in the jack and allow the hot wort to run on them. The hop jack has a false bottom. When the hops that have been added to

the wort have settled the liquid is allowed to filter through them.

In the Cool Ships

After leaving the hop jack the wort is pumped to the top of the brewery into tanks called cool ships. These tanks hold anywhere from 200 barrels up. The wort remains in these tanks for about half an hour and is then run over pipes through which cold air is forced. This cools the wort to a certain temperature. After passing over these pipes the wort enters the starting tanks. It remains in these tanks for two days at a temperature of 45 degrees above zero. At the end of two days it has fermented to a certain extent. After this the wort passes on to the fermenting vats where it remains for twelve days. When fermentation is complete the wort is pumped into rhu vats. Rhu vats are large wooden vessels or tubs that hold from 200 to 1,000 barrels of wort. Here the wort, or beer as it is now called, remains for three months in order that all impurities that might possibly remain may settle to the bottom.

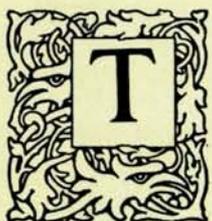
The beer now goes to large casks called chip casks, which hold from forty to 150 barrels of beer. A small percentage of young beer is added to give the old beer life, that is, certain pure gasses are formed that causes the beer to foam when drawn from the barrel. After the beer has secured the necessary life it is pumped to the racking room where it is put into casks or barrels and is ready for the dealer.

It might be well to note here that the casks into which the beer is marketed are treated in a manner that insures absolute purity. The cask is inspected and then the inside sprayed by pitch heated to a temperature that means death to any germ that might be in the wood. This pitch also prevents the beer from "tasting" of the wood. After the pitch has cooled the casks are washed and steamed and cooled again. They are then filled with beer.

In the case of bottled beer the bottles are washed and sterilized before the beer is placed in them. After being filled there are Pastuerized so that no chance of contamination or impurity exists.

Now the above is an honest story of how beer is brewed in Rochester. From beginning to end every process is one of absolute purity and when you drain the glass of amber fluid you take into your system the life giving properties of grain—you take liquid bread and bread is the staff of life.

Bartholomay Brewing Company



THAT business, no matter what its nature may be, that starts from a small beginning and fortifies itself throughout its growth must be of a substantial nature when it reaches the proportions of the Bartholomay Brewing Company to-day. This brewery is the largest in Rochester and is known

everywhere that beer made in Rochester is to be found.

It was back in 1852 that Henry Bartholomay came to Rochester and decided to brew lager beer. He accordingly laid his plans and started a small brewery on the site of the present establishment. In December of that year he placed on sale the first glass of lager beer ever sold in Rochester. From that time on the product of this company has held high place in the opinion of men who enjoy the consumption of pure beer.

About the same time that Mr. Bartholomay started in business Philip Will embarked upon the same field of industry and soon after Mr. Bartholomay placed his product on sale the two united their efforts, the first step toward the consummation of a brewery to be run on a large scale. After a short time Mr. Will retired while Mr. Bartholomay, confident of future success, stuck by his guns and continued to make his then famous brew. By close application to business, a qualification possessed by most Germans, incessant labor and the increasing superiority of his product, he succeeded in extending and enlarging his trade from year to year. It was a gradual march toward success and prosperity that nothing in the commercial world could stop.

Then came the time when the fame of Bartholomay Lager passed beyond the portals of the city of Rochester and Mr. Bartholomay found that the business was too large for one man to handle successfully. He found that a division of care and responsibility involved by the ever increasing volume of his business would be most desirable. Foreseeing the splendid opportunity for further enlargement, vouchsafed by the superior facilities for producing and shipping lager beer, which the city of Rochester affords, he resolved to transfer his entire business and plant to a stock company, of which he became president.

On May 1, 1874, he organized the Bartholomay Brew-

ing Company with a paid up capital stock of \$250,000. Henry Bartholomay, Frederick Cook, Phillip Will, George Arnold and Frederick Goetzman were elected directors. These gentlemen remained in charge of the business until 1889 when the establishment was taken over by a syndicate of English capitalists. The officers of the company now are: President, Mathias Kondolf; vice president, Jacob Gerling; secretary, John Bradley; treasurer, Sandys B. Foster.

While the organization of the first company saw much improvement and many changes the change of 1889 saw more. The plant was enlarged by the addition of several buildings and new machinery and appliances were installed.

The brewery, as everybody in Rochester well knows, is located on the banks of the Genesee River on St. Paul Street near Vincent Street. The buildings are on a high bluff, affording excellent facilities for drainage which is an important feature in securing pure beer. The buildings are substantial and well arranged. The main building with a frontage of 450 feet comprises the brew house, beer storage vaults and malt house. Surrounding it are the large elevators for storing malt and barley, the refrigerating machine house, the wash house, freight depot and office, the stables and pitching shed and bottling department.

While this company enjoys the privilege of having its own railroad known as the "Brewers Railroad," the officers of the company take the greatest pride in their horses. It was a hobby with Mr. Bartholomay to have large gray horses to haul the wagons of the company. Those who have followed Mr. Bartholomay have evidently inherited that hobby because the 75 or more horses owned by the company are among the largest and hand-somest to be found in the country.

While the company manufactures several brands of beer and ale the reputation of the firm is sustained by the excellence of its bottled beer Rienzi, known as the "Finest Table Beer in the World;" its Tam o' Shanter ale that has a sale that keeps the men busy brewing enough to supply the demand which is ever increasing, and Appolo, without which no saloon thinks it can do business. The company employs 150 and the brewery has a capacity of 300,000 barrels a year.

American Brewing Company



THREE facts in connection with the American Brewing Company are not only a source of extreme gratification to the members of the company but to Rochesterians in general. The name of the company, the purity of its product and the methods of brewing are the three essentials upon which this company has built a reputation for itself and Rochester. It is numbered among Rochester's oldest and most reliable concerns; the purity of its product is such that the pure food laws only serve as an advertisement for it; its method of production are among the most perfect known to the art of brewing.

It was back in 1855 that Frederick Loeb started his little brewery in Hudson Avenue, corner Boardwell Street, in company with Christian Meyer. It was then known as Meyer & Loeb's Brewery. When he steeped the first batch of grain in the malting process he said to himself and men there is one thing that makes beer what it should be and that is purity and the use of high grade material. To get purity, he contended, one must brew the beer properly. These principles he maintained throughout his life and imparted them to his son during years of careful teaching and training.

In 1861 the firm of Meyer & Loeb's built a new brewery on the corner of Hudson and Chemung Streets known as Meyer & Loeb's Company. This partnership continued until 1879 when Fred C. Loeb, the present head of the American Brewing Company, returned from St. Louis where he had spent two years supplementing the knowledge of the brewing industry that he had acquired under his father's tutelage. The firm name was then changed to the Lion Brewery, Meyer, Loeb & Company being the owners, Fred C. Loeb being the company. In 1885 the company was known under the name of Loeb Brothers. In 1889 the business was incorporated under the name of the American Brewing Company and Mr. Loeb has been president and manager ever since.

From its very inception this establishment showed great activity in its growth. The start was small but to-day the buildings occupy two blocks. The main building, which contains the offices, faces on Hudson Avenue and extends east along Merrimac Street. Its frontage is 275 feet and it has a depth of 400 feet. The brew house was built in 1890 and it was further improved in 1893. In 1898 a new ale brewery was erected.

The capacity of the plant is now over 200,000 barrels while the bottling department, the new building for which has just been completed and equipped with the most modern machinery, has a capacity of 36,000 bottles a day. The kettle has a capacity of 400 barrels and that of the new ice machines of 215 tons.

This company, by the excellence of its product, has secured an international reputation for Rochester. When a man looks at a bottle of this company's beer he cannot help but associate it with the city of its birth. The company has a large trade in the Eastern and Southern States of America. Its bottled beer has taken prizes in the World's Fair in Paris in 1900, the Marseilles Fair of the same year and the Palestine Fair of 1901.

The popularity of this company's product was shown when it was decided to put a new bottled beer on the market. Advertisements were prepared telling the public of Rochester what the new beer would be. Prizes of a substantial nature were then offered for a name considered most suitable and appropriate. There were over 5,000 people who wished to name this popular brand and the name Liberty was finally selected. Taking into consideration the name of the firm and the undoubted patriotism of the members of the company no name could be more suitable.

When Liberty beer was placed on the market it was not necessary to create a demand for it. The demand was already there and it has kept the brewers busy ever since the first bottle was offered for sale to supply the call for this sparkling beverage of purity, the result of consummate art in the perfection of brewing.

The brewing of this company's product is in charge of P. J. Vischer and A. T. Pickering, the two brew masters. The former sees to the brewing of the lager while the latter sees that purity and right methods are observed in the ale department. The former with a connection of five years and a native of Germany came from the Lutz Brewery, Pittsburg, with an enviable reputation. Mr. Pickering, a native of New Hampshire, with an engagement of three years, was brewmaster in one of the most exacting plants in the country, that of the Frank Jones Brewing Company of Portsmouth, New Hampshire.

The officers of the American Brewing Company are: President, Fred C. Loeb; vice president, John Luther; secretary and treasurer, L. F. Kolb. The directors are F. M. Thrasher, F. C. Seitz and R. Vanderemde.

Hathaway & Gordon

AN old Latin writer once penned an essay on "Old Age." He showed that old age was beautiful and gave to the world a classic that is read and studied in all the high schools and colleges of the world. Old age is honorable and one of the most reliable establishments in Rochester points with pride to the fact that it has been doing business almost as long as the city has been in existence. Reference is made to the Hathaway & Gordon Brewery in North Water Street.

It was back in the year 1834 that the Longmuir Brothers, John and Gabriel, established the brewery. At first the capacity of the plant was small. Each year, however, saw an increase in output and a nearer approach to perfection. The two brothers ran the brewery with ever increasing success until 1864 when the business was purchased by Charles Gordon. A year later H. H. Bevier bought an interest and H. B. Hathaway, the present head of the corporation, entered the business. The first move of the new managers was to erect a large building on the east side of Water Street and connect the two cellars by a tunnel which extends across the street. Later a stable that would accommodate 32 horses was built, it being the first stable in Rochester where the horses, like human beings, slept on the second floor.

In 1872 Mr. Bevier died. At the time of his death he called Mr. Hathaway to him and after expressing con-

fidence in his business associate requested that he take charge of his, Mr. Bevier's interest of a few thousand dollars in the business and use the income for the support of Mrs. Bevier and daughter who survived the brewer. Mr. Hathaway did as requested. During the time that intervened between the death of Mr. Bevier and his wife and daughter, Mr. Hathaway so managed the estate that the two women, both invalids, enjoyed four trips abroad that took thirteen years to complete. When their physical condition became such that they could not travel they located in New York. In 1902 Mrs. Bevier died, the daughter having passed away two years before. When Mrs. Bevier's will was read it was found that she had bequeathed over \$300,000 to Mechanics Institute for a Bevier Memorial building. All of this money was made in the business now conducted under the corporate name of Hathaway & Gordon. Mr. Charles Gordon who was the practical brewer and maltster died in 1889.

The capacity of this brewery is 100 barrels of ale, stout and porter a day. The firm has always relied upon the purity of its product to maintain its popularity and has never been compelled to resort to other advertising methods than simply putting their label on the barrel. That label as every one knows, means purity. Twenty-four men are employed at the brewery. The company, which was incorporated in 1889, the year Mr. Gordon died, is headed by H. B. Hathaway, president and treasurer, with H. E. Stockbridge as secretary.

Genesee Brewing Company



OMEWHERE in the world of song there is a verse about the invigorating qualities of brown October ale. The tribute that is paid to ale in that song might well be applied to Old Stratford Ale, brewed as in the old, old days. This ale is the product of the Genesee Brewing Company and the demand became so great that the company had to stop the sale at one time, being unable to get a sufficient quantity ahead to allow the ale to properly mature before being placed on the market.

In 1857 Charles Rau, who to-day lives in Cataract Street not a stone's throw from the Genesee Brewing Company's buildings, established a brewery on the spot where the company now makes its famous brews. Mr. Rau at first handled the business alone, but the quality of his product soon caused a large demand and Mr. Rau took a partner into the business, the firm name being Rau & Reisky. In 1874 there was another change and the firm became known as Reisky & Spies.

In 1878 Mathias Kondolf, one of Rochester's leading men, took charge of the brewery, organized a stock company and had the name changed to the Genesee Brewing

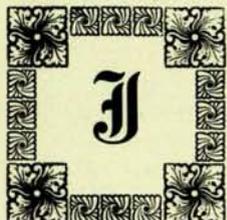
Company. Mr. Kondolf has been president of the company ever since. The other officers at that time were Charles Heusner, secretary and Charles Rau, treasurer. The firm went on without change until 1888 when English capitalists purchased the stock of three Rochester breweries. Among them were the Rochester Brewery and Genesee Brewery. Mr. Kondolf, however, retained his interest in the new corporation and he caused the merging of the Rochester and Genesee breweries. The buildings of the Rochester Brewery were converted into a cold storage plant and are now used for that purpose.

With the consolidation of the two breweries came a new spirit which caused the Genesee to branch out. The company conducted a series of experiments until they perfected the brew of Liebotschaner beer which has been called the aristocrat of table beers. Then followed Old Stratford Ale the popularity of which is unquestioned.

The present brewery has a capacity of 60,000 barrels a year. August Moeller, a practical brewer with years of experience, is brewmaster. The personnel of the firm to-day follows:

President, Mathias Kondolph; vice president, Jacob Gerling; secretary, John Bradley; treasurer, Sandys B. Foster; office manager, Henry Kondolph.

Flower City Brewery



IN 1854 Frederick Miller saw an opportunity to establish a lager beer brewery in Rochester and before snow fell that year was ready to spend the winter months in brewing beer for consumption the following summer. He established himself in business in Lake Avenue and from

his efforts evolved what is now known as the Flower City Brewery, a brewery with a reputation for products of purity and great excellence. Another fact worthy of notice in connection with Mr. Miller is that he was the first Rochester brewer to recognize the value of advertising and his announcement appeared in the Rochester city directory for the year 1859. It read:

"Frederick Miller, Lager Beer Brewery, Lake Avenue and Brown Street."

In the early sixties Mr. Miller's beer had become so popular and the demand so great that he was unable to attend to the business alone and a company known as the Miller Brewing Company was formed. Under Mr. Miller's management the business continued to grow and in 1873 new and larger buildings were erected on the spot where the present Flower City Brewery is located.

Mr. Miller realized that ice was needed and purchased land in the river flats back of the brewery and by taking water from the Genesee River, (the water was pure in those days), secured an ice pond of about eight acres. The ice from the pond was hauled up to the brewery by means of an endless chain. Later, when the waters of the river were no longer considered pure, Mr. Miller installed ice machines for cooling purposes.

While Mr. Miller and his associates styled themselves the Miller Brewing Company the firm was not incorporated until 1883. At that time Mr. Miller was made president, Rudolph Vay vice president, Sol Hays secretary and Moses Hays treasurer. In 1886 there was a change, Mr. Miller retiring as president. His place was taken by Joseph Laurer who, like Mr. Miller, was a practical brewer. Dr. James Buckley and Dr. Charles

Euckley, and General Henry Brinker, the latter at one time Health Officer of the city of Rochester, entered the company about this time and took an active part in the business.

Mr. Laurer remained with the company for about seven years and then sold out his interests, going to Utica, N. Y., where he established a brewery. Mr. Miller was induced to head the company again and did so. He remained as president up to 1891 when John C. Enders became interested in the business and was made its official head. Another change about this time was brought about by the election of George Klem as treasurer.

In 1902 the corporate name was changed to the Flower City Brewing Company and many improvements in machinery and equipment made to meet the ever increasing demand for the company's product. Ice machines of large tonnage and Pfaudler tanks were installed. In 1905 Mr. Enders became ill and during his leave of absence Edwin A. Medcalf was made manager. Later Mr. Enders retired and new officers were elected as follows:

President, Rudolph Vay; vice president, John C. Enders, Jr.; secretary and treasurer, Edwin A. Medcalf.

The company now brews both beer and ale, an ale house being added to the plant in 1889. This brewery was the first Rochester lager beer brewery to take up the making of a. e. Success crowned this departure as the firm's Acme ale, an ale of excellent quality and of the sparkling variety, has ever been one of the most popular brands of ale on the market. To meet the demand for family trade the company established a bottling department several years ago. The demand for its bottled beer and ale has become so great that plans are now making for the erection of a new bottling house that will be second to none in the city when considered from the standpoints of capacity and modern appliances.

William Otto, the brewmaster, was engaged four years ago. Mr. Otto comes from abroad, having received his education in the art of brewing from years of experience in Germany and England.

Standard Brewing Company



THE men who were responsible for the building of the Standard Brewery were men who took a good long look into the future and made a study of the conditions of the present before they acted. They saw that to gain perfection a company should devote its time and efforts to the brewing of one class of malt liquids. They saw the need of a brewery of large capacity that would give all its attention to making ales and porter of a superior grade. When they had reached this decision they planned a building that would be adapted to carrying out their plans. The Standard Brewery and the excellence of its output is the results.

The Standard Brewing Company was incorporated in 1889. Valentine Fleckenstein was made president; C. W. Voshell, vice president; Fred Wurtz, secretary and Frank Kondolf, treasurer. The plans for the building called for an ideal brewery and the contract was taken in charge by Mr. Voshell, a member of the company. When the building was completed the brewing of ales and porter was begun. It has been continued ever since and each year finds the company increasing its output to meet the demand for its goods.

While the product of the company was first sold exclusively in bulk it was soon discovered that families desired the ales of the company and a new bottling house with a large capacity and equipped with the most modern machinery was built. The men at the head of the establishment soon found that they could keep their packages in better condition by making their own re-

pairs and the result was a new cooper shop. To-day the company knows that every barrel or cask is in the best possible condition before a drop of ale or porter is put in the same.

Within a year or so after the incorporation of the company J. Miller Kelly, for years a leader in politics in Rochester, was made president. The other officers remain in the same capacity. When Mr. Kelly died in February, 1905, Mr. Voshell was made president, William H. Tracy was elected vice president, Charles Goetzman secretary and treasurer and Louis H. Daus manager. J. L. Lang has been brew master for the last five years.

An idea of the growth of the company may be derived from the fact that it started in business with a capital stock of \$75,000 and in a few years this was increased to \$150,000 all paid in.

The capacity of the brewery is 75,000 barrels a year. The company is now producing 50,000 barrels annually and the indications are that this will be increased during the coming year. To provide for the increase in output the company is soon to install another 100-ton ice machine and build new stables for their draught horses. At present fifty men are employed. Being located on the "Brewers' Railroad" the company enjoys excellent shipping facilities.

India Pale, Sparkling and Present Use Ale are the leaders of the varieties of ales produced by this company. The public, however, doesn't stop to name a variety—they simply say,

"A glass of Standard ale, please."



CHARLES CUNNINGHAM
Treasurer



JOSEPH J. SCHUELER
President



JOSEPH P. LEINEN
Recording Secretary



JOHN N. MADER
Financial Secretary



MAX SIMON
Vice-President



WILLIAM J. LAUFER
Sergeant-at-Arms

JOSEPH J. SCHUELER—One of the strongest characters identified with the liquor industry of Rochester is the genial president of the Liberal Knights Association—Joseph J. Schueler. The position he occupies to-day in the business, political and social life of the community has been attained through years of constant, energetic and effective work for every cause which has had his interest and support.

Mr. Schueler was born in this city December 27, 1853, and up to the twelfth year of his age attended St. Joseph's Parochial School. Like many another successful man, his school days were brief, and they were followed by an apprenticeship under his father in the tailoring business. He soon became a skilled cutter.

In 1879 Mr. Schueler formed a partnership with two other Rochester tailors under the firm name of Kalb, Best & Schueler, at 16 and 18 State Street. The business was later continued under the title of Schueler & Armbuster at the same location.

Mr. Schueler in 1890 accepted a position with the American Brewing Company and for fifteen years represented that firm in this city. Two years ago he associated himself with Joseph Leinen in the cafe business, but after one year this partnership was dissolved and Mr. Schueler opened up the Bay View House, one of the most popular hotels on Irondequoit Bay.

Mr. Schueler has been closely identified with several organizations of a business, religious and fraternal nature and has held important positions in them. He is a member of the C. M. B. A., Branch 81; is past president and was supreme commander of the Knights of St. John during 1889-90; the B. P. O. Elks, No. 24; and the Social Order of Moose, Herd 6. For many years he has taken an active interest in the work of St. Joseph's Church and Orphan Asylum. He has also devoted himself to music, being at present a member of the Rochester Maenerchor, and a singer in St. Joseph's choir for thirty-three years.

The Liberal Knights is another organization which has had the benefit of Mr. Schueler's executive ability and personal magnetism. For three terms, 1905-6-7, he has been chosen to the presidency of the Liberal Knights and none but words of praise and commendation are heard for the wonderfully effective way in which he carries the honors and executes the work of his office.

Mr. Schueler's reputation as a leader of men has gone beyond his social and business life, and he has been called to the leadership in the political affairs of the community. During campaigns he has been chosen to take charge of the entire city contingent of Democratic campaigners.

Mr. Schueler at present resides in the Seventh Ward, where he was born, and is married and has three sons and two daughters.

MR. MAX SIMON—Of all the elements that have combined to make up the cosmopolitan population of Rochester, none has been greater or made more enduring stamp upon the city than the German emigration, which has always been of a high character. This emigration began to grow important in the early half of the past century, and among those who have sought to better their fortunes in this great Republic was Max Simon. His career has been an interesting one, filled with adventure, and success has followed him all through his life.

Mr. Simon was born at Gros Garde, Germany, April 10, 1862, and received his early education in the Fatherland. At the age of fifteen, he had found employment on a farm, and it was not long before his ability asserted itself and he became a superintendent. When twenty-one years of age, he came to America and settled in Roches-

ter. After remaining here for a year and a half the desire to travel about the country took hold of him and he saw much of the United States in the next two years. Finally he returned to Rochester and took a position with a local bakery as salesman, continuing in this endeavor for over nine years.

Mr. Simon's first experience in the hotel business was when he bought the Lake Shore Hotel at Sea Breeze, which he conducted for two years. There he gained a good knowledge of what the requirements were for a successful management, which later proved to be of great benefit to him. Previous to his opening the cafe where he is now located, he was a collector for the Rochester Volksblatt, a German newspaper of this city; 272 Clifford Street is the address of the restaurant he now conducts. This business has assumed large proportions under Mr. Simon's management. Upon taking possession of this cafe, some eight years ago, he installed new fixtures and remodeled it thoroughly, making it a very fine and up-to-date place for his patrons. Pool tables and all that goes to make for the comfort of customers will be found at this place.

Mr. Simon's name will be found upon the roll of many prominent societies and organizations, among which are the Germania Lodge of Perfection, F. & A. M.; Germania Lodge 722, F. & A. M.; Zayat Lodge of Odd Fellows, 784; Fraternal Order of Eagles, Aerie 52; Rochester Turn Verein, Protostantische Unterstizung Verein, St. John's Unterstizung Verein, the German Order of Harugari, and the Liberal Knights, of which he is vice-president. He is a resident of the Seventeenth Ward and resides with his family at No. 17 Loomis Street.

JOSEPH P. LEINEN—One of the most popular and well known business men of the city is Mr. Joseph P. Leinen, whose photo appears herewith. Rochester is his native city, and it is here that practically all his life has been spent. Educated in St. Joseph's Parochial School, he began his business career in the employ of Howe & Rogers, with whom he remained for fifteen years. Later he was with the old firm of Gorton & McCabe, wholesalers and retailers of carpets, draperies, etc. For the next five years he was secretary of the Union Brewery Company, and after this was traveling salesman for the Rochester Brewing Company. His next business connection was with the Flower City Brewery, where he remained four years.

In each of these different positions Mr. Leinen has always given complete satisfaction in every particular and been most highly esteemed by his employers. November 1, 1905, he located at 461 Main Street East, his present location, where he maintains a model cafe, up-to-date in every way and where only first class goods are carried. His association with the different breweries for so many years naturally made him acquainted with thousands of Rochesterians, as well as people outside the city. Those who know Mr. Leinen personally can testify to his many qualities. He is ever ready to respond to the call of the needy, and has endeared himself to all who appreciate true fellowship.

Mr. Leinen stands very high in fraternal and social organizations, being a member and recording secretary of the Liberal Knights, a member and financial secretary of the Rochester Maenerchor; member of the B.P.O. Elks, No. 24; Social Order of Moose, Herd 6; C. M. B. A., Branch 81; secretary of the Excelsior Bowling Club, honorary member Knights of St. Louis, the Badischer Maenerchor Singing Society, and a member of the Knights of St. John for twenty-five years.

Mr. Leinen is a resident of the Sixteenth Ward. He was born May 1, 1858, and in 1880 married Elizabeth Schueler. His family consists of four boys.

JOHAN N. MADER—The subject of this sketch, Mr. John N. Mader, was born May 19, 1874, in Dansville, Livingston County, N. Y., where he received his early education and business training, having conducted a grocery in that place for three years. Coming to Rochester twelve years ago, he opened a grocery business at the corner of St. Paul and Evergreen Streets, where, owing to his "push-ahead" principles and up-to-date methods, he made a great success. In 1901 Mr. Mader decided to enter the restaurant business and opened a cafe at 118 Alphonse Street, where he was located for two years. He then changed to his present location, 264 Andrews Street, where he conducts a restaurant strictly first class and in every way worthy of the large patronage which it enjoys. This site has the distinction of having held a liquor tax certificate for no less than sixty-five years. The first one having been held by Mr. Roman Schlitzer, then by his son, Leo Schlitzer, and at present by the subject of this sketch.

Mr. Mader is a member of many fraternal and social organizations, and is a man who takes an active interest in everything pertaining to their advancement. In a word, he is a member whose influence is felt. He has belonged to the Liberal Knights since the foundation of this organization, and is at present filling his third term as financial secretary. In 1906 he was a delegate to the State Wine, Liquor and Beer Dealers' Association at Syracuse, and was also a representative of the Rochester Liquor Dealers' Association to the State Board in April, 1907. Mr. Mader is also a member of the following societies: B. P. O. Elks, No. 24; Court City of Rochester, Foresters of America; White Cloud Tribe of Red Men and the Hi-o-ka-Too Haymakers Association.

Mr. Mader was married fifteen years ago to Miss Gussie Ernst and they have one child. He is a resident of the Fifth Ward, where he takes an active interest in its commercial and political welfare.

WILLIAM J. LAUFER—Laufer's Ridge Hotel at the junction of Lake Avenue and the Ridge Road, known for over fifty years as the "Ridge Hotel," and under the management of William J. Laufer, the subject of this sketch, for the past twenty-two years, enjoys the reputation of being one of the finest suburban hotels in this locality. During his long connection with it he has made improvements from time to time which have put it on a par with the very best, and far above the average. Mr. Laufer's pleasing manner and interest in the welfare of his patrons have made him personally very popular, and his efficient and sagacious business judgment has added greatly to his successful career. His provisions for the convenience of travelers have made his place famous in this respect. He has a shop in the rear of his hotel where an unfortunate autoist or bicycle rider may have their machines repaired, and this is indeed a busy place at times.

This hotel is one of the oldest in this section, and was conducted for a number of years by Sheriff Craig's father. It has been the scene of many historical happenings and is known throughout the state.

Years ago Mr. Laufer was engaged in the grocery business in this city, and previous to his present business worked for a number of years for Camille Forrest, in the latter's cafe and restaurant, then located on Main Street East, in the building on the site of the new Sibley store, and he was also connected with the Forest Cottage at Sea Breeze.

He is an officer of the Liberal Knights Association; a member of the Social Order of Moose, Herd 6; Fraternal Order of Eagles, Aerie No. 52; The White Cloud Tribe of Red Men, and Auxiliary Council. Born in Rochester, December 5, 1859, and being a life-time resident of his native city, he naturally takes great interest in the advancement of its affairs, and is very active in everything that pertains to its welfare.

His father, Martin Laufer, served in the Civil War from 1862 to 1865, and was among the unfortunates to be captured by the rebels and confined in the famous Libby Prison. He was a man highly esteemed for his good character and held the position of foreman in the Star Piano and Gibbons & Stone factories for over forty-five years.

We present on preceding page a splendid portrait of Mr. Wm. J. Laufer.



PHILIP C. BEGY
Chairman



GEORGE WEILAND



AUGUST F. INSEL

Trustees of Liberal Knights Association, 1907

PHILIP C. BEGY—The old saying that “success comes only to those who work for it” is amply illustrated in the career of Mr. Philip C. Begy, a good likeness of whom is reproduced herewith. Young men of to-day may well pattern after “Phil” Begy, for his education was short lived and his career started when but a lad. His honesty of purpose and his unflinching determination to “go forward” has resulted in his becoming a highly respected and useful citizen of Rochester.

His first business experience was with the C. T. Ham Lantern Company, where he remained four years; then to the Kelly Lantern Company for two years, and after this he associated himself with his brother in New York City in the casket business.

During his early days in Rochester, “Phil” turned his spare time to good use by playing baseball with local amateur clubs, which resulted in his becoming “noticed” by the wise ones of professional baseballdom, who made up their minds that he possessed the material that goes to make up a star in the professionals. So, resigning his business connections, “Phil” signed to play with the State, International, Eastern and Pennsylvania Leagues, with whom he toured the country, winning laurels on every hand. The fact that he played with so many leagues proved that he “made good” to the big managers, and as a result his name was familiar to fans all over the country.

In 1889 Mr. Begy opened up his present cafe at 278 State Street. This restaurant is strictly first class in every detail, and managed with careful attention to please a high class patronage. He is interested in many other business enterprises, chief of which is the J. A. Begy Company, large manufacturing chemists on State Street.

He has been a member of the Liberal Knights Association from its inception, and has done yeoman work for this body of representative business men. He is chairman of its Finance Committee and also chairman of the Board of Trustees of the same order. He is a member of the B. P. O. Elks, No. 24; Fraternal Order of Eagles, Aerie 52; Hi-o-ka-too Tribe of Red Men and the C. M. B. A., Branch 81. He is a resident of the Sixteenth Ward, where he resides with his family.

MR. GEORGE WEILAND—The town of Greece, Monroe County, was the birth place of George Weiland, who was born there on March 31, 1865.

He was educated at St. John’s School on the Ridge, and after finishing his studies assisted his father on a large farm which he owned. When twenty-one years of age George came to Rochester and took employment in the cafe and liquor house of Anthony J. Miller on West Main Street, where he remained for seven years.

At this period George was capable of taking a position in any first class cafe, and later associated himself with many of the best. For two years he was with Charles Toohey, who then conducted a place at 107 Main Street East, where Joseph Holloran is now located. After this he went into business for himself at No. 200 West Main Street, where he stayed two years. Ill health at this time forced him to take a rest and he went West, remaining

six months. Returning to Rochester, he took a position with Fred Miller, where he was located for two years.

But George Weiland was ambitious, and never lost sight of the fact that he was capable of running a cafe of his own in a successful manner, so when the opportunity presented itself he selected the site at No. 70 West Main Street. Here he remained for five years, and was forced to give up this location to the Duffy-McInnerney Company for their department store. From the very start this business was a success; the location was right to be sure, but George possessed good business ability and was very careful that his large patronage should be taken care of in the best manner possible.

George Weiland is a man who would make a success of any cafe, for he is endowed with a sunny disposition and makes friends fast. This is a truism that cannot be denied, and those who have his acquaintance can well testify to this fact. He is highly respected in this city, his home being at No. 7 Plymouth Avenue.

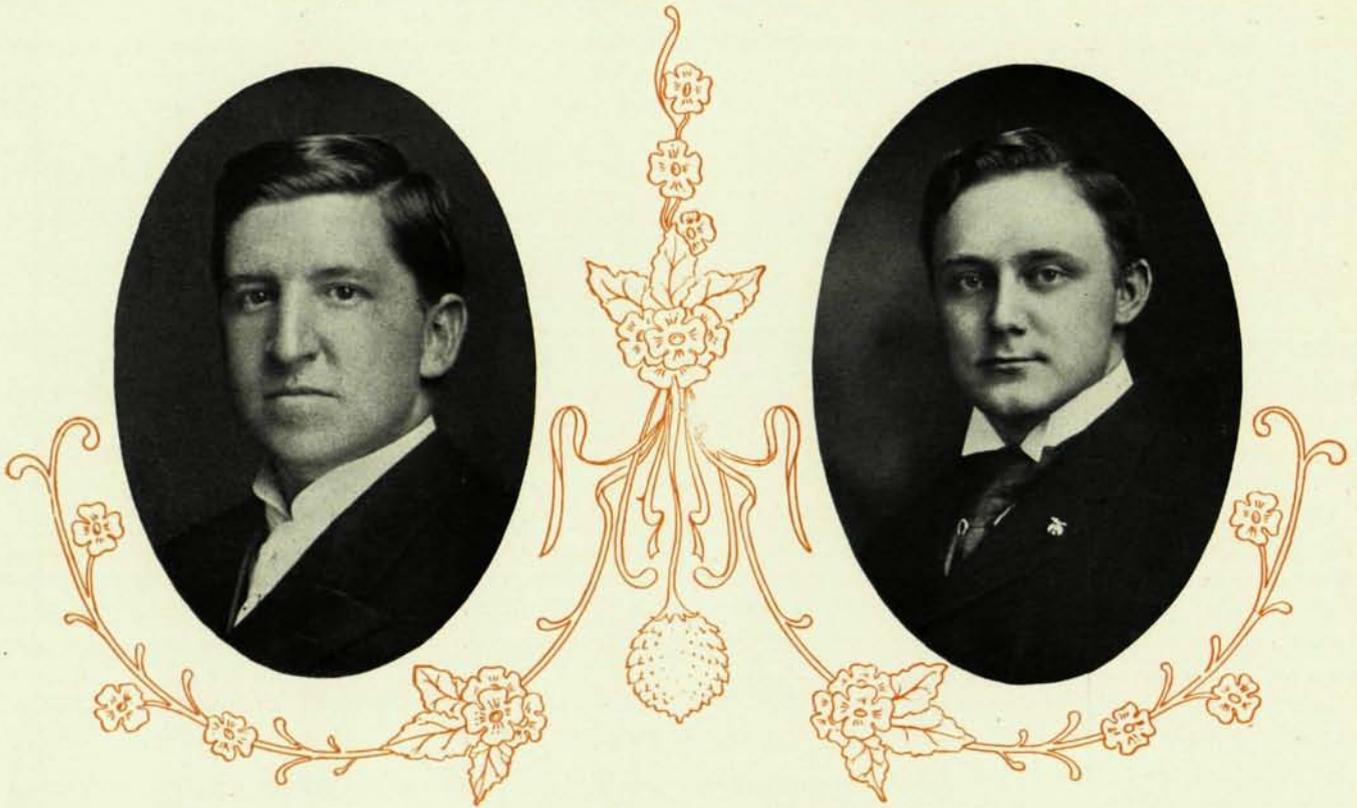
He is a member of the Wabec Tribe of Red Men, Court Idlewild; the Foresters of America, and is at present serving his first term as a trustee of the Liberal Knights.

AUGUST F. INSEL—Numbered among the names of the most enterprising young men of this city we find that of August F. Insel, whose portrait appears on a preceding page. He is a man of indomitable will and energy, and success has attended his efforts on every hand.

Born November 7, 1871, in Rochester, and educated at Public School No. 26, he commenced life in the employ of the firm of Langslow & Fowler, and afterwards worked for the Eastman Kodak Company. He was a most competent and trustworthy employee of both of these firms, remaining with the former ten years and with the latter eight years. About this time he decided to go into business for himself and bought a cafe at No. 192 Hudson Avenue. In this business he was most successful, as his many friends and patrons will testify. But the desire for a change of scene and the ambition to try his luck in a new country led him to sell his business in 1901 and start for California. There he opened a grocery business and remained for two years, at the end of which time he returned again to the Flower City. The business at No. 192 Hudson Avenue was then bought back by Mr. Insel, and if an increase of patronage is a criterion then everyone was glad to see Gus back at the old stand.

Mr. Insel has, through his heartiness of manner and geniality of disposition, made himself most popular socially and won for himself a host of friends, and for his business hundreds of patrons who will never go any other place when in walking distance of “Gus’ Cafe.”

Among the organizations of which he is a member, he is most highly esteemed as one who has, through example and practice, endeavored to raise rather than lower the standard of merit. His name is found among those of Rochester Tent No. 80 of Maccabees; Tippecanoe Lodge of Odd Fellows, and is at present a trustee of the Liberal Knights. He is a resident of the Eighth Ward, and has always taken an active interest in the affairs of his party.



JOHN RAUBER & CO.—There is probably no name more familiar to the business interests of Rochester and vicinity than that of John Rauber & Co. This old and reliable house has stood the test of time and is to-day looked upon by the trade as one of the best wine and liquor houses in the state. Despite keen competition, their products have taken a leading position among liquor merchants who desire to handle only reliable goods.

This enterprise always strongly favored a pure food bill, and will do all in its power to live up to it, and make its products the purest.

The business is high grade wines, liquors, cordials, etc., in all of which purity may be said to be the standard bearer.

This enterprise in its "Rochester Club" whiskey, has aimed to, and in the opinion of good judges, has attained apparently perfection.

The Rochester Club is manufactured to order, the same as if the distillery was owned by John Rauber & Co.

It is open to the severest criticism. There being a correct process of manufacture the firm are able to guarantee quality and purity. This house's customers give the most substantial and strongest evidence that this brand should be in every sick-room and hospital.

That the sales of John Rauber & Co., have been doubled in the past ten years, and have rapidly increased since the introduction of the "Rochester Club" in 1905 is the strongest proof of its efficacy and popularity.

This business was established in the sixties, and the present location at 214-216 Main Street West, the property of the estate, was taken in 1889, being one of the best appointed and substantial structures devoted to wines and liquors in Western New York.

Peter F. and John Rauber, who left valuable estates and died in 1895 and 1897, respectively, left the business in a most satisfactory position and the present proprietors, John S. Rauber and Henry P. Rauber, sons of John Rauber, ascribe their unusual success in the past decade, to this fact, and give much credit to those to whom credit justly belongs.

WILLIAM J. GUCKER—The old saying that "it takes old heads to steer the ship to port in safety" may apply in some instances, but it certainly has not proven true in the case of Mr. William J. Gucker, proprietor of the E. M. Higgins Company. Starting with this firm as a stockholder, his business ability was soon recognized and he was made its manager, and is to-day the sole proprietor. His rapid rise to the head of this firm is an illustration of what a young man can accomplish if he will but devote his best energy and efforts to his chosen business.

The old firm of E. M. Higgins Company, located from its inception at No. 18 Main Street West, has been recognized for years as the home of pure wines and liquors. The large volume of business done is by no means confined to the retail trade. In fact, there is not a town in all Western New York which does not contribute its share of patronage to the wholesale department. This is the result of always filling the wants of its customers with only the best wines, liquors and cordials that can be produced.

Although the firm had always enjoyed a liberal patronage in the past, it remained for the advent of new energy and push to bring it up to where it is to-day—one of the most successful business enterprises in Rochester. In keeping with the rapid growth of the business, improvements have been made which reflect great credit on Mr. Gucker's business ability and which have been of the utmost benefit to the public.

This company has the sole agency for the famous Anhauser Busch Budweiser beer, and under its supervision the sales have increased from year to year to enormous proportions.

Mr. Gucker has a host of friends and is ever ready to lend his assistance to the welfare of any cause that merits his confidence. He is a member of Yonondio Lodge, F. & A. M., 163; Hamilton Chapter 62, R. A. M.; Monroe Commandery, No. 12, K. T.; Damascus Temple, A. A. O. M. S., and the B. P. O. Elks, No. 24. He was born in Rochester August 19, 1878.



STREICHER BROTHERS—Among the men who are most prominently identified with the liquor interests of Rochester to-day, are the Streicher Bros. The marked degree of success which this firm has attained in the few years of their business life in this city is well known.

William and Edward Streicher were born at Shelbon, Wyoming County, in 1874 and 1875, respectively, and after receiving a common school education in their home town, started out to win their way in the world. William, the elder brother, engaged in the grocery business for four years at North Java, and spent the next four years at Buffalo, becoming associated in the cafe business. He then decided to come to Rochester and has been a resident ever since.

Earlier in life Edward Streicher, the younger brother, came to this city and engaged with Matthews & Servis, where he remained nine years.

These brothers then formed a partnership later and opened a cafe at 24 Andrews Street, where they remained for six years. Their knowledge of the cafe business was a good asset for them when they decided to open at their present location, Nos. 103 to 107 Franklin Street, not only a first class cafe, but an extensive wholesale liquor house as well. This was a venture which called for shrewd management as well as a knowledge of the wants of a discriminating trade. But they were equal to the task, and be it said again, these brothers have made their mark in the business world of our city, and the future bids fair to be even more prosperous.

The wines, liquors and cordials handled by this house have become widely known for their purity, which is the ever redeeming feature of a business of this nature. No half-hearted methods of doing business are tolerated by this firm. Their motto is to "make good" to their trade each and every time, and it is said that no order, no matter how small, leaves their warehouse without the personal supervision of one of the firm. This method has been the means of bringing to their doors a large patronage, all of which is appreciated.

William and Edward Streicher belong to many social and fraternal orders, including the Foresters of America and the Liberal Knights.

GRAHAM PARSONS—A young man of more than ordinary business ability and strength of character is the subject of this sketch, Mr. Graham Parsons. Starting on his own resources, he has made rapid strides in the business and social world, until to-day he is known far and wide and is highly regarded by those who have his acquaintance.

He was born in this city June 18th, 1880, and is a son of the late Frank Parsons who was Alderman of the Fourteenth Ward in 1900, and is a nephew of the late Cornelius R. Parsons, who was Mayor of Rochester for over fourteen years. When the Benevolent Order of Eagles was organized in this city years ago, Mr. Parsons' father was its first vice-president.

After leaving school, Mr. Parsons engaged in the wholesale butter and egg business; from this venture he took up the ice business, which he continued for six years. In 1904 he started the cider and vinegar industry which now bears his name, with headquarters at Brighton. His efforts in this line of trade were so successful that within a short space of time the company's products were everywhere known for their excellent flavor and high quality, and the old quarters of the concern were soon inadequate to meet the increasing demands upon them.

Mr. Parsons, therefore, has erected at great cost, one of the most complete and modern cider and vinegar mills in the country, and present indications are that these apparently adequate facilities are none too large for this expanding industry.

The enactment of the Pure Food Laws by the National Government proved but a vindication of the quality of the Parsons products, for they were found to easily measure up to and pass beyond the standard set by the new laws. To-day Mr. Parsons and the productions of his plant enjoy the commendation and patronage they so richly deserve.

Mr. Graham Parsons is personally prominent and popular, being a member of the Rochester Rod and Gun Club ever since he was fourteen years of age. He is also a member of the Rochester Canoe Club and the Social Order of Moose, Herd 6.



EARNEST BRUCKER—The success attained by Mr. Earnest Brucker, the subject of this sketch, is a fair example of how well an energetic and ambitious young man may succeed by a reliance upon his own efforts and a strict attention to business. Few men with as little early advantages have advanced as rapidly and successfully as he has. Born in Germany, he came to this country in 1879, when he was thirteen years of age. After attending the public schools of the city, he secured employment with the Bausch & Lomb Optical Company, where he remained for several years. Then without any practical experience in the restaurant business, he purchased a cafe located at No. 18 Mumford Street. Four years of success in this venture prompted him to look for larger quarters, and he opened the place known as "Brucker's Hotel," at 251-253 Main Street, East, which he conducted for eleven years. In connection with this hotel, he also conducted the Hotel Brunswick on Fitzhugh Street, on the site of the present Baker Theater. The purchase of this property for the erection of the theater, forced him to seek other quarters and lead to his locating his present hotel, corner of Clinton Avenue N. and Central Avenue. Mr. Brucker has made many improvements in this place since taking possession, enlarging it from a fourteen room to a forty room hotel, and other radical changes, which now makes it one of the best hotels in the city.

He is well known and prominent in German-American circles and is always solicitous for the welfare of the people of his native land, contributing to their charities and assisting in every way possible. He is a member of the following organizations: Rochester Turn-Verein Society; The Sevens Club, one of the oldest German-American societies in the city; Rochester Maennerchor Singing Society; Germania Lodge, F. & A. M., No. 722; Rochester Consistory, S. P. R. S.; Damascus Temple, A. A. O. W. M. S. of Rochester; Koerner Lodge, I. O. O. F.; Knights of Calvin; Liberal Knights and B. B. Bowling Club.

JAMES M. MURRAY—A career that was started at nearly the bottom round of the ladder and is marked with upward leaps until the top round is finally reached is universally conceded to be deserving of credit. Such a career was that of James M. Murray, who now conducts a first-class cafe at No. 45 Clinton Avenue North. Whatever is told about Mr. Murray in these pages seems almost superfluous, as he is one of the most well-known business men in Rochester.

James M. Murray was born in this city on September 4, 1844. After receiving an education in his home town, he cast his lot with the Dan Rice circus. At that period the name of Dan Rice was as much of a guarantee of a high class show as was later the name of Phineas T. Barnum. Mr. Murray embarked with the Dan Rice circus in the humble role of a circus tumbler, but even in that mediocre position the management of the vast circus had never reason to regret Mr. Murray's connection with the show. Later Mr. Murray went into the minstrel business for a period of six years, during which he danced himself up a few rounds towards the top of the ladder. His next move on returning home was to engage in the liquor business with Russ Coates in what was the old Masonic Block, situated on the locality where the Wilder Building now stands. Later he was with "Dud" Palmer for two years in the Eagle Block, which Power's Block has now supplanted.

In 1879 Mr. Murray as a partner in the firm of Murray & Rauber was doing business under the Rochester Opera House (Now Cook's) on South St. Paul Street. Since that he has always been identified with the liquor business in which, previous to opening a place for himself, he was for ten years a prominent figure in the Donoghue Importing Co. Mr. Murray is a resident of the Twelfth Ward, is married, and is the father of four children. He is and has been for many years a member of the Liberal Knights and is an active participator in any social function identified with his neighborhood. His cafe at No. 45 North Clinton Street caters largely to the after-theater parties from the Lyceum and is in every way a first-class establishment.



FRANK B. WARREN—The many friends of Frank B. Warren will recognize the above picture as being true to life. Born in Oneida, N. Y., September 10th, 1867, his parents moved to this city when he was a child. After a thorough High School education, and when but eighteen years of age, he entered the employ of his father, who conducted a grocery on North Avenue. Here he learned the first essentials to business success, which made possible his present high rank among the business men of the city.

This business, however, did not prove entirely to his liking, and he accepted positions with many of the leading hotels and cafes, among which might be mentioned that of Capt. John J. Powers. He also managed the Admiral Cafe on State Street and was manager of the Stutson Hotel at Ontario Beach in 1892 and 1893. In 1894 he accepted the position of clerk in the Franklin House at Geneva, N. Y., and after four successful years in this venture he returned to Rochester and shortly afterwards established his present "Rienzi Cafe" at No. 39 Main Street East, it being one of the finest and best conducted in the state, where his many friends and patrons are always sure to find the best of everything and a cordial reception from the ever-genial Frank. In 1904, Mr. Warren, with other business men, organized the Consumers Company, Bottlers and Manufacturers of soft drinks, located at No. 17 Wentworth Street, and has been its president since that time.

He has always taken an active interest in fraternal societies and is a member of Valley Lodge, 109, F. & A. M.; Rochester Lodge, No. 24, B. P. O. Elks; Social Order of Moose, Herd 6; Aerie No. 52, Fraternal Order of Eagles; Glidden Camp, Sons of Veterans, (his father, Mr. Hiram N. Warren, being Commander of Powers Post, G. A. R., until the time of his death two years ago.) Mr. Warren is also a member of Brookdale Bowling Club and the Liberal Knights, of which he is past vice-president.

Mr. Warren was at one time connected with Driving Park Associations, and was owner of the "Dutchman," mark of 2:17. He is also fond of aquatics, and during the summer months makes his home at Ontario Beach.

FREDERICK H. GRELL—The cafe and billiard parlor conducted by Frederick H. Grell, at No. 153 Main Street East, is the master-piece of the efforts of this young business man. Through years of faithful service in his chosen field he has acquired a vast knowledge of the requirements of the people, which could not be more cleverly complied with than in the elegance and completeness of this well-known cafe; the large and high class patronage which it enjoys is evidence of the appreciation in which it is held. His enterprising and able business qualities have given him a position of high rank among the mercantile interests of this city, and his rise has been a most rapid one.

He obtained his practical knowledge of the cafe business in the employ of several well known establishments, working seven years for W. J. Appel and for sometime in the employ of A. B. Sanderl. At the World's Fair in 1893 he was manager of the Ashland Buffet for T. C. O'Connor. In 1894 he formed a partnership with Samuel Bluntach and conducted a cafe at No. 8 Clinton Avenue North for one year, leaving this to accept a position with ex-Sheriff Thomas Hodgson; after leaving Mr. Hodgson he went into partnership with Jess Burns in the theatrical business, touring the country with the "Land of the Living" Company, season of 1896-1897. He has also been prominent in the affairs of the Summer Resorts, having conducted a pavilion at Ontario Beach during the season of 1904, and last year he had charge of all liquor interests at Sea Breeze for the American Brewery.

Mr. Grell is very popular socially and is a member of many of the leading societies, viz.: Germania Lodge, F. & A. M., No. 722; Hamilton Chapter, No. 62, R. A. M.; Germania Lodge of Perfection; A. A. Scottish Rite, 32d Degree; Damascus Temple, A. A. O. N. M. S.; Lalla Rookh, No. 3, M. O. V. P. E. R.; B. P. O. Elks, No. 24; F. O. O. Eagles, Aerie, No. 52; Court City of Rochester, Foresters of America; Rochester Mannerchor; Rochester Turn-Verein; Commercial Bowling Club, and C. A. Glidden Camp, No. 6, Sons of Veterans (his father, Frederick Herman Grell), having been a member of the 3d N. Y. Cavalry during the War of the Rebellion.



MARTIN ETZBERGER—Among the best known German citizens of the city, and regarded as one endowed with no mean ability in the commercial world, is the subject of this sketch, Martin Etzberger.

Born in Bavaria, Germany, October 21, 1860, he received besides the strenuous home training commonly practiced by all German parents, a public school education. After leaving school young Martin took up a position with one of the local breweries and served them with constant advancement for five years, and reluctantly resigned his position to serve his country in the 12th Company of the 13th regiment. After receiving an honorable discharge from the government Mr. Etzberger decided to embark for the much heard of America and the twenty-third anniversary of his birthday was celebrated in the States.

Having no friends to seek advice from he was instinctively led to the Flower City where he readily found employment in the Bartholomay Brewery Co., where he remained for nearly twenty years, which is ample proof of his honesty and ability and certainly an enviable record.

The year 1904, found Mr. Etzberger erecting a refined, homelike cafe in Clifford Street. The completion of this building changed the place from a dismal lonely site to a bright and pleasing spot on this thoroughfare. It was only two years after that the enviable eye of a suitable purchaser was attracted by this place, and Mr. Etzberger decided with reluctance to sell his well established business.

His retirement, however, from the business was for a short duration only, and the first of May this year found him again catering to the wants of the inner man at his new address, 753 Clinton Avenue North. This cafe, after receiving the necessary overhauling, is to-day one of the busiest places in the northern section of the city. Mr. Etzberger has found time to take out membership with a number of prominent fraternal and social organizations of the city, chief among them being the Foresters of America, Court Empire, 328; the Liberal Knights; C. M. B. A., Branch 34, of St. Michael's Church.

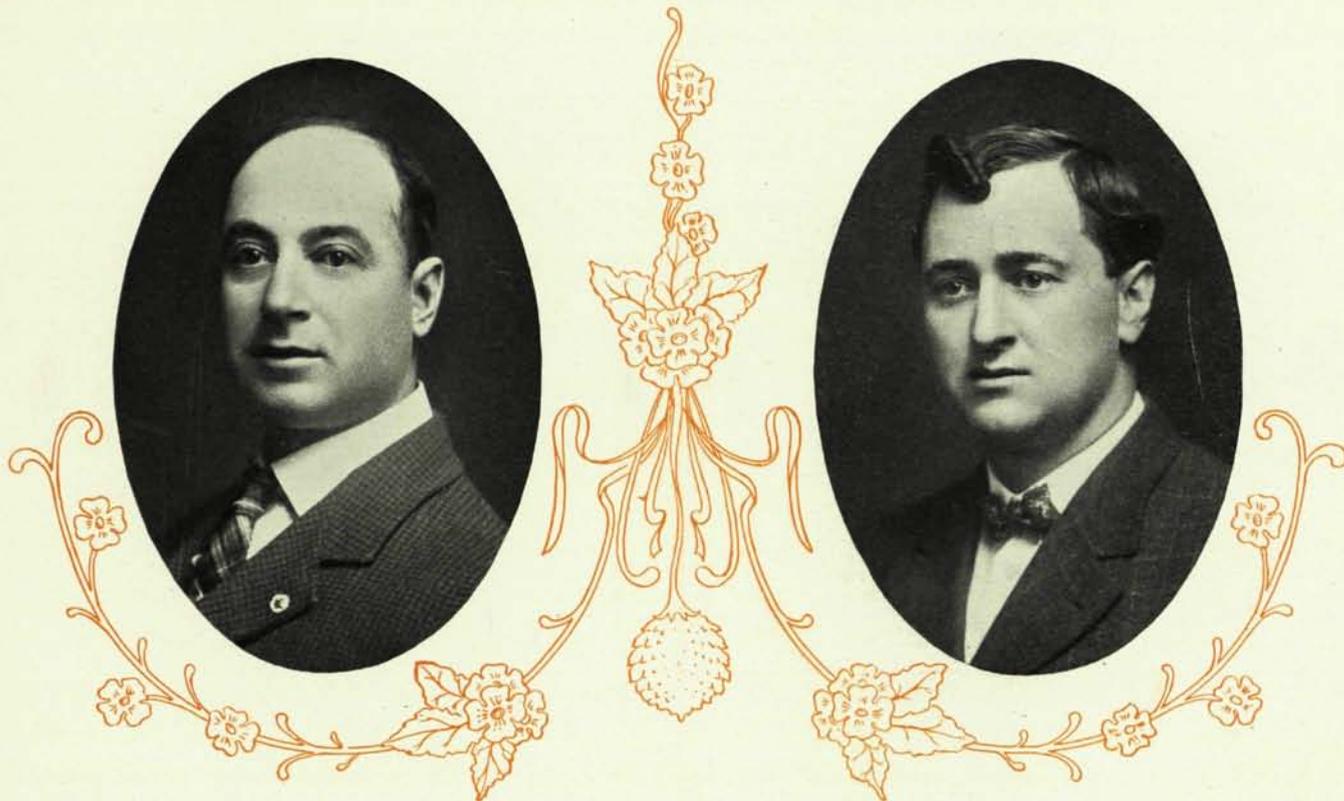
JOSEPH LOCHNER—Among the younger men of this city whose lives illustrate the results of individual, unaided effort, is the subject of this sketch, Mr. Joseph Lochner. His pluck and honest determination to attain a position in the front rank among his fellow-citizens has met with gratifying success.

Mr. Lochner was born in this city March 4, 1881, and received his education at the Holy Redeemer School and the Rochester Business Institute. His first position in the business in which he has since followed was with the Louis Pink cafe on Exchange Street, and later was in the employ of Sam B. Palmer for a period of six years. By this time he had gained valuable experience which fitted him for the successful management of a place he later opened with a partner at the corner of Hudson Avenue and Kelly Street. This partnership terminated by Mr. Lochner selling his interest to engage in business for himself, he buying out Frank Mildahn at the corner of Herman Street and Hudson Avenue, where he is now located. His ambition to make this cafe first-class in every way led him to remodel and refurnish it throughout. A stock of wines, liquors and cigars will be found at this cafe that would be hard to surpass in any up-town place.

Although a young man, Mr. Lochner has devoted much of his energy and time to the interests that affect the material prosperity of his fellow-men. He is a resident of the Eighth Ward and is highly respected. He dislikes notoriety, but his amiability of character has made him a host of friends who never lose an opportunity of dropping in to see Joe and listen to one of his witty stories.

In social and fraternal organizations Mr. Lochner is regarded as a valuable member. He is affiliated with the Social Order of Moose, Herd 6; Foresters of America, Court Richwood, No. 129; the Improved Order of Red Men, White Cloud Tribe, No. 437, and the Liberal Knights.

To know Mr. Lochner personally is to count him as a friend. He has demonstrated the qualities of good fellowship, as well as been true to the cardinal principles of manhood.



THEODORE J. COLE—Some of the best citizens of our country claim the good old state of Massachusetts as their birthplace, and among her son's residing in Rochester is Mr. Theodore J. Cole, who was born September 23, 1867, at Stoneham in that state. At the tender age of six years Theodore moved to the Empire State with his parents, who settled at Rome, N. Y. There he received his education, and his first business experience was gained with his father, who conducted a cafe in that city for two years.

About this time his parents decided to move to Rochester. His father became a prominent painting contractor here and was ably assisted for five years by his son. Later the subject of this sketch took the management of the billiard parlors at the Hotel Butterfield at Utica, N. Y., staying there two years. In 1906 he returned to Rochester and bought out the cafe where he is at present located, No. 266 Joseph Ave. In connection with this cafe is a large pool room, which is the popular meeting place for many of the young men of this section of the city.

Mr. Cole possesses the knack of making friends fast—a prime requisite for a successful cafe man. His place of business is situated in a thickly settled part of Rochester, and there is not a citizen in this district who will not speak in the highest terms of this gentleman's character. He is averse to notoriety, but when the time comes for action in any matter that materially affects the welfare of his friends he is never found wanting. His career has been a very interesting one, and those who know him personally testify to his sterling qualities of manhood.

In social and fraternal societies Mr. Cole is very prominent. He is an active member of the Liberal Knights; the White Cloud Tribe of Red Men, 437; and the Puteroutsky Fire Association. He was a member of the Eighth Ward Anchors and also the Hudson Baseball teams, both of which were prominent in the City Baseball League. He resides with his family in the Eighth Ward.

EDWARD R. ENGLERT—Successful in business, prominent in politics and personally well known and popular, Edward R. Englert is fortunate indeed. He was born in this city, August 5, 1879, and secured his education at St. Francis Xavier Parochial School, after which he assisted his father as grocery clerk and bartender.

While yet only a young man of twenty-eight years, Mr. Englert has, since the death of his father, eight years ago, taken full charge of the management of the restaurant at 510 Portland Avenue. His mother still conducts the grocery adjoining the cafe, and is the owner of the building in which they are located.

Besides an up-to-date cafe in every particular, Mr. Englert has provided five excellent bowling alleys, which are in continuous use throughout the season. Several bowling clubs make their headquarters there, which amply proves the popularity of his alleys.

There is a commodious hall in the building which is used by several organizations as permanent headquarters.

Mr. Englert is active in many social and other organizations, and is a member of the C. M. B. A., Branch 131; Knights of St. John, Commandery 17, St. Louis; Foresters of America, Court Genesee 107, and Red Men, White Cloud Tribe, 437. He is president of the Portland Social Club; member of the Bavarian Benevolent Association and the Haymakers; the Black Hussar Social Club, and chief of the Leterblaze Firemen, and a charter member of the Liberal Knights.

His wide experience in business and extended membership among the societies of Rochester has brought Mr. Englert in contact with a host of people, and his strong personality has won for him the permanent friendship and esteem of his fellows. His standing in the political life of the community is no less enviable. He has been a member of the Eighteenth Ward Democratic Club for a long time, and for seven years has been on the Ward Committee.

All in all the career of Edward R. Englert has been a most active and useful one, and his wide experience in the affairs of men make his future one of inspiration and promise.



WILLIAM P. AND JAMES H. BUCKLEY—The half-tone engraving on this page represents the likeness of two brothers, William P. and James H. Buckley, whose careers afford interesting studies to students of human nature. Born and reared in the same town, their early manhood brought a separation in their lives; but after years of travel and experiences in distant lands, fate once more brought them into personal and business relations near the city of their birth.

William P. Buckley was born in Knowlesville, N. Y., October 28, 1863, and after finishing school at Albion, N. Y., he secured a position at the famous Prospect Park Hotel at Niagara Falls. He then entered the employ of the New York Central Railroad Company as telegraph operator. Three years later finds him again engaged in the hotel business at Jamestown, N. D., at the Gladstone Hotel. Minnesota was the next state invaded by Mr. Buckley, he starting a hotel at Morris, another at Staples and a third at Brainard. The successful operation of these three hotels at the same time was evidence of the hustling and executive abilities of "Billy." About this time, Mr. Buckley contracted an attack of the Alaska gold fever and he went to that now famous gold district, where he ran portable hotels at Fort Wrangle, Glenora and Dawson City. His next venture was at New Westminster, where he conducted the Depot Hotel, which was later destroyed by a disastrous fire which practically burned out the whole place. In 1889 he returned to Rochester and opened the Pabst Brewing Company's Cafe at 11 Exchange Street which he operated for two years. Later he opened the well-known "Triangle Cafe" on Main Street East. The desire to reach the top of his chosen business has now developed into the formation of the Buckley Bros. Company, incorporated, who have one of the handsomest and best conducted cafes, cigar store and billiard parlors in the state of New York, at No. 166 Main Street East.

Mr. Buckley is a member of the B. P. O. Elks, No. 24; Fraternal Order of Eagles, Aerie 52; Social Order of Moose, Herd 6; The Liberal Knights, White Cloud Tribe of Red Men; Heptasops Fraternal Organization; Man-

hattan Canoe Club; Robert Emmet Club and the C. M. B. A. He is a resident of the Sixth Ward.

James H. Buckley was also born in Knowlesville on April 5, 1865. His education was obtained in Albion, after which he went to Fargo, N. D., where he was employed in The Continental Hotel. The Jamestown Metropolitan Hotel was his next scene of labor, leaving there to represent the J. C. Joslyn Company on the road. Removing to Rochester, he engaged in business with Joseph E. Visner at 192 State Street, where he remained for nine years, after which time, he bought Mr. Visner out and took Mr. Charles Englert into partnership, opening a thoroughly up-to-date cafe at No. 18 Andrews Street. For ten years this partnership continued, during which time Messrs. Buckley, Englert and the late Charles Leingruber were known throughout the state as the "big three" of professional baseball.

These three gentlemen, through their love for the game, did more for professional baseball in Rochester than has ever been done before or since. The "big three" took hold of the baseball interests when it was at its lowest point, and by dint of hard work and a heavy outlay of cash they succeeded in giving Rochester the kind of baseball which every lover of the game was proud of. They were the sole owners of the Rochester franchise during the seasons of 1895-96-97 and of the Montreal franchise during 1898.

Mr. Englert retired from the cafe partnership some years ago, Mr. Buckley assuming full control until a few months since, when he sold out to engage in business with his brother at the "Quality" cafe and liquor store. As will be noticed in the sketches of these gentlemen, hard work and close attention to business has brought about successful results.

Mr. James H. Buckley is a member of the B. P. O. Elks, No. 24; C. M. B. A., C. B. L., Red Men, Foresters of America, Hibernians and the Social Order of Moose, Herd 6. He is a resident of the Sixteenth Ward, and has been on the Democratic Ward Committee for sixteen years.



FREDERICK G. HAFNER—The possibilities to be attained by hard work and a strict attention to business principles is well illustrated in the career of Mr. Fred G. Hafner, whose portrait appears herewith. He has made the most of his opportunities, which is evident from his rapid rise in the business world, making him a citizen highly respected and honored by all who have his acquaintance.

He was born in the city of Rochester, December 7th, 1866, and after receiving a common school education learned the trade of a tinsmith, following this line of endeavor for upwards of seventeen years. After serving as a bartender for eight years in one of the leading cafes, we find him opening a cafe of his own at 402 St. Paul Street, which venture proved that he was highly capable to manage and conduct a first-class business. His unceasing energy and ability to make this cafe successful is well known by the citizens of the old Fifth Ward. He had the right qualifications that make for success, and his rise was a rapid one. It is said that he was one of the most popular and conscientious business men doing business on that thoroughfare, which speaks volumes.

On April 1st, last, Mr. Hafner moved to 478 St. Paul Street, his present location, where the writer found him conducting a cafe which would be hard to surpass in the up-town district. He does a thriving business, and has already made improvements of a nature that are sure to enhance the attractiveness of his cafe. It may well be said that this location is one of the finest in the city for this line of endeavor.

In conducting his cafe, Mr. Hafner has made it a rule to live up to the requirements of the law in every instance.

He is a man identified with many social and fraternal organizations, all of which hold him as a valued member. He belongs to Blucher Lodge 93, Knights of Pythias, and Anson Company, No. 16; the Humboldt Lodge of Oddfellows and Titonia Encampment; the Schwaben Verein; the Schwoebecher Leaderkranz; the Black Cap Bowling Club and the Liberal Knights. He is a resident of the Fifth Ward, is married and is the father of four children.

CASPER B. FRANK—The business site of the cafe conducted by the subject of this sketch, Mr. Casper B. Frank, is one of the old landmarks of South Avenue, having been in operation for over thirty years. It was first conducted by Mr. Franz Frank, his father, who was widely known as a representative citizen of the Thirteenth Ward. Located at No. 686 South Avenue, it is a first class, up-to-date cafe, having a large patronage, made so in part, no doubt, by the pleasing personality and kindly hospitality dispensed by its present manager.

No opportunity to further the advancement of the business or add to the comfort or convenience of his customers is ever overlooked by Mr. Frank. This, we believe, will be attested by all. Add to this a host possessing all the characteristics essential for the successful business man of to-day, and we have the secret of the mammoth business transacted daily at "No. 686."

"Cass" Frank is a man of most engaging personality who is highly regarded by all who have his acquaintance. He does not confine his efforts to the cafe business, by any means, but is a worker for all that pertains to the welfare of the residents of the Thirteenth. In politics he is a Republican, and has always been regarded as a power in the political life of this ward. It is said that he is as popular in the Fourteenth as in the Thirteenth Ward, where he resides. This means that the future holds open bright prospects for just such a man of his qualifications, and it is safe to say he will make his mark in the near future. He has an easy disposition and makes friends fast.

Mr. Frank's name will be found on the roll of many social and fraternal organizations, among which are the Red Men, Tecumseh Tribe, and many others. He is also a member of St. Boniface Church.



THOMAS J. RAFFERTY—Few men in the cafe business to-day have earned advancement as rapidly as “Tod” Rafferty, a splendid portrait of whom appears herewith. Through his own efforts and by a strict adherence to business principles, which make for success, he has come to be recognized as one of Rochester’s most successful young business men.

“Tod” was born at Scottsville, Monroe County, July 14, 1877, and after receiving an education in his home town, he assisted his father, who was a farmer well known throughout the county. Farm life was not to his liking, however, so he engaged in business with his brother, William, who conducted a hotel at West Henrietta. The three years he spent there gave him a fair idea of the hotel business, and he later moved to Brighton, where he was connected with the Driving Park Hotel for two years.

By this time he became thoroughly familiar with the requirements needed for a successful hotel man, and his reputation was such that Mr. Jay Longfellow was induced to engage him for the Chapman House on South Avenue. Here he made thousands of friends, and after a most thorough test of his ability at this well-known hotel, opened his present restaurant at 100 Monroe Avenue.

This venture proved to be a most happy one, for success has crowned his efforts here in no uncertain manner. In fact, it may be said that “Tod” has made “good” at this location, when heretofore the place was looked upon as not a desirable one for a successful cafe. This proves again that he is the right man in the right place, and no one will deny this.

His host of warm friends made during the years of his association with the Chapman House have not forgotten him, as is well manifested by the jovial gatherings which are a common occurrence at “Tod’s” place. You will always find this genial proprietor ready to serve his patrons in the best manner possible with the purest and best of goods.

“Tod” is a resident of the Twelfth Ward, and although not active in politics, he is always ready to give his assistance to the cause which makes for the common good of all. He is a member of the Liberal Knights and the Social Order of Moose, Herd 6.

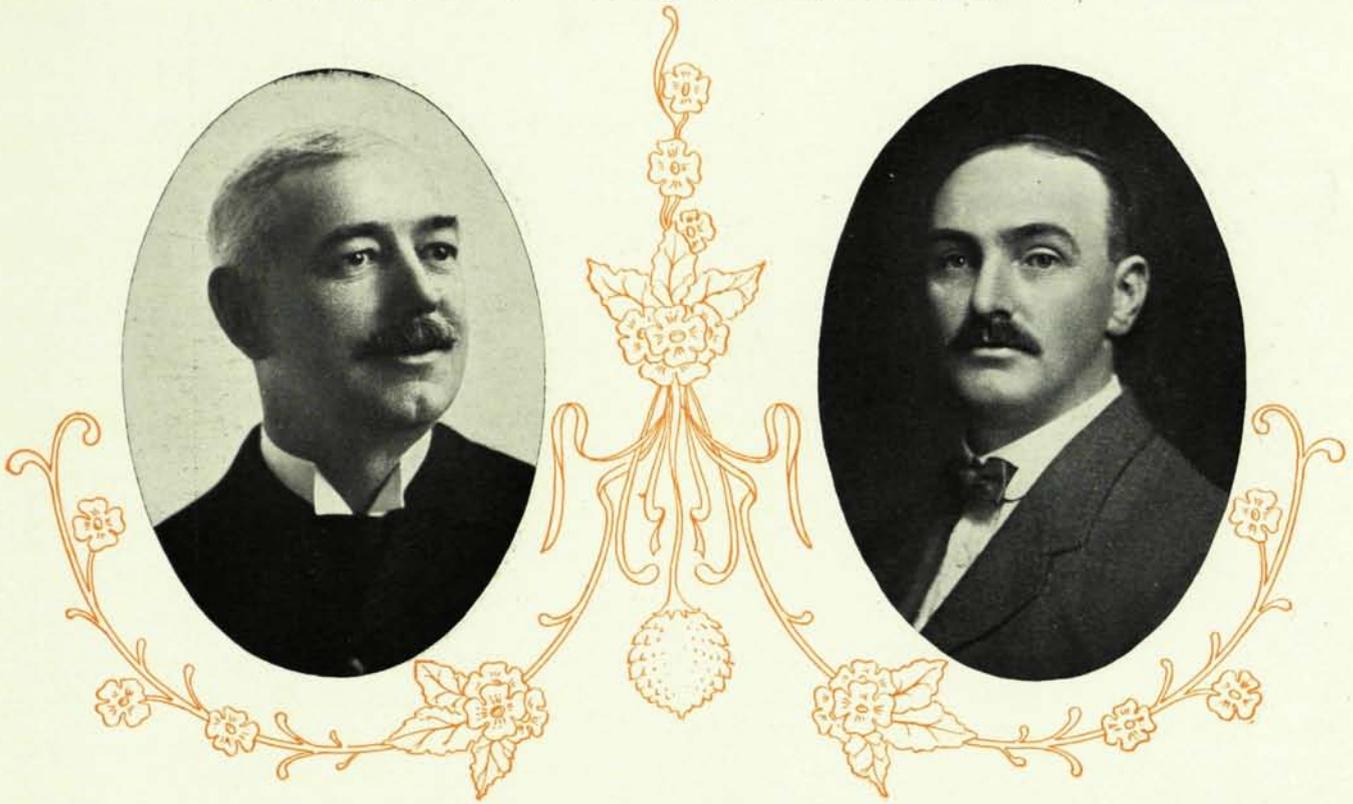
MR. JOHN J. MOYNIHAN—The subject of this sketch, Mr. John J. Moynihan, was born in Toronto, Canada, and received his education at St. Charles School of that city. Completing his course with honor, he anticipated following a professional life, but owing to ill health was compelled to seek outdoor employment, and engaged in the nursery business for two years in his home city.

Coming to Rochester, he associated himself with the old W. S. Little & Son Nurseries on East Avenue for some years. By this time he fully regained his health, and sought other business interests. He was with the Rochester Dyeing Company for twelve years, after which he formed a partnership in 1902 with William H. Doolin, conducting a restaurant at 14 South Avenue. This partnership did not continue long, however, and he afterwards took a position with the Rochester Railway & Light Company.

In 1904 Mr. Moynihan bought out the Doolin Cafe at 14 South Avenue, and has conducted it since that time. This business has assumed enormous proportions under his careful management, and is considered one of the finest cafes in Rochester to-day. Billiards, pool and bowling are some of the attractions offered at this inviting place, and needless to say, it is a busy center at all times. Many bowling clubs hold forth at these alleys, which are considered to be of the best.

Mr. Moynihan is a man eminently fitted to manage a high class business of this kind. He takes a keen interest in civic and military affairs, as well as social and fraternal organizations. He has been honored with the appointment of adjutant of the First Fraternal Regiment under Colonel Powers, and re-appointed under Colonel Briggs, being still on his staff.

He has been a member of St. Mary’s Church for over twenty years; a member of the Damon and Pythias Club; the Robert Emmet Club, the Independent Irish League; Court City of Rochester, Foresters of America; also Floral Circle, Companions of the Forest; an honorary member of the City of Rochester Circle; also a member of the Tecumseh Tribe of Red Men; the Hi-o-ka-too Association of Haymakers; Lincoln Conclave, 97, K. S. F., and the Liberal Knights.



JEREMIAH FLYNN—Numerous, as well as varied, are the sketches in this, the only work of its kind in the state. Some are prominent in the business and social world; others in political circles, and every one good moral citizens. But in the sketch of the man whose portrait appears herewith, we find all these features combined, for no man in Monroe County is better known or more highly respected than Jerry Flynn.

Mr. Flynn was born in Canandaigua, Ontario County, February 20, 1857, and was educated in his home town. Immediately after leaving school he was engaged by a lumber firm of Canandaigua, and remained continuously in their service for over eleven years. He later became traveling salesman for James Sherwood of the same town.

The year 1880 brought Jerry to the Flower City, settling down to the coal and wood business on Front Street, where he remained for one year. But the life of a coal baron was not to his liking, and he sold out to engage as manager for John Flynn, his brother, at the Beach House, Ontario Beach.

The season of 1885 found the name of Jerry Flynn over the door of a hotel of his own, and he remained there continuously to October 1, 1906. The success he attained at this famous hostelry is known by nearly every citizen of Rochester and the traveling public in general. His easy manner made him thousands of warm friends, who would never think of returning to the city without stopping to see this genial proprietor and partake of his hospitality. He served fish and chicken dinners that caused the pleasure seeker to look forward to a trip to the beach with joy, and he never disappointed his friends.

Previous to his retirement from the hotel business a year ago, Mr. Flynn installed four up-to-date bowling alleys in the building adjoining his hotel, where he may be found catering to the wants of all lovers of the sport. This business has been the means of retaining him at the beach, where he feels at home and where he hopes to spend the remainder of his days.

He is a member of the Rochester and the Genesee Yacht Clubs, and has always been identified with clean sports of every nature.

Mr. Flynn married Miss Annie A. Heffner in 1885, and their nuptial bliss was interrupted only by the hand of death in 1903.

SELWYN F. HOWELL—Selwyn F. Howell, "the Meanest Man in Rochester," is the inscription we find on this gentleman's business card. His record and reputation, however, does not bear out this statement, as will be seen from a short sketch of his life. Mr. Howell was born in Pittsford, January 25, 1871, and received, besides a grammar school education, a course in the Free Academy of this city, from which he graduated.

After leaving school he found employment with one of the local bakers, and for six years acted in the capacity of salesman. This line of business not suiting him, however, he decided to make a change, and thus it was that for two years he became a traveling salesman for the well-known firm of S. F. Hess, tobacconist. It was during this time he received a lucrative offer from the old narrow-gauged Glen Haven Railroad Company, which he accepted, and for several seasons acted as excursion agent with splendid results. At the expiration of his contract he returned to the scenes of his childhood days in the farming industry for five years.

He then took a position as driver in the Rochester Fire Department, and five years of his life was devoted to this work. Part of the time he was connected with Hose 14 and then on Chemical No. 1. It was in May, 1905, that "Sel" decided to engage in business for himself, and after careful investigation purchased the cafe at the corner of Brown and Allen Streets, which is one of the oldest cafes in Rochester, the former proprietor conducting it for upwards of twenty-five years.

The career of Mr. Howell is certainly a most interesting one, and if the term "the meanest man in Rochester" is a true version of such a character then it certainly is a most enviable reputation. He is known not only in the hustling business world, but also in many fraternal and social orders, among which are the Rochester Lieder Kranz, which meets at this place four times a week; Foresters of America, Court Pride of Flower City, No. 242; Minnetonka Tribe of Red Men, No. 429; Exempt Firemen, Firemen's Mutual Benevolent Association, Eagles, Aerie 52, and the Liberal Knights.



JOSEPH F. RIBSTEIN—The German-American citizenship of Rochester to-day numbers no one more valued than the subject of this sketch, Mr. Joseph F. Ribstein. His career has been most interesting and shows a life filled with usefulness both to his home city and the state. There is much food for thought in the life of this gentleman. It shows what can be done by a man with high and earnest purpose, with the noble ambition to live not only for himself but for those around him.

Mr. Ribstein was born at Alsace, Loraine, Germany, February 20, 1862, and came to this country in 1882. His first occupation was at the Brunswick Hotel of this city, located where the Baker Theater now stands. He remained there for three years, leaving to take a position with Sam B. Brewer, and later was in the employ of Peter Sheldon, both well known cafe men of this city. The year 1885 found him in business for himself at Hudson Avenue and Nassau Street, and in 1898 he opened a cafe where the Sibley Building is now. On May 1, 1902, he moved to his present location at the corner of Clifford and Remington Streets, where it may be said he has one of the finest appointed cafes in that section of Rochester. Main Street patrons cannot boast of having a finer place in which to satisfy the wants of the inner man. It is indeed worthy of the large patronage it enjoys.

Joseph F. Ribstein is not a man to content himself with the affairs of business alone. He has always taken a prominent part in the political life of his home city and is regarded as one of the foremost men in the ranks of his party. In 1898 and 1899 he served as City Sealer, and in 1901 was honored by the constituents of his ward with the important office of Alderman. The able manner in which he has looked after the people's interests of the Seventeenth Ward has been the means of him being re-elected their Alderman continuously up to the present time. He has always championed the cause of those who honored him for so many years, and is to-day stronger in the affections of the people than ever before.

Another honor conferred upon Mr. Ribstein was his election as president of the Federation of Catholic Societies of this city.

WR. WENDELL ERNST—Successful men are generally voted as lucky men, a truism in the abstract, but where the methods and principles of business are applied in their legitimacy, success is attained principally by the industrious, honest and persevering.

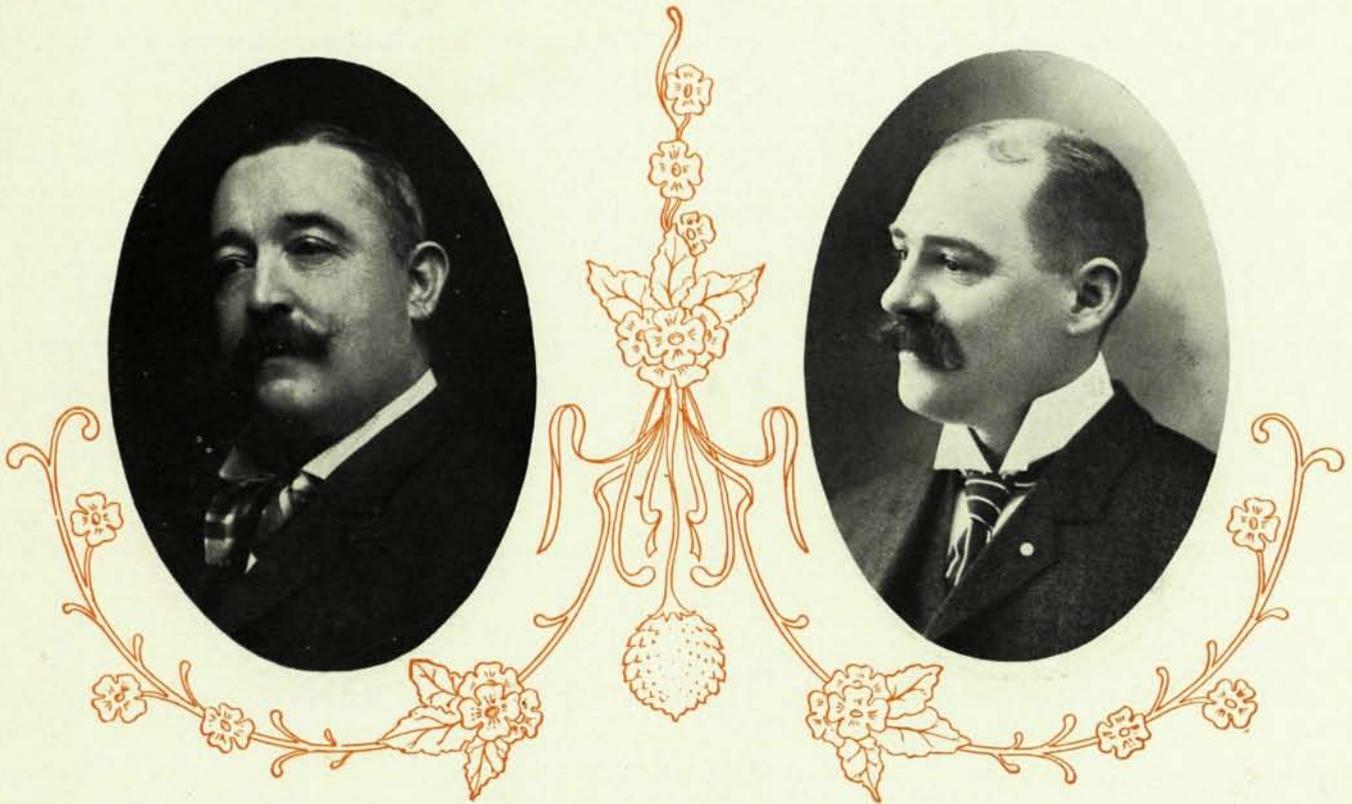
Wendall Ernst was born in this city July 26, 1856, and left school at an early age to take a position in the drug store of G. Manuel, whose place of business was at that time on the famous old Front Street. For some years after leaving this position, he was employed by his father, the late Lorenz Ernst, in his coal business on North Avenue. Soon, however, the desire to strike out for himself led him to open a cafe at the corner of Main Street East and St. Paul Street, which was one of the finest of its kind at that time. The sale of the building in which he was located compelled Mr. Ernst to change quarters and he bought the stand at the corner of Cortland and Main Street East, where he remained for several years, finally selling to Fritz Zeigler.

His next business venture was to open a hotel at the corner of Central Avenue and Clinton Avenue North, where he built up through his untiring efforts and clever management an immense trade, and gave to the place the name which it bears to-day, the "Hotel Wendell."

In 1899, after advantageously disposing of this property, he accepted a responsible position with the Standard Brewing Company of this city, where he is engaged at the present time. Mr. Ernst also conducts "The Turf" at 16 South Avenue, a cafe that ranks as one of Rochester's best.

In spite of his well known activity in the business world, Mr. Ernst has still found time to take a keen interest in the affairs of the political party with which he is affiliated, namely, the Democratic party. He has been honored with several offices, and in 1898 was elected Alderman from the Sixteenth, a strong Republican ward, by a large majority over a very strong candidate of that party. This office he held for three successive terms.

Mr. Ernst's name may be found upon the roll of many social and fraternal organizations of this city, among which are the B. P. O. Elks, No. 24; Lodge No. 80 of the Maccabees; C. M. B. A., Branch 81, and he is also a charter member of the Liberal Knights.



ANTON LAUER—Anton Lauer was born in Bavaria, Germany, January 17, 1859. He came to America in 1877. His first labors in this country were with the Bartholomay and Genesee Breweries in this city for several years, after which he visited Baltimore, Philadelphia, Chicago, Buffalo, Syracuse and several other cities. Not being satisfied with the prospects in these places, he returned to Rochester. In 1887 he began business for himself on what is now South Avenue, where he built up a large and successful trade. At the same time Mr. Laurer conducted the Sea Breeze Hotel making it one of the most popular of the local summer resorts.

In 1890 Mr. Laurer purchased his present place of business at 505 North St. Paul Street, where he has built up a growing and prosperous patronage. His wide experience in the calling to which he has devoted the mature years of his life, has well fitted him to intelligently cater to the wants of his many patrons. His restaurant is one of the busiest centers of the locality where it is situated.

Mr. Laurer has an extended membership among the German as well as other societies of this city, and takes a lively interest in them all. Among these are Humboldt Lodge of Odd Fellows; Wahoo Tribe of Red Men; Bavarian Social Club; the Saengerbund and Arbiter Societies. He is also a member of the Liberal Knights.

As is characteristic of the German-speaking people, he is a lover of music and takes great enjoyment in the work of the Beethoven Singing Society with which he has long been connected.

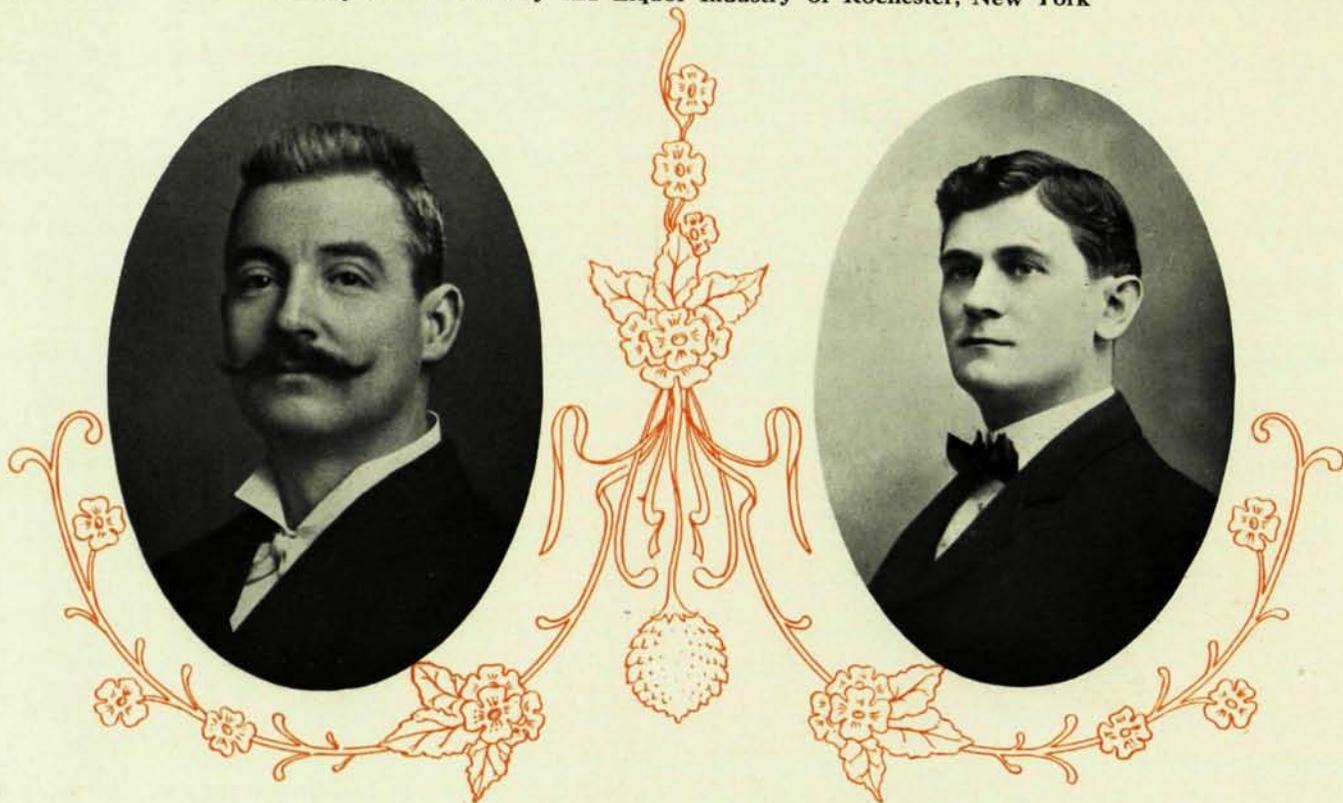
Mr. Laurer is married and has one child. They make their home in the Fifth Ward, where he has always taken an active interest in the political and industrial advancement of its welfare. As a representative German-American citizen, he stands to-day as an example of the possibilities of what can be accomplished by hard work and close attention to business in this the land of his adoption.

R. JOHN A. BRAUTIGAM—The splendid success attained by Mr. John A. Brautigam, whose photo appears herewith, is exemplified in the business he now conducts at No. 578 Clinton Avenue South. Through his own efforts and shrewd business ability, he has made a success of every venture which he has been identified with. His cafe, restaurant and family liquor store is one of the best conducted in Rochester, where only reliable goods may be had. It has been said by many of his patrons that it pays to travel a good distance to secure his products.

The restaurant in connection with the cafe provides all that could be desired in the way of good things to eat. All the delicacies of the season may be found in stock, and needless to say this part of the business is very popular with his customers.

Born in New York City, November 12, 1863, he came to Rochester when but a lad, and after a thorough education engaged in the dry goods business for five years; when twenty-two years of age, he opened a grocery and restaurant at his present location, discontinuing the grocery business some time later and taking up the cafe and retail branch exclusively.

He is interested in many other prominent business enterprises, some of which are: The Consumers' Company, bottlers of soft drinks; The Caledonia Springs Ice Company, and is sole proprietor of the Thomas Tonic Tablet, a product that bids fair to have a national reputation. Mr. Brautigam is a member of a large number of fraternal and social societies, chief of which are, Germania Lodge 722, F. & A. M.; Lalla Rookh Grotto, No. 3, M. O. V. P. E. R.; Grand Trustee of the Ancient Order of United Workmen of New York State; the Flower City Camp, Woodmen of the World; the Tecumseh Tribe of Red Men; past master of Excelsior Lodge 480, A. O. U. W.; the B. P. O. Elks, No. 24; the Union League Club and the Liberal Knights. He is a member of the Rochester Adirondack Club at Seventh Lake, Fulton Chain, where he spends his vacation. It is said that this club of Rochester men have one of the finest spots at Seventh Lake, and is the rendezvous for a good time during the fishing and hunting season.



FRANK L. PALMER—The career of Frank L. Palmer, the subject of this sketch, has been a most interesting and successful one, and affords a striking example of how persistency and determination will sometimes win for men a leading place in the business and social life of the community.

Mr. Palmer was born in Corbyville, Ontario, Canada, in 1864. He was educated in the public schools of his home town, and later engaged in business there with his father. Twenty-one years ago, while still a young man, he removed to Rochester, and found employment with A. C. Milow, who was the owner of a restaurant at No. 332 State Street. After holding this position for thirteen years, Mr. Palmer went to the Alaska gold fields for one year. On his return he purchased the interest of his employer, and has since conducted a first-class cafe at the identical location where he first found employment on coming to this city.

His experience since becoming proprietor has been eminently successful, and to-day the business is on a firm and substantial basis. This State Street restaurant, situated as it is, in a busy section of the city, is thoroughly fitted in every way to supply the varied needs of the many people who visit it. Billiards and pool may be enjoyed there and during the baseball season, a direct wire communicates the results of the games promptly and accurately. It is indeed a busy scene that greets the visitor to "Frank's" place on occasions when the baseball enthusiasts are gathered about the board, to learn the fate of their favorite player. Attached to the restaurant, are all the facilities for furnishing meals of a first-class and substantial nature, and the popularity of them is attested by the large number who avail themselves of the opportunity to feed "the inner man" under such favorable circumstances.

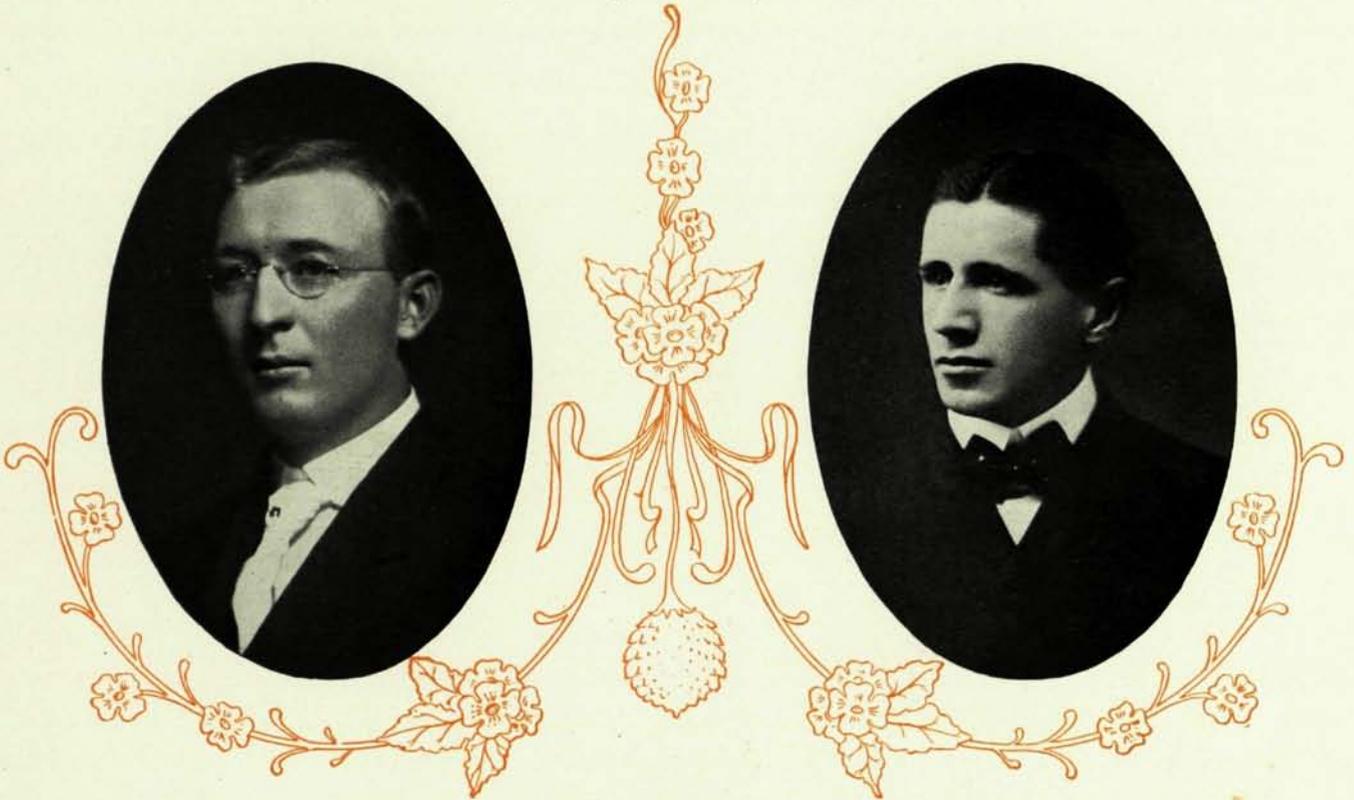
Mr. Palmer is a resident of the Second Ward, and a member of Yonnonadio Lodge, 163, and Lalla Rookh Grotto, No. 3, and also the Liberal Knights. He is also secretary and treasurer of the Lake View Club, a social organization of prominence of the city.

GOTTLIEB BRUCKER—Few men in the cafe business have earned a reputation that will equal that of Mr. Gottlieb Brucker for honesty of business principles and a strict adherence to the welfare of his patrons. Born in Baden, Germany, May 16, 1872, he came to America when but seven years of age; after completing his studies in this city, he learned the machinist trade, and continued in the practice of the same for five years. In 1892 he took a position with his brother, Mr. Ernest Brucker, and was in his employ for eight years. He then engaged in the cafe business for the next two years on Lowell Street, but this location was not to his liking and later he went into business at 972 Main Street East, his present location, just east of the new State Armory.

It is needless to say that Mr. Brucker will look after the welfare of the members of the companies who will be quartered at the new Armory, when it comes to satisfying the needs of the inner man. His cafe is first-class in every respect and merits the confidence of the large patronage which it enjoys. Improvements which have recently been made owing to the large volume of business done, have enhanced its appearance wonderfully, and Mr. Brucker is to be congratulated upon his continued success. He has the knack of making friends easily—a most essential requisite of the successful cafe man of to-day.

He is a member of Germania Lodge, 722, F. & A. M.; Germania Lodge of Perfection; Unity Lodge of Odd Fellows, No. 736; also a member of the well-known Burnupsky Fire Association and a member of the Liberal Knights. He is a devotee of baseball and other sports, and is always ready to impress upon his friends the virtue of telling honest (?) fish stories.

In 1895 Mr. Brucker married Anna Schrankler of this city, and has two children. He is a resident of the Sixteenth Ward.



HR. HERMAN HARTLEBEN—The Flower City may well be proud of its vast number of German-American citizens and business men. Especially is this true of those who devote their lives to catering to the public who patronize our restaurants and cafes.

Among this congenial body of men is numbered Mr. Herman Hartleben, who was born in the town of Gates, May 17, 1881, and received his early education in the public schools of Rochester.

Immediately after leaving school, Herman found employment with one of the largest dealers in tallow of this city, and for upwards of ten years he followed this occupation, part of the time being a member of the firm. In 1906 Mr. Hartleben's father, who has conducted a cafe in this city for the past fifteen years, desired to retire for a short period. Subsequently Herman took up the reins of management from his father, with a view of fitting himself as a proprietor. His supervision during that year was a decided success, and realizing his own ability decided to branch out for himself in the cafe business.

After a thorough investigation he leased the building at 142 Andrews Street, in May of this year. This is one of the best known cafes in the city, having a reputation of serving the best German dishes with dexterity and cleanliness. To gain such a reputation the utmost conservatism and caution must be brought to bear, while those who are superintending it must be gentlemen of integrity and undoubted fidelity to the interests of its patrons.

Mr. Martleben possesses an intimate knowledge of the requisites of a first class German cafe, and with the experience of well trained help and complete facilities we predict for him a prosperous future. He is an active, enterprising and popular gentleman, highly esteemed in social and business circles; a man of entire reliability in his dealings, he well merits the substantial share of public patronage which he enjoys.

Mr. Hartleben holds membership in Germania Lodge 722, F. & A. M.; the Knights of Calvin and the Salem Church. He is married and resides with his family at this address, where he enjoys in a true manner the solid comforts of his home.

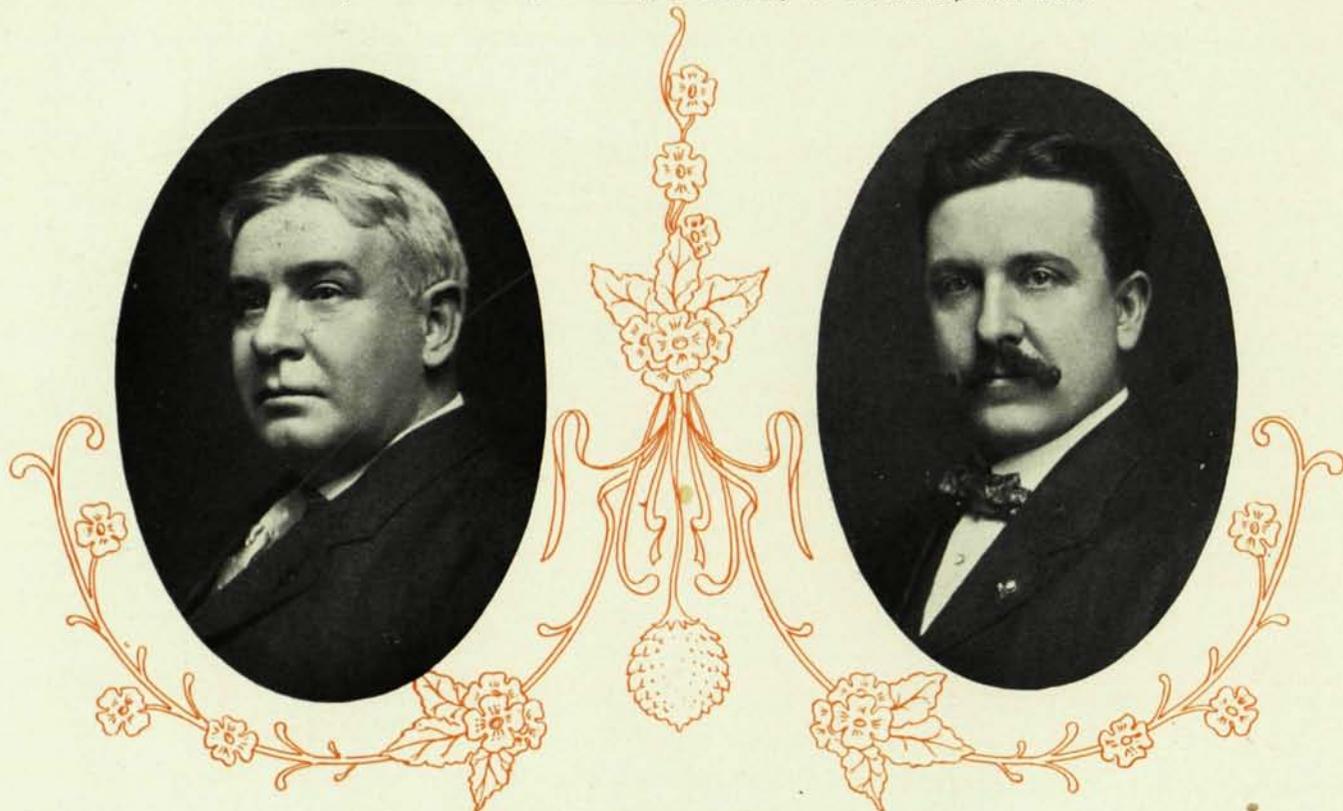
MR. LOUIS MAHLE—Louis Mahle has been a resident of Rochester since 1877, being born September 14th of that year. After receiving an education in the public schools of our city he worked in a plumbing establishment for one year. This was followed by a position with George Wagner in 1892, who ran a cafe at this address at that time. Here it might be mentioned that Mr. Wagner bought this cafe in 1892 from Mr. Mahle's father, who had conducted it for fifty years.

After six years in the employ of Mr. Wagner, young Mahle bought out the cafe and has since been in possession. Louis Mahle might be termed a "chip of the old block," for he has somewhat followed in the footsteps of his father, who was a highly respected citizen of Rochester. He has a record that is above reproach, and has always conducted his place in a manner that has won the respect of the large patronage his cafe enjoys. He is honest and straightforward in all his dealings, and is a strong advocate of the principles laid down for the betterment of first class cafes.

It is not said as a matter of bravo to mention here that Mr. Mahle has never known the taste of intoxicating liquors of any kind. This alone tends to show the high character of the man and what a power he must be for the advancement of better conditions in his chosen line of business. Moderation in all things is his slogan, believing as he does, that no man should abuse the use of anything, no matter what it is.

This cafe, which is at No. 118 Joseph Avenue, is the headquarters for the Nassau Social Club, with over a membership of two hundred. If Mr. Mahle was not a highly respected citizen it is safe to assume that such a large society as the above would not select his place as their headquarters. There are many comforts to be had at his cafe which make it pleasant for those who enjoy refreshments, and this no doubt has been the means of steadily increasing his business.

Mr. Mahle is a member of the Liberal Knights Association, and attends the Salem Church. He resides with his family in the Seventh Ward.



HORACE H. MOODY—Among the hundreds of restaurant and hotel proprietors of Rochester and vicinity, there is no man more widely known and esteemed than Horace H. Moody, more familiarly recognized as “Hod.”

He was born in this city on August 16, 1858. His father, Horace S. Moody, possessed a personality which also won for him friends without number in many sections of this state and country. He was for thirty-five years a Wagner car conductor on the New York Central Railroad.

In 1873-4 the subject of this sketch, in association with his father, opened an hotel at Ontario Beach, to which they gave the name “Cottage Hotel.” This place is now conducted as the Bartholomay Hotel. After two seasons at Ontario Beach Mr. Moody entered the employ of the Central Railway Company, following that line of work for eight year.

Three years ago he again returned to the restaurant business and established a cafe where the building of the Sibley, Lindsay & Curr Co. now stands. The erection of that department store necessitated the removal of all tenants occupying the land thereabouts, and Mr. Moody changed to his present location at 8 and 10 Front Street, a few doors from Main. Here this genial proprietor may be found dispensing good cheer and fellowship along with first class goods to satisfy the hunger and thirst of man.

This cafe is thoroughly equipped to care for a large and particular patronage, having in addition to an ample bar a first class restaurant which is famed far and wide for the product of its chef. Connected with it also are commodious sitting rooms, of size and number adequate to accommodate many individuals or parties at the same time. “Let’s go down to Hod Moody’s” is a familiar expression heard about town, and his cafe is often the scene of a gay and happy gathering of some lodge, club or other social organization.

Mr. Moody holds membership in several local societies, chief among them being Aurora Lodge 466, Odd Fellows; Fraternal Order of Eagles, Aerie 52; Uniformed Rank Select Knights; the Hiawatha Tribe of Red Men; the Burnupsky Fire Association and the Liberal Knights.

R. JOHN J. APPEL—John J. Appel was born in Rochester, July 14, 1873, and has always lived in this city. His early education was secured in the local schools, after which he learned the machinist trade, following this line of employment for upwards of seventeen years.

In 1892 he established a restaurant in the building of which he is now the owner, at Nos. 616-620 Clinton Avenue North, one of the busiest and most populous streets of Rochester. His place of business is thoroughly up-to-date in every particular, being equipped with all the furnishings and accessories which go to make up a model restaurant. About one year ago he installed first class bowling alleys which are considered among the best in the city. These alleys are the rendezvous of many well known followers of the game, and fast and interesting matches are usually an every day occurrence at this place.

Mr. Appel is not only widely known as a business man, but is prominent in many social and fraternal organizations. He is a member of the B. P. O. Elks, No. 24; Improved Order of Red Men, 225; C. M. B. A., Branch 34; St. Anthony Society, Rochester Benevolent Association, Liberal Knights and the Rochester Ten Pin League. He is affiliated with the Republican party, and while residing in the Seventeenth Ward, was secretary of the Ward Committee for many years. On removing to the Eighth Ward, he continued his activity in affairs political, and is regarded very highly by the citizens of this important section of the city. Mr. Appel’s standing in his party is proof of the tendency of modern times for the work and control of political organizations to fall upon the shoulders of our young men.

He is a lover of clean sports of all kinds, and is a hunter of large experience. The Adirondacks is his favorite stamping grounds while “following the hounds,” and he pays regular visits to this, New York State’s great game preserve, in search of recreation.

Altogether, Mr. John J. Appel is one of the best known and most popular of Rochester’s many young business men.



FRED HEILBRONN—Mr. Fred Heilbronn has spent the forty years of his life in and about the city of Rochester, where he was born on February 20, 1867. His early education was obtained in this city. After leaving school he was employed for over nineteen years by the Bartholomay Brewing Co., beginning work there as a shipping clerk. Later he had charge of the city ledger, and was finally entrusted with a collectorship, thus proving their confidence in him and their appreciation of the service he had rendered.

In 1905 Mr. Heilbronn decided to enter business, and took over the control of the "Picket Line Cafe" established at No. 439 Clinton Avenue North, where he is at present located. The unique name "Picket Line" comes from the fact that his predecessor was a veteran of the civil war, and the term is most fitting indeed. There is seldom a time during business hours when the "picket line" is not held by some of "Fred's" many friends and patrons. Attached to the cafe is the commodious Augustine Hall, which is the headquarters for about thirteen lodges and organizations of various kinds. A meeting of some one of these societies is a daily occurrence there. The "Picket Line Cafe" is a first-class restaurant in every particular, and with the adjacent hall is a center of interest for a host of people—altogether one of the most popular locations in the city.

Mr. Heilbronn is himself a member of many organizations of a business or fraternal nature. Prominent among these are: The B. O. P. Elks, No. 24; Fraternal Order of Eagles, Aerie No. 52; Liberal Knights; Burnupsky and Puteroutsky Fire Association; Knights of Everlasting Pleasure; and the Genesee Bowling Club, the oldest club of its kind in the city. He is an ardent fisherman and can make good any "stories" he may relate of his experience with the finny tribe. His activity is not confined to this form of sport, however, as he takes an active interest in baseball, bowling, and many other popular and interesting American pastimes.

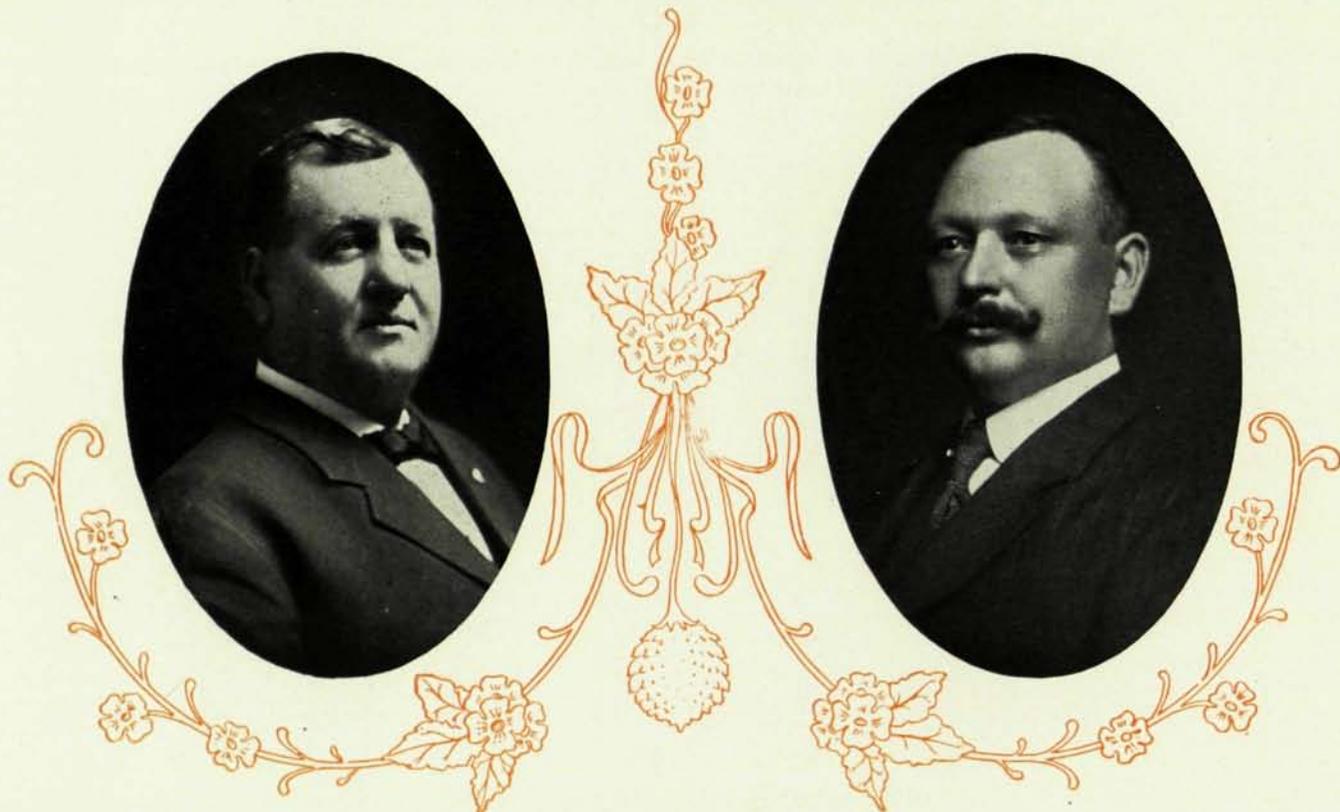
In 1892 Mr. Heilbronn was married to Elizabeth Spahn, and they have one daughter. He is a resident of the Fifth Ward.

PETER GRUBER (Rattlesnake Pete)—Mr. Peter Gruber, who for nearly fifteen years has been the proprietor of the cafe and museum at 8-10 Mill Street, is probably more widely known than any other man in his line of business in Rochester. For years he has gone by the name of "Rattlesnake Pete." This does not mean that the whiskey which he sells to his customers is as deadly in its effect as is the venom which comes from the fangs of a rattlesnake, for no whiskey in town is better than Pete's. But his peculiar and unusual enthusiasm for a species of reptile commonly regarded as repulsive and horrid, is partly responsible for the name "Rattlesnake Pete." This fancy for snakes is not the only reason for his nickname, as he has an interesting and instructive museum in connection with his cafe.

Mr. Gruber was born in Oil City in 1858. He is a resident of the Third Ward, where he has long owned a home which he shares with his wife and two daughters. He is an active member of the C. M. B. A., Branch 81, and also a member of the Fraternal Order of Eagles, Aerie 52. He is one of the most substantial citizens of the German element of our city.

Mr. Gruber's continuous intimacy with venomous serpents during the last twenty years has in no way had any ill effect upon his usual good health or on his prolonged usefulness to the community. His geniality of disposition when acting as host to his patrons has served as a drawing card to his business as much as has his collection of specimens in his museum.

"Rattlesnake Pete" has long been an especial boon to newspaper reporters in Western New York. These men have made a barrel of money by sending letters to newspapers all over the country full of wonderful adventures and thrilling experiences of Pete. If the clippings of all these stories should be placed end to end, they would reach from here to Niagara Falls and return. One could not have a more pleasing journey to the Falls and back again than in going over these newspaper clippings so replete with the interesting experiences of Rattlesnake Pete. Recently, notable personages from Japan and South America have voyaged across boundless oceans to have a glimpse of the wonders in Mr. Gruber's place.



WILLIAM L. ROWLEY—Few men have had the wide experience or enjoy the popularity as a traveler and salesman as is the lot of William L. Rowley. He was born at Morristown, St. Lawrence County, N. Y., on February 1, 1855. His education, however, was obtained in Cleveland, where he later learned the shoemaking trade.

Removing to Rochester in 1877, Mr. Rowley accepted a position with Fee Bros., wholesale liquor dealers, where he remained for three years. He then represented in succession the Miller Brewing Company as city collector; the Standard Brewing Company as general agent, and the Harvard Brewing Company as traveling representative.

Mr. Rowley remained with the latter concern for five years, covering the country from coast to coast. Returning to Rochester, he started a restaurant at 173 Central Avenue, which he conducted for three years. He again joined the "Knights of the Grip" and took to the road for the Crown Distilleries Company of San Francisco. His territory included Colorado, Nevada, Utah, Wyoming, Idaho, Oregon and Montana. He was in Salt Lake City when the earthquake occurred in San Francisco, which completely destroyed the Crown Distilleries and necessitated Mr. Rowley's retirement as salesman. The firm, however, in common with others, temporarily stopped by the earthquake, has rebuilt its plant in larger and better condition than before.

Mr. Rowley, both as traveling man and resident of Rochester, has necessarily made a wide circle of friends and acquaintances. He has also become prominently identified with many and various societies and organizations. He is a member of the B. P. O. Elks, No. 24; a life member of Genesee Falls Lodge, F. & A. M.; Hamilton Chapter 62; Social Order of Moose, Herd 6; Buffalo Eagles, No. 46; Liberal Knights; United Commercial Travelers of America, No. 203, as well as being identified with the local branch of the last named organization.

The personality of Mr. Rowley has been the chief means of popularizing him among a large body of people, both in his home city and other parts of the country. This has also proven a strong asset in his work as a traveling man and is responsible for his remarkable success.

MR. WILLIAM WESS—That the German-American citizens of this country have proven themselves men of high character, with ideals which make for the betterment of mankind, has been demonstrated time and time again. They are men who make the most of their opportunities, and America is to-day proud indeed of the increased German emigration to her shores.

The above paragraph is well fitted to the career and life of Mr. William Wess, the subject of this sketch, and of whom a splendid portrait appears on this page. Mr. Wess was born on March 5, 1867, at Salach, Gappigen, Germany, and after leaving school was apprenticed to the shoemaker's trade. When eighteen years of age he sailed for America and settled in this city, where he followed the trade he had mastered in his native land. By his frugal habits he soon accumulated enough money to start in business for himself, and ten years later he opened a cafe at the corner of Grape and Wilder Streets. This cafe he conducted until 1898, when he retired for a period of three years and moved to the town of Greece, engaged in farming.

In 1905 Mr. Wess returned to Rochester and again engaged in the cafe business, this time in partnership with George Mehne, buying out the interest of Mr. Keeler at the above address. This partnership lasted until May 1, 1907, when Mr. Wess took over his partner's interest and is now sole proprietor. This is one of the oldest cafes in Rochester, and in connection with it, commodious bowling alleys will be found, where many of the leading bowling clubs hold forth during the winter season. The Twentieth Ward and West Side Bowling Clubs make this their headquarters.

By catering to the wants of his patrons in a manner satisfactory to all, he has built up a most successful and prosperous business, and although this cafe has been conducted under many firms, it remained for Mr. Wess to bring it up to its present high standard of efficiency.

The home of Mr. Wess is in the Twentieth Ward where he resides with his family, and he may truly be said to be a "home man." He is a member of many prominent German organizations, among them being the Schwoebicher Unterstizeng Verein and the Swiss Maennerchor.



JOSEPH EISENHAUER—Neuwere, Germany, is the birth place of one of Rochester's highly esteemed citizens, Mr. Joseph Eisenhauer being born there on June 9, 1866. He was educated in the parochial school of his native land, and when yet in his tender years demonstrated his ability by assisting his parents on the large farm which they owned and conducted.

At the age of fourteen young Joseph set sail, in company with his sister, for America to seek their fortune. Settling in Rochester, it was but a short time when Joe found employment on one of the large farms in this vicinity, and his ability and perseverance is well vouched for by the fact that he followed this employment continuously until the year 1891. At that time Mr. Eisenhauer sought a change in his labors and has since then followed the cafe business with marked success.

His first and only effort, as bartender for others, was with the late Joseph Christ, who's cafe he managed for ten years. Having accumulated an abundant store of valuable experience in this line he decided to open a cafe under his own name. Thus it was that the cafe at the corner of Central Park and Niagara Street, for a period of five years, enjoyed a splendid patronage, with this worthy gentleman at the helm.

At the expiration of this time Mr. Eisenhauer removed to the corner of Clifford and Remington Streets, where he conducted the cafe for eleven months. Having received a most flattering offer for his business, and thinking it only justice to himself in a financial way, he decided to sell. His retirement, however, was of a short duration only, for in June 6th of this year he again identified himself with the trade by purchasing the large, commodious cafe at the corner of Bay and Hebbard Streets, where with his past experience, his ability, his congenial and winning ways, we bespeak for him a most successful future.

With all his business affairs, Mr. Eisenhauer has identified himself with some of the more prominent societies of the city, among them being the C. M. B. A., Branch 58; the Baden Benevolent Society, the Liberal Knights and the B. P. O. Elks, 24. He resides in the Eighteenth Ward with his family.

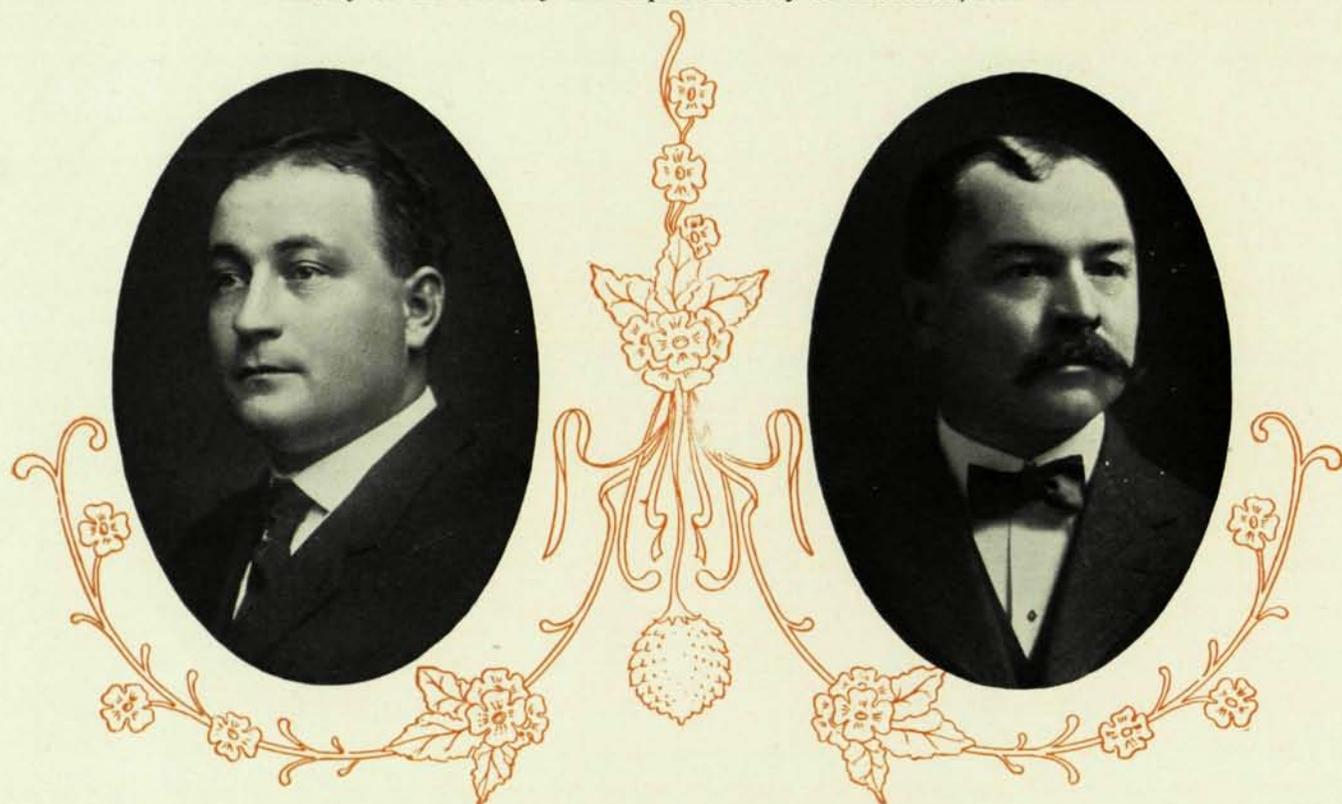
MR. JOSEPH C. BOURBEAU—A man with a record for clean sport in years gone by tends to make him very popular in the cafe business, as witness the case of Mr. Joseph C. Bourbeau, the subject of this sketch, who is one of the best known semi-professional baseball players of Rochester. His achievements on the field when he was associated with the old Danford Club are still fresh in the memory of present-day fans. During the many years he was identified with this club he played all through Western New York, and a part of one season in the state of Iowa. He was one of the best catchers of his day and never lost an opportunity to "make good" when his services were sorely needed to win a game. He finished his baseball career with the Rochester locals in 1902.

Mr. Bourbeau was born in Worcester, Mass., May 16, 1865, and moved to Rochester in 1871. He learned the shoemakers' trade and followed this business for over twenty years. He was prominent in the local labor union, and was an ardent champion of the cause of labor in all its branches. In 1897 he was a delegate to the convention at Boston, and was also corresponding secretary of his local.

In 1905 he engaged in the cafe business, locating at 82 Exchange Street, just south of the Rochester & Eastern Railway office. His cafe is known as the "Interurban," and is a popular place for exponents of baseball, pool, etc. It is also the headquarters of the Industrial League.

Mr. Bourbeau is one of those men whom one would like to know, for he is a believer in looking on the sunny side of life. Strangers who enter his place soon become his friends, and no one will deny that this is a happy sequel to his popularity.

He is a member of the following societies: Flower City Camp, No. 50, Woodmen of the World; Court City of Rochester, Foresters of America; Tecumseh Tribe of Red Men and the Haymakers; also a member of the Burnupsky Fire Association; Fraternal Order of Eagles, Aerie No. 52; Social Order of Moose, Herd 6, and the Liberal Knights.



AUGUST P. WIRTH—The mere fact that a man by the name of August P. Wirth being born in Rochester on the 12th day of June, 1877, would cause little comment, but on closer investigation the writer found that the original of the above portrait, while rather reticent, had still something worthy of notice and space in this work.

After receiving the best possible school education, young Wirth, at the suggestion of his father, sought employment in Wards Natural Science Laboratories on College Avenue, where he remained for about one year. But "Gus," as he is commonly known by his friends, did not fancy the profession of his father, who was among the best known natural bone setters of the state, and resolved to engage in other business.

After due consideration he took up a position with the famous firm of Stein-Bloch Company, where he remained for thirteen years, having mastered every detail of the art of clothing cutting. So modest and sedate is this man, that were it not for the strike which took place in this industry four years ago, it would be fair to presume that Mr. Wirth would to-day be at his trade, which he had learned to love.

As it was, however, after waiting a reasonable length of time, "Gus" resolved to open a first class restaurant, where he is now located at the corner of Central Park and Second Street. In connection with this large and commodious cafe, is a well equipped pool room and also a small hall.

Mr. Wirth is a member of the Liberal Knights and the Alameda Social Club, of which he is treasurer and which was organized by him. This club meets every Tuesday night at his place. He is a resident of the Eighteenth Ward and takes active interest in all the affairs which make for the moral good for the community at large.

Mr. Wirth was also connected with the Stein-Bloch Company baseball team in the capacity of catcher, and with the good work of this man, as well as the rest of the team, were able to hang up the much sought for pennant of the Clothing League for the season of 1903-4.

It is a life of activity that the Wirth family has performed, his grandfather having served in the Civil War and his mother as canteen girl.

ALBERT HILL—Few German-American citizens of Rochester to-day have made greater advancement in their chosen business than Mr. Albert Hill, a splendid likeness of whom is given herewith. His whole life has been one filled with success; and, best of all, he has come to the front entirely through his own efforts.

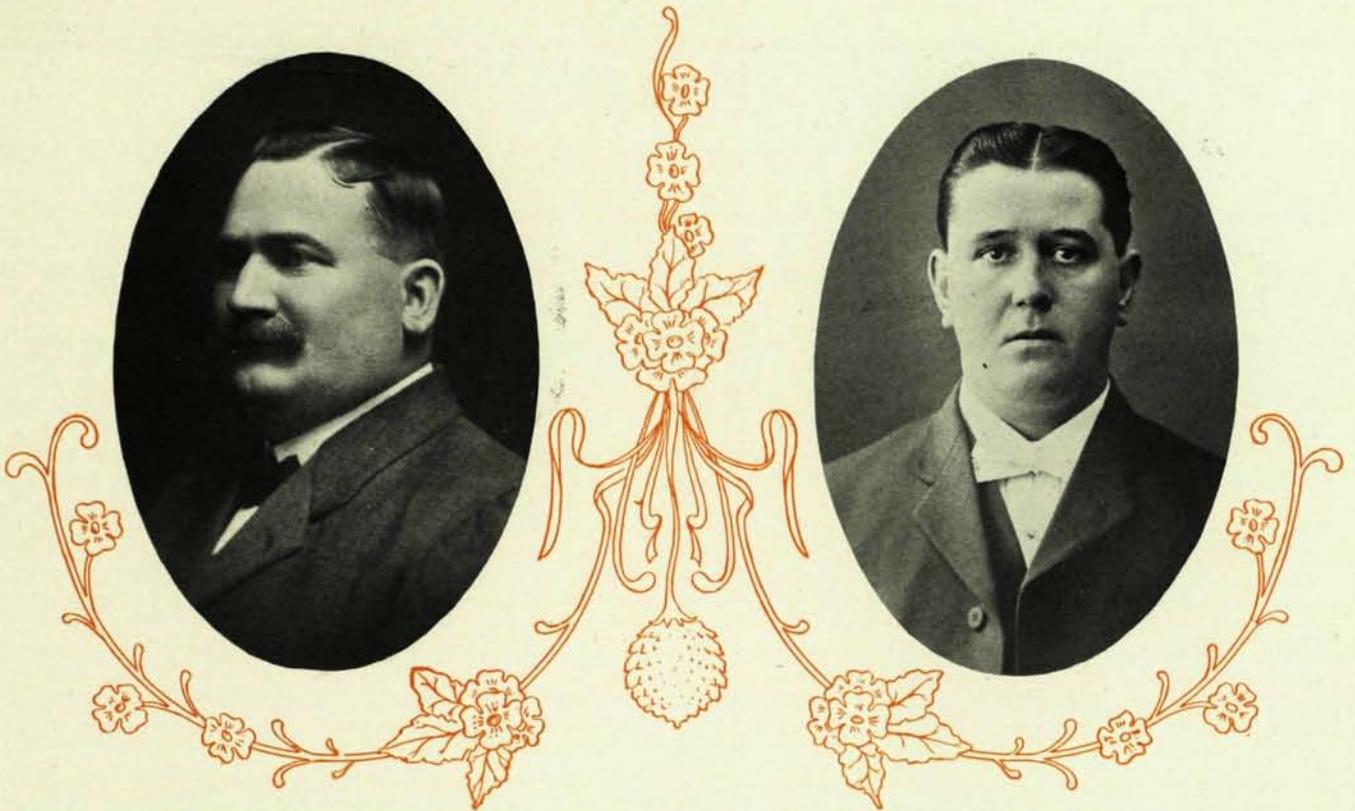
Mr. Hill was born in Hessen, Prausen, Germany, on March 3, 1867, where he received a splendid education. His father, Ignatius Hill, was a successful brewer in the old country, and owned and conducted a farm of 120 acres as well. When but sixteen years of age Albert Hill came to America. He knew that success came only through his own individual endeavor, so when he took up his residence here he immediately found employment in a sash, door and blind factory, where he remained for two years. His next business connection was with Mr. A. Vogt, who conducted a grocery and cafe on Scio Street. Here he remained for three years.

But this young man had pluck and perseverance, and in 1888 he built a fine block at 42 Anderson Avenue, where he is now located. Here he conducts one of the finest grocery stores in this section of the city, and also a cafe next door, which is equipped with furnishings of the very best. In addition to the cafe, there are fine bowling alleys, where social gatherings and clubs meet nightly during the winter months.

It may well be said of Mr. Hill that he is highly regarded as a business man, and is a citizen whom one feels glad to know. He is a resident of the Sixth Ward and has always been closely identified with politics, being a member of the Ward Committee for a number of years. He is a man who would make a desirable candidate for any office in the gift of the people of his ward.

Mr. Hill is very prominent in social and fraternal organizations, as well as business enterprises. He is a member of Hessen Verein Society and St. Herman's Society of St. Boniface Church; the C. M. B. A., Branch 81, and a member of Corpus Christi Church. He holds membership in the Liberal Knights and also the Rochester Grocery Association.

In 1890 Mr. Hill married Miss Teckla Brons, and is the happy father of five children.



ADAM J. WAGNER—One of the most popular and best known of the German-American citizens of Rochester is Mr. Adam J. Wagner, a good likeness of whom is given herewith. Those who know him best can testify to his lovable character, his loyalty to his friends and the charitableness he extends to his fellow men when occasion requires it.

Born in Irondequoit, March 18, 1864, he was educated in the public schools and soon afterwards took a position with the old Rochester Brewery Company. Leaving the employ of the brewery he started the Hotel Wagner at 391 St. Paul Street, which he conducted for five years. He then moved to the corner of Avenue A and Conkey Avenue, his present location, which is one of the best and most up-to-date cafes in the northern part of the city. The bowling alleys in connection are considered by his patrons and bowling clubs to be "par excellent." Many tournaments are held during the winter months by professional bowlers, which is proof of the being of the highest order.

Mr. Wagner is a member of many societies and organizations, all of which goes to show his high standing in the community. He is a member of Germania Lodge, 722, F. & A. M.; the Fraternal Order of Eagles, Aerie No. 52; Court Empire, Foresters of America; Knights of Calvin; Social Order of Moose, Herd 6; The Liberal Knights; The Wide-a-Wake Bowling Club and many others.

Mr. Wagner is a man who enjoys outdoor life, and has always been a great traveler. On May 30th, this year, in company with three of his closest friends, Dr. Fargo, Henry Schmeiser and Jacob Augustein, he sailed on the "Deutschland" for a three months' trip abroad, visiting Germany, Switzerland, Italy, Egypt, Greece, Turkey, Hungary, Austria and Paris. This will be a trip he has long desired to make, and will satisfy his future desire to travel for some time. Mr. Wagner also has a fine launch at Irondequoit Bay named "Manila," which affords him much pleasure during the summer months.

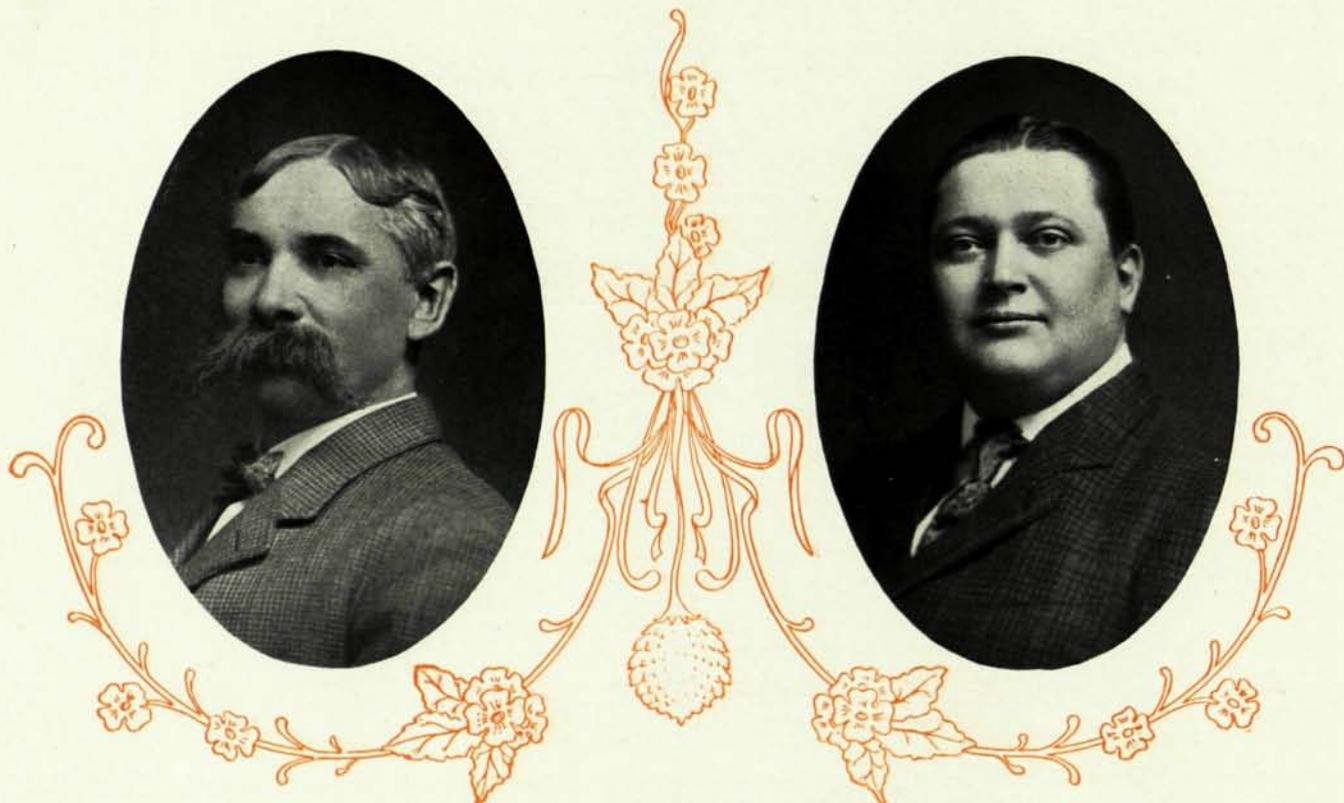
FREDERICK N. OTT—A young business man who is widely known in this city for his energy and ability to successfully manage enterprises which call for shrewdness and good judgment, is the subject of this sketch, Mr. Frederick N. Ott

Mr. Ott was born in this city on May 28, 1875, and was educated at No. 20 School. At the age of sixteen he began work in the restaurant and liquor business and has followed this line of endeavor all his life. For a number of years he was associated with Fritz Zeigler at the corner of Main Street East and Cortland Street, after which he entered the employ of Grell & Bluntach at No. 7 Clinton Avenue North. He then took up the management of the Bay View House on Irondequoit Bay which he conducted most successfully. After this venture he became associated in the hotel business with the late Daniel Stroh, afterwards purchasing the hotel when Mr. Stroh died.

Two years later he sold this hotel to accept the management of the Auditorium at Charlotte, N. Y. This gave him an opportunity to show his executive ability, and it is needless to say Fred made good. Nothing but words of praise were heard on all sides for this young man and the possibilities the future had in store for him.

Mr. Ott is now connected with and is manager of the famous Germania Hall, noted for its close association with the early history of the German-American population of this city.

The following benevolent and fraternal societies in which Mr. Ott holds membership will convey in a slight degree the esteem in which he is held by his fellow men. He is a member of Germania Lodge, No. 722, F. & A. M.; Germania Lodge of Perfection; Bluecher Lodge, Knights of Pythias; Lodge No. 4, Knights of Everlasting Pleasure; Social Order of Moose, Herd 6; Fraternal Order of Eagles, Aerie 52; White Cloud Tribe of Red Men, 437; Hi-o-ka-too Association of Haymakers; Saxonia Lodge, No. 270, D. O. H.; the Beethoven Singing Society; the Burnupsky Fire Association; an honorary member of the Barkeepers' Union, No. 171; Genesee Bowling Club and a staunch member of the Liberal Knights.



CHRIST C. WOHRLEIN—The most wonderful achievement of the American nation has been that of assimilating and weaving into the common life men of all nations, of different religious and various individual characteristics. No race of people among our cosmopolitan citizenship is more in harmony with the above purpose than the Germans.

Christ C. Woehrlein was born in Strasburg, Elsass, Germany, on November 4, 1862. He was educated in the city of his birth and at the age of fourteen years adopted the calling of his father, and for four years followed the cabinet makers trade. When eighteen years of age he came to America and settled in Rochester.

Mr. Woehrlein's knowledge of cabinet making enabled him to at once secure employment here, and for eight years he followed his trade in the work shops of Rochester. Being of a thrifty nature he accumulated a little capital and invested his savings in a cafe at the corner of Clinton Avenue North and Morris Street. For three years he conducted this restaurant, after which he removed to the corner of South Avenue and Linden Streets.

The next location at which Mr. Woehrlein established himself in business was Bay and Goodman Streets, where he remained for three years. His efforts up to this time had brought him abundant success and he finally erected a building at No. 790-792 North Goodman Street, his present location, where he opened up a grocery and cafe.

About a year and a half ago, finding his restaurant trade was growing beyond the limits of his quarters, Mr. Woehrlein determined to abandon his grocery business and utilize the entire building for his cafe. He then installed two first class bowling alleys which have served to please his patrons and make his cafe a most popular place of amusement in that section.

Mr. Woehrlein is a member of Zayat Lodge of Odd Fellows 784; Foresters of America, Court Rochester, and of the Liberal Knights. He is married, has a family and belongs to the Grace Lutheran Church.

The Wide Awake Benevolent Society was organized by Mr. Woehrlein and its meetings are held in his building. This is purely a sick benefit society, paying \$4.00 per week to its members who are in need of assistance. The success of the society is assured, it securing over fifty members within the first few weeks of its existence.

PHILIP F. HAHN—The life of Philip F. Hahn has been one of activity and usefulness, fittingly crowned with success. He was born in this city on the 6th day of December, 1876. After an education, which was obtained at Public School No. 24 and St. Boniface Parochial School, he entered the employ of the Kimball Tobacco Company, where he remained for about eight years. For a number of years he devoted himself to obtaining a thorough knowledge of the restaurant business, which has served him so well as a proprietor in the last five years.

In 1902 Mr. Hahn established a cafe at 1015 Clinton Avenue South, where he has been eminently successful in popularizing his cafe, as well as himself in that section of the city. His restaurant is thoroughly equipped to supply the wants of its patrons, there being a hall, bowling alleys and pool tables connected with it, all of which are liberally patronized.

Mr. Hahn's alleys are the headquarters of Tecumseh Tribe Bowling Club; Court Highland and Court Plymouth, Foresters of America Bowling League; Dugan & Hudson Bowling Club of the Industrial League and of the Monroe Bowling Club of the Rochester Nine Pin League, which won the pennant for the season of 1906-7.

The ample hall connected with the cafe is used from time to time by societies and organizations as a meeting place. Political mass meetings are also held there during campaign times. It is the headquarters of the Monroe Bowling and Social Club, an incorporated body with a membership of over two hundred, as well as the Fourteenth Ward branch of the Socialistic party, second to none.

Mr. Hahn has been a member of Court Highland, Foresters of America, for eleven years and has held several prominent offices in that society. He was elected Chief Ranger for two years, filling the office with credit to himself and to the society. He is also a member of Tecumseh Tribe of the Red Men.

In politics Mr. Hahn is a Democrat and has always taken an active interest in the affairs of his party. He has been chairman of the Democratic Ward Committee of the Fourteenth, a member of the County Committee and is looked upon as well informed upon political matters generally.



JOSEPH GEISLER—Being a resident of Rochester since 1884, it is but natural that Mr. Joseph Geisler, the subject of this sketch, is well known to the people of this community. He is a man who has been active in the affairs of our city and is regarded very highly by those who have his acquaintance.

Mr. Geisler was born at Elsass, Loraine, Germany, September 22, 1860, and after leaving school took a position with a large nursery there. The nursery business he followed until 1882, when he went to Paris, France, and worked at the clothing business for six months. In 1883 he came to America alone and settled for a time in New York City, finding employment in the famous Hoffman House, where he remained six months. He then decided to come "up state" and for three years was in the employ of a large nursery company at Irondequoit. Rochester was then a growing city and offered many inducements for men of ability in every branch of business. The experience Mr. Geisler gained during his short stay in Paris in the clothing line enabled him to take a position as stockkeeper with Rothchilds & Hayes, large manufacturers of clothing, where he remained five years.

Then began the real business career of Mr. Geisler in Rochester. In the few years he was a resident here he had saved a little money and built a small building at 229 Remington Street, where he opened a cafe and conducted the same for sixteen years. He never sought the advice of others, but always relied upon his own judgment, and the results show the astuteness of that judgment, for in 1901 he opened a grocery in the building which he built. This business grew to such large proportions that he finally had to seek other quarters for his cafe, and in 1906 he purchased the large and commodious building at the corner of Avenue D and Remington Street, moving his cafe to this address. This cafe location has had no less than eleven different proprietors during the past six years, and it remained for this enterprising man to take hold and make a success of it.

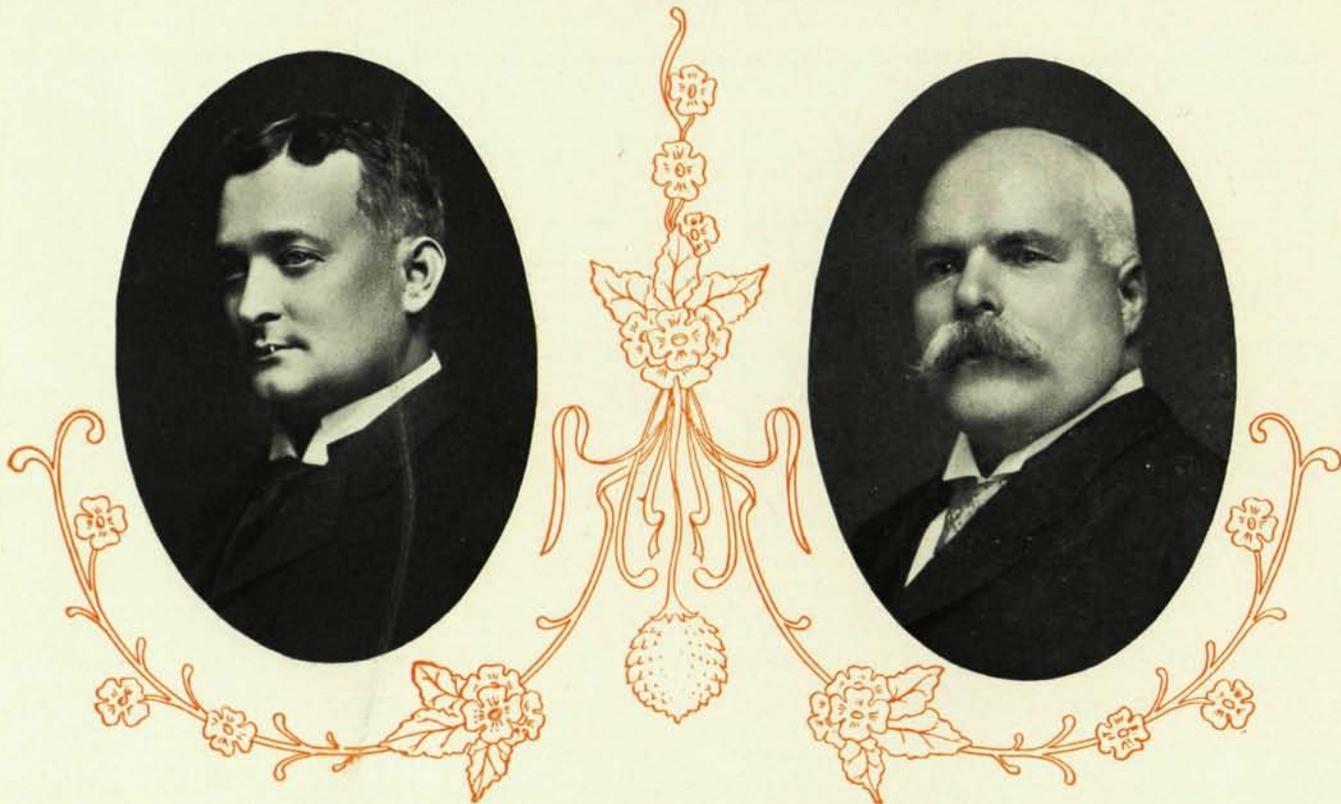
Many associations claim him as a member, including the Liberal Knights, the C. M. B. A., Branch 34; Elsass, Loraine Society, St. Leo's Society of St. Michael's Church, White Cloud Tribe of Red Men, 437. He is a resident of the Seventeenth Ward and resides with his family at 227 Remington Street.

R. HENRY P. RUETHER—Henry P. Ruether is a self-made man. He came to America when twenty-eight years of age and, unaided, has reached an enviable position in the affairs of men. His career is an interesting one and affords much food for thought to the younger men of our day. He was born at Furstenberg, Germany, July 16, 1857, and after receiving a splendid education became associated with the Forest Preserves conducted by the Prussian government. In speaking of his early life at this time, Mr. Ruether grew reminiscent and outlined to the writer the duties implied by his service with the government. He became an expert rifle shot as a result and was drafted for service in the ranks of the sharpshooters for a period of four years.

In 1884 Mr. Ruether landed in this country alone and had to map out his own way for the future. He was, however, possessed of courage, and ever held on to the determination that he would succeed. Albion, N. Y., was the scene of his first labor, which was in a brick yard. From there he went to Buffalo and became identified with the Genesee Hotel, remaining there for five years. His ability at this hotel was soon recognized by the Buffalo Club on Delaware Avenue, which engaged him for five years. This lucrative position was given up to go into business for himself on Pearl Street, where he conducted a hotel and restaurant for five years. Thus it will be seen that Mr. Ruether had by this time gained a thorough knowledge of the hotel business, which fitted him for the future success he was to enjoy.

In 1896 Mr. Ruether was induced to come to Glen Haven and take over the control of the Glen Haven Hotel. This hotel, situated as it is at one of Rochester's most popular summer resorts, has come to be known far and wide for the hospitality extended to its patrons. Its genial proprietor has made many warm friends, and the famous fish and chicken dinners served are a delight to visitors to the "Glen."

Mr. Ruether is a member of many fraternal and social clubs, including the B. P. O. Elks, No. 24; the Rochester Whist Club and the Liberal Knights. Mr. Ruether is married and resides with his family at the Glen Haven Hotel the year around.



WILLIAM CULLEN—Mr. Cullen's early environments and surroundings were not such as one would naturally expect would fit a man for the hotel or cafe business, but as subsequent events have proven, a young man with "brains" and lots of ambition and the willingness to work hard himself can make a success of whatever he undertakes.

Born in Macedon, N. Y., June 1, 1871, the twelve years succeeding his school days were spent in the agricultural business with his father on their farm in that town. Coming to Rochester twelve years ago, Mr. Cullen started in the ice business, and after three years in this enterprise decided to make a change and purchased the old Oyster Bay Hotel from Doud Bros., corner Front and Main Streets. After a complete overhauling and remodeling, the hotel was put in a first-class condition and ready to most satisfactorily care for its large class of patrons and friends. After a long term of prosperity and success unexcelled in that community, he found it advantageous to dispose of this property, Mr. John Kinney being the purchaser.

Mr. Cullen's next business venture was to establish himself in a cafe at No. 527 Main Street East, where he is at present located. Here he does a hustling business which is, one need not hesitate to say, augmented to a great extent by the unerring good judgment used by its proprietor in dealing with all visitors and patrons to his cafe. This, with his hospitable manner, has been the means of bringing to him many a customer during the four years he has been in this location. He serves only the very best of goods and his place is widely known in this section of the city. He has commodious sheds and stables for the convenience of the rural trade, which is no small portion of his business.

Mr. Cullen is a member of St. Mary's Church; also the C. M. B. A., Branch 87, and a member of the Liberal Knights. He is married and resides in the Sixth Ward.

R. GEORGE NOBLE—George Noble was born in Diss, Norfolk County, England, July 18, 1847. He was one of a family of sixteen children, eight boys and eight girls. His father, Thomas Noble, was a brewer and was employed in one brewery of his home city for thirty-six years.

When but a lad of fourteen, George started out to make his own way in life, going to London where he worked for a firm engaged in the dairy business. Here he remained until 1870, and on the fourth day of January of that year, deciding to try his fortune in the land of the free, sailed for New York. As this was in the old days before the complete and record-breaking steamships of modern times were known, he was nine weeks and four days crossing the Atlantic.

The day after landing he engaged to work for Herendeen & Jones, nurserymen of Geneva, N. Y. Here he remained for twenty-seven years, the latter part of that time working for C. L. Van Dusen Company, who succeeded the original company. Then Mr. Noble decided to try the hotel business and accepted the position of clerk with Mr. E. H. Damon, then proprietor of the Chapman House of this city, where he was employed for two years. At the expiration of this time he formed a partnership with Mr. Damon, and together they conducted the cafe at No. 88 South Avenue, the present location. The partnership lasted two years when Mr. Noble bought out his partner. This cafe has always been looked upon as the headquarters for Canandaigua Ale, and is most popular for this reason as well as for the excellent business men's lunch served, and of which a specialty is made, people traveling many blocks to partake of it.

Mr. Noble is a member of the Sons of St. George and the Liberal Knights, and in former years was active in politics. He is a resident of the Fourth Ward, and takes a deep interest in everything pertaining to its welfare. A cursory glance at this sketch of Mr. Noble's career, and one must acknowledge that he has well merited the success which has crowned his efforts through close application to business, integrity and steadfastness of purpose.



MR. JOSEPH WEINGARTNER—In writing the sketch of this young man, we have an illustration of what may well be termed a self-made man. He has, by his own endeavor, made his way to the front, which speaks volumes for his perseverance and business activity.

Mr. Weingartner was born in this city on the 16th day of December, 1876, and after his education in the public and parochial schools, immediately entered the employ of Holtz & Sons, clothing manufacturers, in the capacity of errand boy. This position, however, was soon discovered by his employers to be entirely inadequate for the ambitious young Weingartner, and promotions followed with wonderful rapidity. During his career at this trade Mr. Weingartner mastered every detail of the clothing industry, and he had already resolved to make a life time study of it. But after fifteen years of hard, industrious labor, a sudden but long agitated trouble came to the factory in the form of a strike, the result of which is known in almost every part of the United States.

Mr. Weingartner had the consequences of that strike pictured, and not being financially able to live in idleness, he resolved to accept a position from Louis Mahley in his restaurant, and two years of his life was devoted to this position. After a much needed rest, Mr. Weingartner finally resolved to obtain a cafe for himself, and after investigating numerous places he decided in February of this year to take possession of the restaurant at the corner of Hudson Avenue and Kelly Street.

After making several important improvements, he opened up a cafe that is equalled by few and surpassed by none in that vicinity. And as for the patronage, as Mr. Weingartner himself says: "If they desire the best of wines, liquors and high grade cigars, together with the best of attention, they will come to see me some time or another."

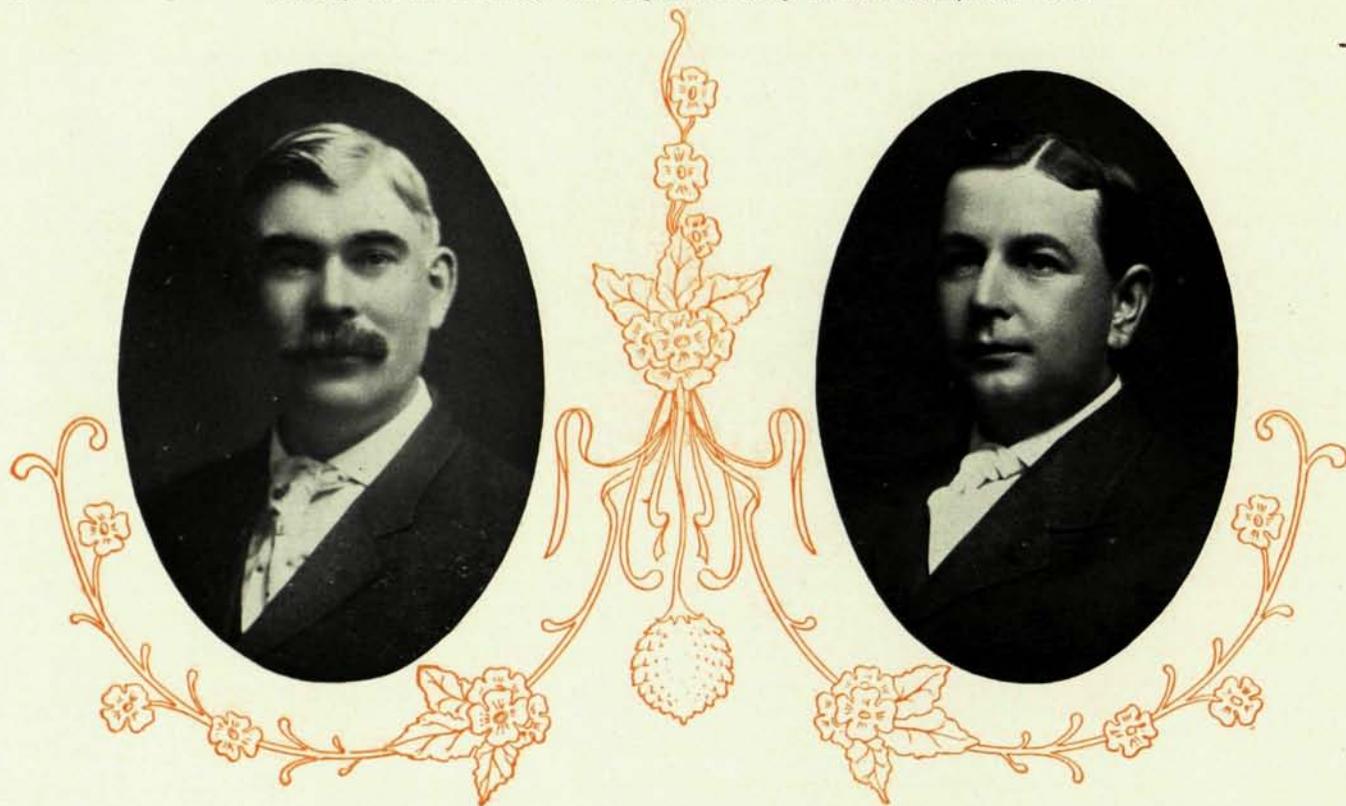
The cafe is a large, light and commodious one, and in connection with it is a small meeting room, which for the past eighteen years has been occupied every Friday night by the Hudson Avenue Loan and Saving Association, which speaks well for the building and also Mr. Weingartner in being able to retain them during his proprietorship.

CHARLES L. AND WILLIAM M. EYER—Two young men who have made their way to the front and earned for themselves the reward that comes only from honest endeavor, are the subject of this sketch. The brief space allotted here to show their aims and ambitions, and what has already been accomplished, is all too small to do them justice. The different lines of activity followed by these brothers has fitted them for a life's work which should result in making them valued citizens of Rochester.

Charles L. Eyer was born in Rochester September 14, 1872, and after receiving a common school education associated himself in the cafe business conducted by his father, Michael Eyer, at 851 Lake Avenue. He has had the temerity and good sense to live up to the traditions of his father, who was one of Rochester's representative business men. His long service in the cafe operated by his father is standing him in good stead to-day, for he is a man who can be relied upon to manage a business of large proportions.

William M. Eyer was born in this city January 4, 1881, and has had the advantage of a splendid education. After leaving school he served as a clerk in a grocery store for four years, but realizing the importance of a business education, he took a course at the Rochester Business Institute, which amply fitted him for the battle of life. He then took a position with the Bartholomay Brewing Company, where he remained four years. William is a member of many social clubs, among which are the Glenwood Bowling Club, Rochester Turn Verein, Meskop Social Club and the Hit-or-Miss Bowling Club.

On May 1st last, these brothers took over the management of the cafe conducted for so many years by their father at 851 Lake Avenue. This is a venture that will tax their capacity for management, for it is one of the largest and finest cafes in that section of the city. The cafe proper is fitted up most elegantly; then there are bowling alleys of a type that are sure to be well patronized. Not least of all is the handsomely appointed ladies' sitting room in connection with the cafe. In a word, these young men have every reason to feel proud of their new enterprise, and it may well to predict a bright future for them.



MR. JOHN DRUMM—John Drumm, the subject of this sketch, and an illustration of whom appears above, was born on July 21, 1869, in the Province of Ontario Canada. He attended the public schools and supplemented his mental education with thorough physical development by work upon the farm where he was born and reared.

For four years after leaving school he remained at home assisting his father with the farm work, but in 1889 he resolved to try his fortune in America, and came to Rochester, where he has resided ever since.

Mr. Drumm found his first employment here with the Rochester Gas & Electric Co., serving that corporation for ten years, four as fireman and the remaining six as engineer.

In 1900 he resolved to enter business and purchased the restaurant which had been conducted by Dan Flynn on Lyell Avenue. He remained at that location for three years, and then sold out to George N. Jones, who is operating this cafe at the present time.

The three years Mr. Drumm had been in business on Lyell Avenue were of inestimable value to him in the years following. They enabled him to grasp the essential details of the restaurant business and to gain for him the patronage of the wide circle of friends and acquaintances he had made during his residence in this city.

He then purchased the business of Mrs. George Brink, at 588 Lake Avenue, where he is at present located. Since taking charge of this restaurant Mr. Drumm has instituted innovations in policy and surroundings that have served to make his cafe an attractive and congenial place of recreation. It is situated on the direct boulevard to Lake Ontario and attracts large numbers from the steady stream of traffic which flows upon that thoroughfare at all times. His trade is exclusively retail and of such volume and character as to make his cafe one of the most desirable places of business upon the street.

Mr. Drumm is married and resides at No. 10 Phelps Avenue in the Tenth Ward. He is a member of the Fraternal Order of Eagles, Aerie 52; Owaska Tribe of Red Men, and of the Liberal Knights, the business organization of the trade in Rochester.

GEORGE M. MAYER—With a clear conception of what constitutes success, we find Mr. George M. Mayer early in life taking hold of affairs which call for shrewd judgment. He is a young man who will make his way in the world by honesty of purpose and activity. In the Twenty-second Ward, where he resides, he is highly regarded for his sterling qualities as a business man and a citizen.

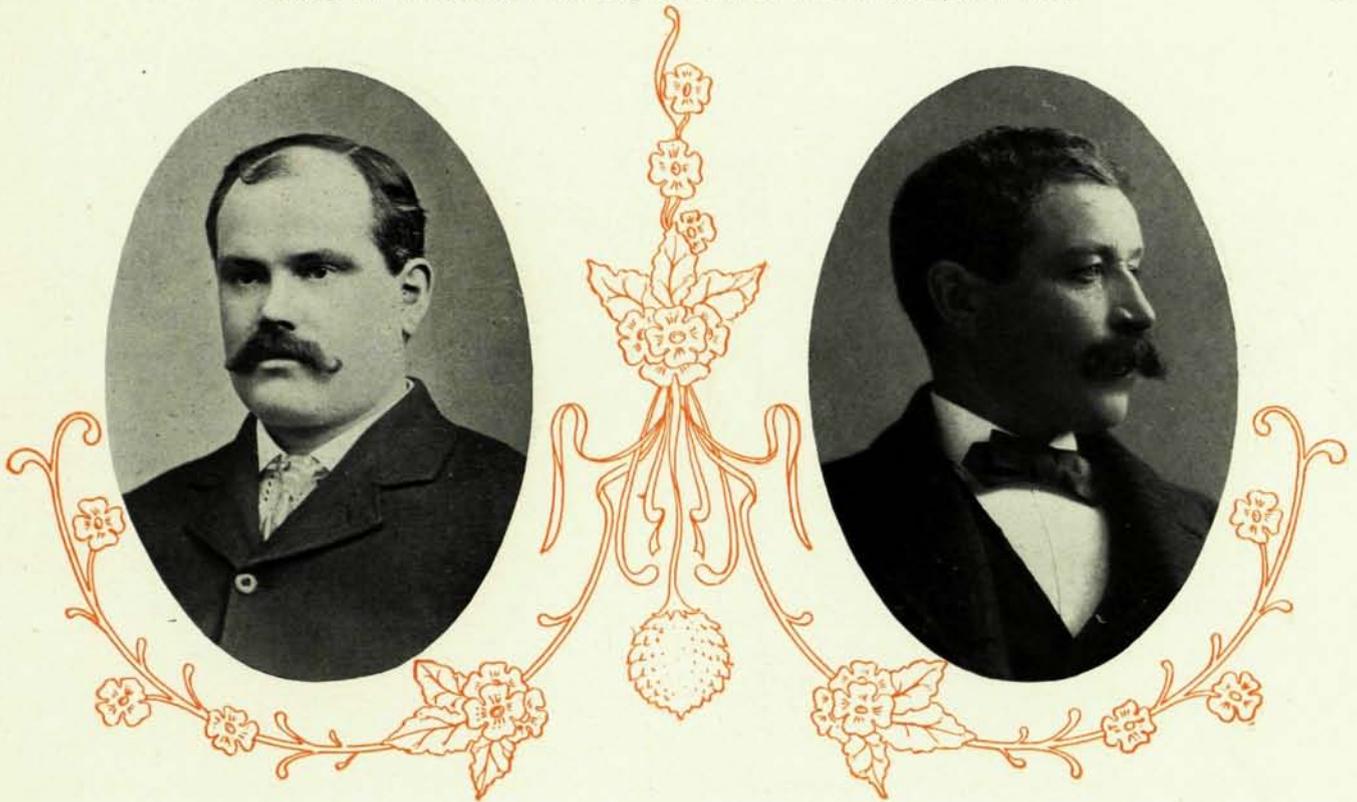
Mr. Mayer was born in Rochester on August 9, 1879, and in addition to receiving an education in Holy Redeemer School, had the advantage of a business course as well, which amply fitted him for life's battle. For a period of nine years he was employed as a grocery clerk. He then became associated with the Weis & Fisher Co., remaining with this firm two years.

The business knowledge he acquired during these years as a clerk enabled him to foresee that success was in store for any man who would apply himself to right conditions. He, therefore, decided to open a cafe, and selected the location at 682 North Street, where he has continued for the past three years.

This cafe has made rapid progress under Mr. Mayer's management. New ideas were instilled in the business and improvements made which have resulted in its material welfare. Only the best of wines, liquors and cigars will be found here, and it is said that customers will travel many blocks in order to patronize this genial proprietor.

Mr. Mayer is an active, enterprising and popular man, highly esteemed, and is reliability itself in his dealings. In social and fraternal societies Mr. Mayer has ever been identified, and holds membership in St. Louis Commandery No. 17, Knights of St. John, and is a member of the Liberal Knights.

Friends and acquaintances will recognize the above portrait of Mr. Mayer as true to life.



ERNEST J. RIBSTEIN—The above portrait is an elegant likeness of one of Rochester's highly esteemed citizens, Mr. Ernest J. Ribstein. Born in Alsace, Loraine, Germany, February 8, 1866, Mr. Ribstein, after receiving a thorough common school education, took an apprentice position in one of the machine shops of his native land, and remained in that capacity for one year.

When he was sixteen years of age his parents decided to come to America, and the Flower City was chosen as their future home. Young Ribstein immediately found employment in one of the local machine shops, and served as a skilled machinist until the year 1893, when the opportunity for a successful business venture presented itself, and at once purchased the cafe at the corner of Hudson Avenue and Bernard Street. This location, however, was not to the liking of Mr. Ribstein and after due consideration moved to Conkey Avenue. After a successful two years at this location he sold out his business interests and bought the large two-story building at No. 94 Clifford Street, where he has been located for the past eleven years.

After a thorough remodeling, Mr. Ribstein opened up what is to-day one of the best known cafes in the northern part of the city. The large patronage it enjoys is due to the fact of conscientious and persistent labor, as well as a strict adherence to the laws of the state; and fair, impartial treatment to all who come in contact with its proprietor.

In connection with the cafe is a large, commodious pool room and many are the social gatherings in this place during the long nights of the cold winter months. The Monroe Social Club also meets at this popular cafe every Tuesday evening. Besides being treasurer of this club, Mr. Ribstein holds membership in the following prominent organizations: The Liberal Knights, C. M. B. A., Branch 58, of Holy Redeemer Church, and St. Anthony Society of St. Michael's Church, of which he is also a parishioner.

Mr. Ribstein has been called upon on different occasions to lend his name to the political world, but he prefers to share the solid, quiet comforts of his home with his wife and two children.

GEORGE M. SCHWARTZ—George M. Schwartz is probably one of the best known men in Monroe County to-day. His political life has made his name familiar to many who have not made his acquaintance. Mr. Schwartz was born in Bavarian, Germany, December 18, 1846, and when only seven and a half years of age came to America with his parents, who settled in this city. He received his education at St. Joseph's School, and for twenty-five years thereafter followed the shoemaker's trade. He first held public office as Game Constable in 1876. This was a city appointment and he held this position for five years. During this time he conducted a cafe at the corner of Morris and Clinton Streets. In 1880 Mr. Schwartz was one of eight persons who were honored with the appointment of Game Constable for the entire state by Governor Cornell. When Grover Cleveland was elected Governor he recognized Mr. Schwartz's previous record and appointed him to the same office, which he held until David B. Hill came into power. At this time the power of appointing Game Constables was taken away from the Governor and given over to the Commissioner of Fisheries, who still continued Mr. Schwartz in office until Governor Morton was elected. In all, he held this position from 1876 to 1895, which was a tribute to the able manner in which Mr. Schwartz served his county and state.

From 1892 to 1895 he ran a cafe on St. Joseph Street, and then moved to Clinton Avenue North, where he conducted the Bloomingdale Hotel for five years. In 1889 he removed to 883 Clinton Avenue North, where he conducts his present hotel and cafe. This hotel is widely known in all sections of the county, and those who knew George in the old days when he was an officer of the law, never fail to drop in and talk over past experiences.

As stated above, Mr. Schwartz has always taken great interest in the political affairs of his county and state. In 1896 he was elected to the Board of Supervisors and has since continued to represent the citizens of the Seventeenth Ward in that body.

Mr. Schwartz joined the 54th Regiment in 1868 and was elected second lieutenant. In 1870 was promoted to first lieutenant, and stayed with this regiment until honorably discharged.



MR. JOHN SCHLEGEL—Monroe County contains a class of men of more than ordinary pluck and persistence, and among this class is numbered the subject of this sketch, Mr. John Schlegel. Born in Rochester, December 28, 1876, and reared and educated in the ward of which he is to-day a resident, John shows his training to a marked degree.

After leaving school Mr. Schlegel decided to take up the meat business in which his father had been engaged for upwards of twenty years. Mr. Schlegel, Sr., sold his market and John was left to strive for the position in the business world which he holds to-day. Endowed with the persistence and ability he had already displayed, he continued in this business until May 1, 1901, when he opened a first class cafe at 164 Central Park. Having brought the trade to such extensive proportions as to command help, he engaged his brother, George, who now supervises the business in his absence.

The possibilities in the meat business, however, were of such attraction to Mr. Schlegel that he again identified himself with it on a more elaborate scale. To-day he is a large jobber, and every Monday will find him on his way to Buffalo for the selection of cattle which he slaughters for his trade in this city.

Although having the misfortune to lose his left foot through blood poisoning, it is readily seen from his extensive business that he is possessed with more than the ordinary amount of ability and energy. Mr. Schlegel's cafe occupies the whole ground floor of the building at the above address, and with the constant increase of patronage it will be but a matter of a short time when this will be inadequate. Any time during business hours will find a jovial gathering at this cafe, and a visitor will always be treated with the courtesy that is always displayed by German-American citizens.

Mr. Schlegel is married and is the father of three robust boys, and his residence is at 162 Central Park. He is a member of the Liberal Knights and the Hargather German-American Society.

The Sixteenth Ward has always found Mr. Schlegel actively interested for the best interests of the community as he sees it, and the residents of his ward must needs be justly proud of such a man.

MR. GEORGE ALLMEROOTH—The subject of this sketch and of the illustration above was born in Rochester on April 1, 1877. His life, as well as that of his parents, has been closely identified with the section of the city in which he was born and educated.

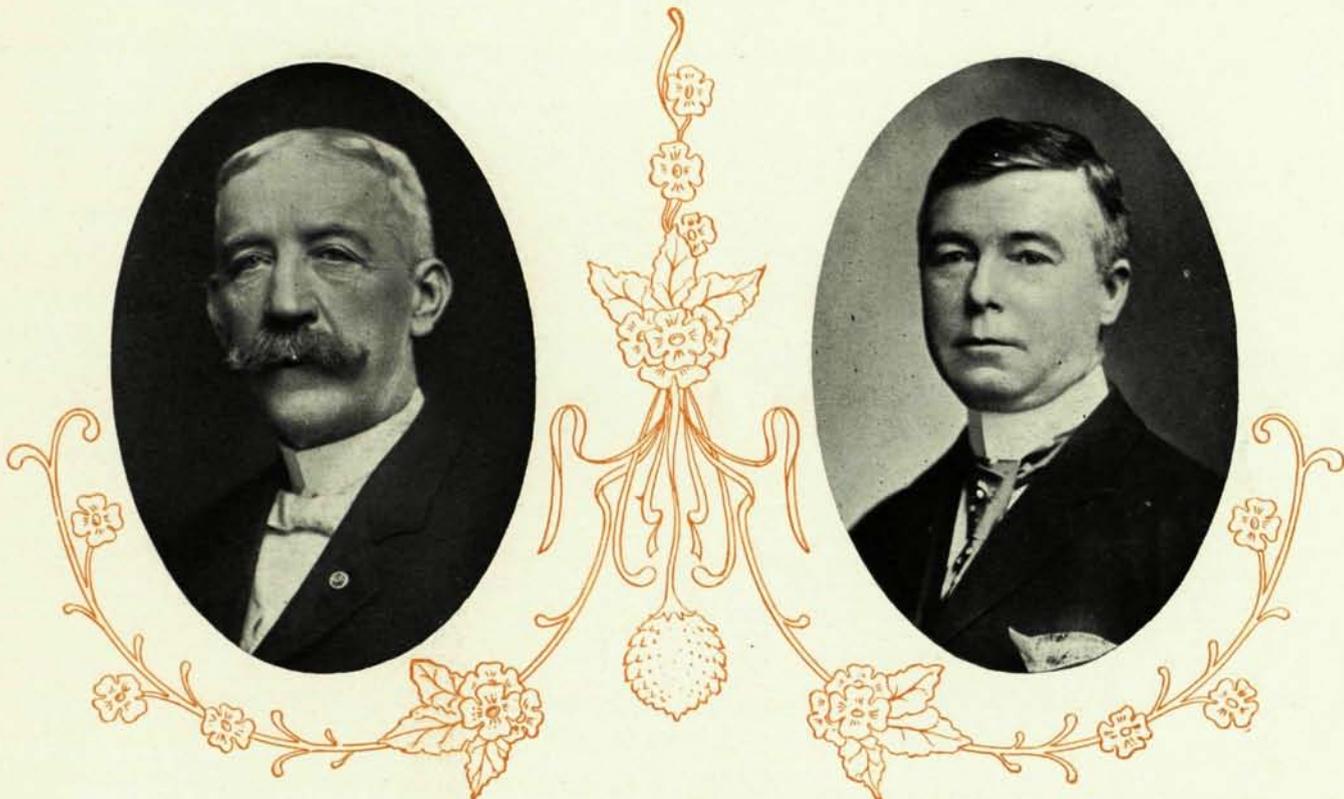
Nearly half a century ago, Henry Allmeroth, the elder, established a grocery business at No. 90 Henrietta Street at a time when Rochester was but a thriving village. The site of this pioneer enterprise is to-day one of the landmarks of metropolitan Rochester. For thirty years Mr. Allmeroth, Sr., conducted the business which is still operated by Mrs. Allmeroth at the same place.

The business career of George Allmeroth, who is still a young man of thirty years, begun with a clerkship in the grocery store of his mother. There he secured the experience and training which has served him so well in later years. In 1902 he opened a cafe at No. 92 Henrietta Street, adjoining the grocery. Two years afterward he sold his interest in the concern, but on the death of the new proprietor, he again resumed the management. Six months later he sold out once more. The reputation and standing of the business, however, had been built up around the personality of Mr. Allmeroth, and no other man seemed to have the faculty to hold and satisfy the trade he had attracted there.

So the year 1906 found George Allmeroth once more the popular owner and proprietor of the restaurant in which he is to-day so successful. The section of the city where it is located has a growing population, and a personal acquaintance with many individuals and families residing there has enabled Mr. Allmeroth to successfully cater to and please them. His restaurant is the center of attraction for a large number of people, and every business hour of the day it is the scene of gayety and good fellowship.

Mr. Allmeroth is a member of Liberal Knights, Foresters of America and Fraternal Order of Eagles, Aerie 52.

Allmeroth Street in the Fourteenth Ward was named after the father of George Allmeroth, and the son is now in a position to shed still added luster to a name which has become universally known and respected.



JOSEPH E. SEIGFRIED—Joseph E. Seigfried is one of Rochester's oldest and most successful business men. His loyalty to his friends and his straightforward methods have won for him the admiration and respect of all with whom he comes in contact. He is ever ready to assist a needy friend in any matter where his great influence would be of benefit, an influence honestly merited by years of upright dealings and respectability.

He was born in Fayette, Seneca County, September 26, 1842, and located in Syracuse in 1864, where he was a successful machinist and steel contractor. In 1869 he purchased the Kirk House in that city, and a few years later, a fine hotel in Elmira, where he remained for seven years. About this time, the old Driving Park in this city was experiencing its palmy days and was the scene of many great horse races and other sports, and Mr. Seigfried came to this city and purchased the Driving Park Hotel, which he conducted for ten years. His intimate association with the horsemen of the country and his fondness for the sport, led him to active participation in the affairs of the circuit and he toured the states with a string of trotters and pacers of which he was the possessor, and met with considerable success.

He shortly afterwards established a cafe at his present location, No. 19 Main Street East, where he has continued for a period of about eighteen years, the best evidence of his popular standing with the masses. He is a stockholder in the Bartholomay Brewery and has been a director of the Standard Brewery since its foundation; he is also identified with several banks of this city.

Mr. Seigfried is a Democrat and a resident of the Tenth Ward, and is a member of the B. P. O. Elks, No. 24, and one of the committee appointed to look after the erection of their new home, and has just been honored with the office of trustee. He is a member of the Lake Avenue Baptist Church.

JOHAN B. MOORE—A reputation as an athlete and baseball player evidently goes a long way toward helping a cafe proprietor toward success, if the case of John B. Moore, better known as "Pony" Moore, is to be taken as a standard. "Pony" has many friends, made in his younger days when he was prominent in athletics, both in Rochester and elsewhere.

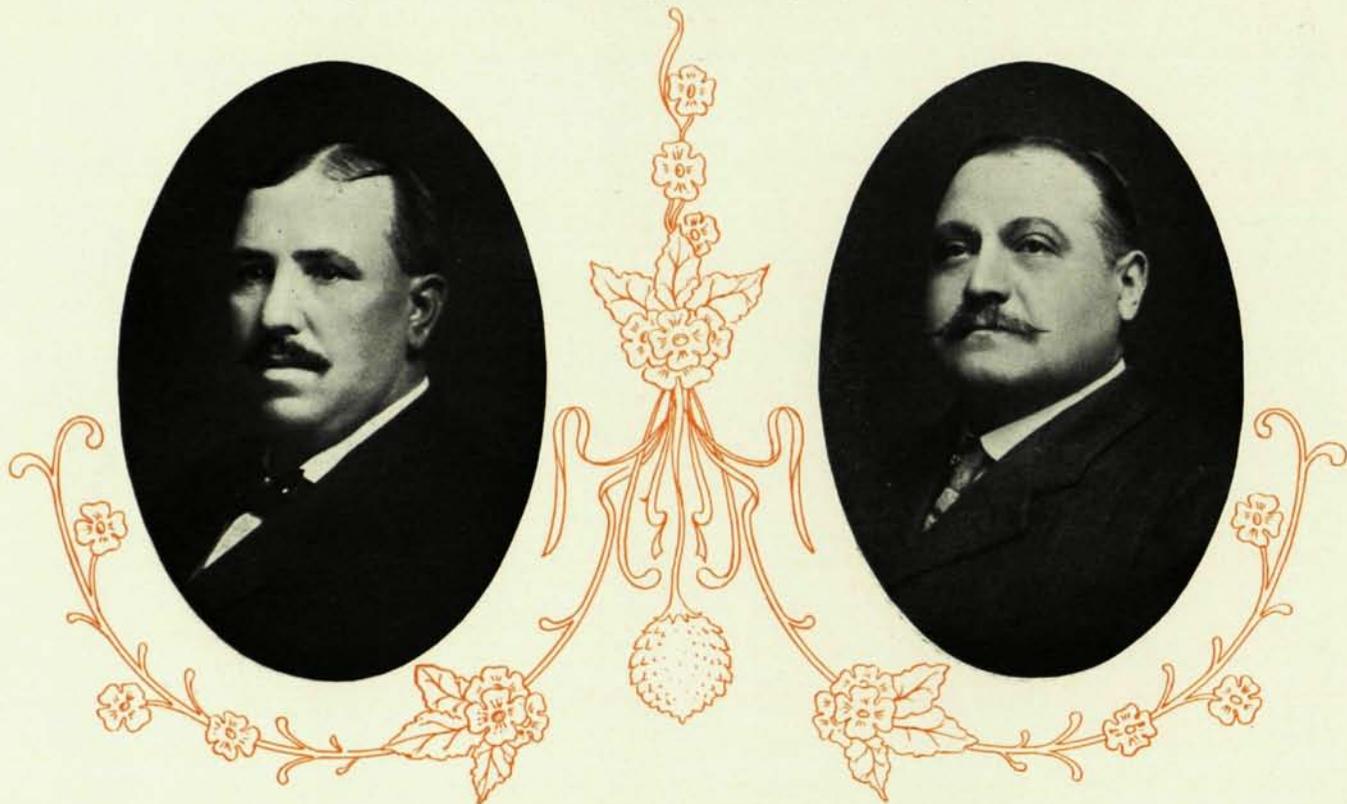
The reputation gained by "Pony" as an athlete endeared him to thousands in Rochester, and when he, with others, started the Rochester Athletic Club on Main Street West, the affair was a success from the start.

Born April 4, 1867, in this city, he was educated at St. Mary's parochial school. When he was old enough to realize the stern necessities of life he became a plumber, but this business was not to his taste. He interested himself on the stage for a time, being associated with J. F. Corrigan, forming a team known as "Corrigan and Moore." Mr. Corrigan is now stage manager at the Hippodrome, New York. Mr. Moore was also stage manager for Jacobs and Proctor's theater, this city. At this time his athletic tendencies gave him a start, and he began to shine in baseball. He played with several New York State League teams, including Utica, Elmira, Seneca Falls and Canandaigua.

He reorganized the Dunkirk team in 1889 and was its captain, manager and proprietor. The following year he was engaged by Tacoma, Washington. The next season he was with Detroit.

Mr. Moore is the man who gave indoor baseball its first impetus here, forming a team in the early 90's which did not lose a game in two years. He was also with several college teams, playing with the local university team against Cornell. Mr. Moore was reinstated as an amateur about this time.

"Pony" is a member of the Elks. He is a resident of the Second Ward and first engaged in the liquor business on State Street near the Four Corners. He started his present business ten years ago at 12 Main Street West. Five years ago he took hold of the Bristol Hotel, corner of State Street and Central Avenue, which he has conducted until recently.



FRANK PYE—Among the leading business men and public-spirited citizens of Monroe County none stand higher than Frank Pye, who for many years past has been identified in a marked degree with the growth, progress and prosperity of the village of Charlotte.

Mr. Pye was born in Wayne County, in 1863, and after receiving his education assisted on the farm owned by his father. When very young he came to Rochester and secured a position with the Street Car Co., then operating the old horse cars. He remained here four years, but subsequently went to Detroit as a conductor for two years. On returning to Rochester he engaged in the contracting business four years.

By this time he had gained a wide knowledge of the business opportunities afforded a bright, hustling man, so he decided to open a cafe on Monroe Avenue, which he conducted for eight years. He achieved success here from the start, and made many friends. Finally an opportunity presented itself for him to take hold of the Latta House at Charlotte, which has proved to be a most gratifying success, for Mr. Pye has conducted this same hotel for the past ten years.

Special mention should be made here of the elegant cafe opened recently at the corner of Latta and River Streets, by Mr. Pye. When the writer visited this new enterprise he found it to be surpassed by none in Rochester. It is situated directly opposite the boat landing, and the neat and up-to-date appearance of the place is indeed most inviting to the traveler. Mr. Pye is to be congratulated on this new venture, and we bespeak for him abundant success.

In politics Mr. Pye is a Democrat, and as said above, has always taken an active interest in the affairs of his party. He has been honored with positions of trust and responsibility and is to-day serving his second term as President of the village. He was also a trustee for four years, and in every instance of his public career has earned the approval of his constituents.

Mr. Pye is a member of the Liberal Knights; the Knights of Everlasting Pleasure; and Irondequoit Tribe of Red Men. He resides with his wife at the Latta House.

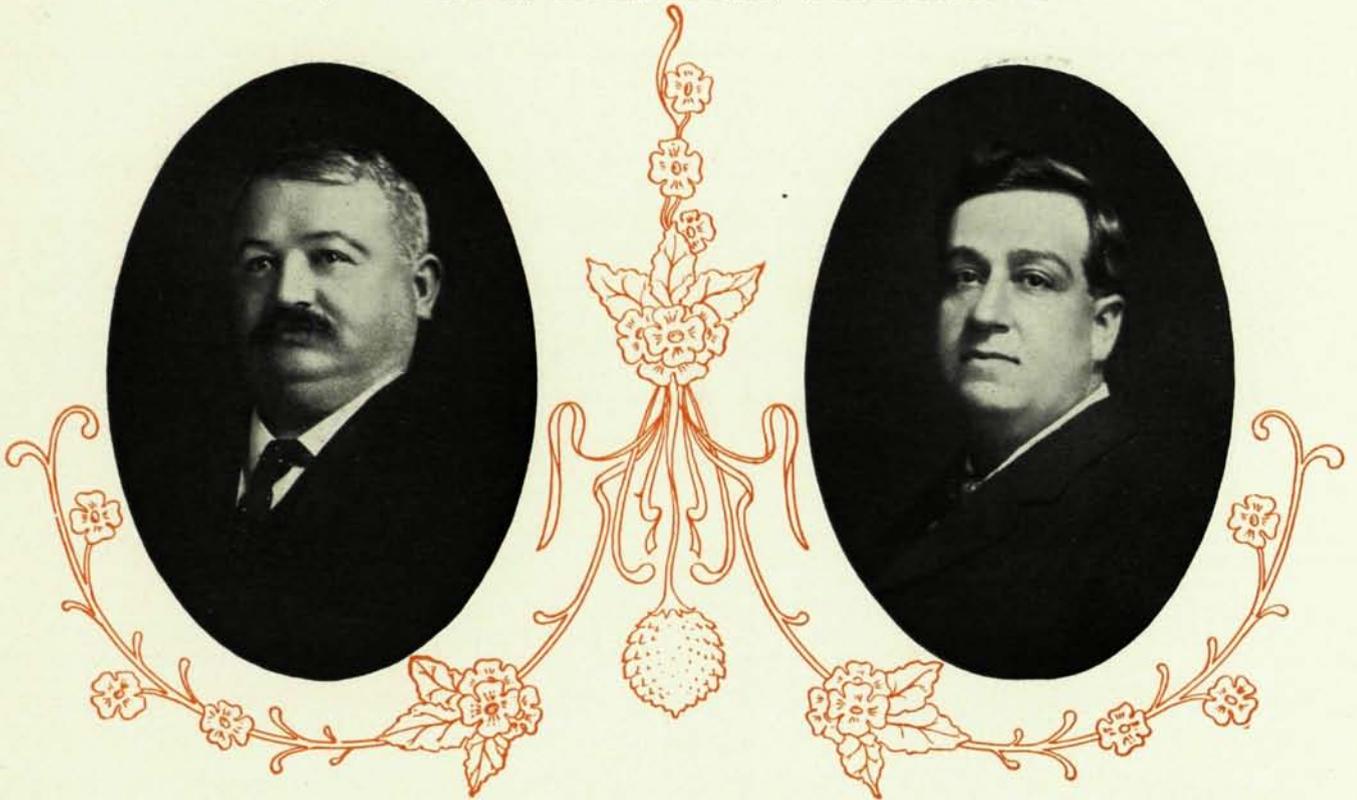
GEORGE A. SCHUG—Bavarian, Germany, has been the birth place of many of Rochester's citizens, who have always taken an active interest in everything pertaining to the welfare of our city. Among those who are prominent and well known is Mr. George A. Schug, the subject of this sketch, who was born October 28, 1865. After leaving school he assisted his father on the large farm which he owned, and at the age of eighteen years embarked for America.

Unaided, and with nothing more than a determination to win his way in the world, George set out for his future home, Rochester. It is indeed fitting at this time to remark that Mr. Schug had high ideals for his future career, and by honest endeavor has made the most of the opportunities presented to him.

His first employment in this city was with the old Rochester Brewing Company, located at Vincent Street, between River and Atlantic Street, where he worked continuously for seventeen years. This in itself is a tribute to the worth and character of the man, for if he did not fulfill his obligations satisfactorily with this great corporation he would not have been so long in its employ.

In 1900 Mr. Schug bought out the cafe where he has since been located. His hospitality is well known to those who frequent his place, and the wines, liquors and cigars he handles are of the best. He has been an ardent advocate for the betterment of labor conditions, and in 1896 was instrumental in merging the Knights of Labor into the American Federation of Labor, called the International Brewery Workers' Union, in which association he held the office of secretary for four years. This organization is still in existence, and it is to his untiring energy and zeal that such great progress has been made for its welfare. He was honored as a delegate to the convention at St. Louis in 1898, and also to Detroit in 1900.

Mr. Schug has been sought on many occasions to lend his name and influence for political office, but he has always declined, preferring to enjoy the life of a private citizen. Many societies and organizations number him on their roster, including the C. B. L., No. 305, of St. Michael's Church; Court Empire, Foresters of America, and the Liberal Knights.



AUGUST BRUCKER—It is characteristic of the German-American citizens of our day to make their way in the world unaided, and this is indeed true of Mr. August Brucker, a good portrait of whom is presented on this page. He was born in Baden, Germany, October 14, 1863, and received his education there. Mr. Brucker's early life was like that of many who have become successful men. He worked on his father's farm until 1880, when he decided to come to America. Having arrived in this country he chose Rochester as his future home, and has been a highly respected citizen since that time.

After working on a farm at Lyons, N. Y., for four years, he returned to Rochester and learned the trade of a carpenter, which he followed for five years. He then went to Colorado, where he remained a year and a half. At that time he met with a great misfortune, injuring one of his feet so badly that he was compelled to retire from his trade altogether. He was an energetic man, however, and was not content to remain idle long, so he purchased the cafe at 482 Joseph Avenue, which he conducted for seven and a half years. He then built his present place of business at 458 Joseph Avenue, where he has since conducted one of the best German cafes in that section of the city. He carries a fine line of wines, liquors and cigars, and his place is conducted in a manner which merits a high-class patronage.

Mr. Brucker is a man of pleasing disposition and has made many warm friends. He is thoroughly conversant with all matters which affect the interests of the German people, and is ever ready to lend his aid and support to the welfare of any good cause. He is a good entertainer and conversationalist, and this fact alone has brought to his doors much patronage.

Mr. Brucker is a member of many of the prominent social and fraternal organizations of our city, including the Koerner Lodge of Odd Fellows; the Arbiter Kranken and Sterbe Kase; also the Liberal Knights. He is married and resides with his family at the above address. They are members of the Salem Church.

CHARLES SCHLEYER—Charles Schleyer, the subject of this sketch, was born at Brighton September 14, 1867, and received his education at St. Joseph's School, this city. Being mechanically inclined, he found employment in the Sargent & Greenleaf lock factory on Court Street, where he remained for two years. His experience here enabled him to take a position with the Streeter Nickel-plating Works, in whose employ he remained ten years. This was followed by two years of service with a nickel-plating firm at Brockport. He then began business for himself in this same line of activity, locating in the old Brackett House building, where he was successful for four years.

Mr. Schleyer at this time recognized the possibilities of success in opening a first-class cafe at 162 Joseph Avenue in the year 1896. Although this location was a good one, the cafe previously conducted here was run down in many ways; but Mr. Schleyer set about to make improvements which added materially to its success from the start. A fine line of wines, liquors and cigars were installed, and everything done to cater to a large and representative patronage.

Such is the career of Mr. Schleyer up to 1896. He proved himself a man of fine business ability, and through all those years had made a reputation for himself which was of the best. Business men knew him for his honesty in all transactions, and those who knew him personally and in a social way can testify to his splendid character.

His cafe is conducted in a manner which calls for the highest praise from the residents of the Seventh Ward, and to illustrate this fact it is interesting to note that just recently the Solo Social Club has selected his place as their headquarters. It is safe to say that no better choice could have been made for a meeting place than at this popular location. The Schleyer Association also was organized here and has an annual outing—the only object of this association.

Mr. Schleyer is identified with many social and fraternal organizations, chief of which are the Foresters of America, Empire Court; the C. M. B. A., Branch 81. He makes his home in the Seventh Ward, where he resides with his family.



MICHAEL BRENNAN—Among the self-made men of Rochester who have attained fortune by integrity of character and honesty of purpose is Michael Brennan. He has been a prominent figure in the Second Ward for many years and it is doubtful if any man in this city has been more successful in his chosen business.

Michael Brennan was born at Claremorris, County Mayo, Ireland, on December 17, 1862, and was the second son of a family of twenty-three children. His mother still lives in Ireland and is hale and hearty at the age of 68 years. Martin J., a younger brother of Mr. Brennan's, sailed on the 27th of June to visit his mother and relatives of their native land.

Mr. Brennan came to this city in 1886 and first engaged with the Rochester Edge Tool Works. Here he remained for fifteen years and during that time worked his way up to the position of foreman. He then struck out for himself and has been in the cafe and liquor business for a number of years, ten of which have been spent in his present location, No. 57 Brown Street.

The large patronage accorded his place of business is due largely to Mr. Brennan's popularity in the community. His activity in the political life of the Second Ward and his earnest endeavor to do all in his power for the welfare of its constituents has earned for him the respect and confidence of all. He is identified with the Republican party.

Mr. Brennan has not confined his efforts to the cafe business alone. He is a large property owner in the immediate vicinity of his residence, and it is said there is no better judge of a piece of property in Rochester.

Mr. Brennan is a staunch supporter of all that pertains to the welfare of the people of his native land, and his assistance and co-operation to materially advance any worthy cause is well known. He is an active member of Division 2 of the A. O. H. and the Liberal Knights.

Sixteen years ago Mr. Brennan married Miss Julia Purdy of Brockport. The wedding ceremony took place at St. Patrick's Cathedral, where Mr. and Mrs. Brennan have since attended. They have a family of three girls and a boy, who is named after that great Irish general, Patrick Sarshfield.

WILLIAM J. WHITE—The history of William J. White is characteristic of the native American who is so filled with the desire to advance himself in the material and social life of his country.

Mr. White was born in the town of Riga, Monroe County, N. Y., on the 24th day of October, 1862. His early education was secured in the village schools. His mental growth was stimulated by a physical development in his young days which only the open air and active labor of a farm can provide, twenty-eight years of Mr. White's life being spent under the rugged environment and beneficial influences of the country.

It was at the age of twenty-eight that he determined to try his fortune in the large and more complex life of the city, and in 1889 came to Rochester, where he has since resided.

Four years ago Mr. White opened a hotel at Nos. 21 and 23 Spring Street, near the center of the city and within that time has been able to achieve marked success.

His early days spent upon the farm placed him in possession of the power to understand and appreciate the life and problems of those who "feed the world," and his wide acquaintance among the farmers of the county brings to his hotel a large and profitable patronage.

He also has a large local trade, recruited from the large number of people who reside in this part of the city, which is in the very heart of Rochester's business district.

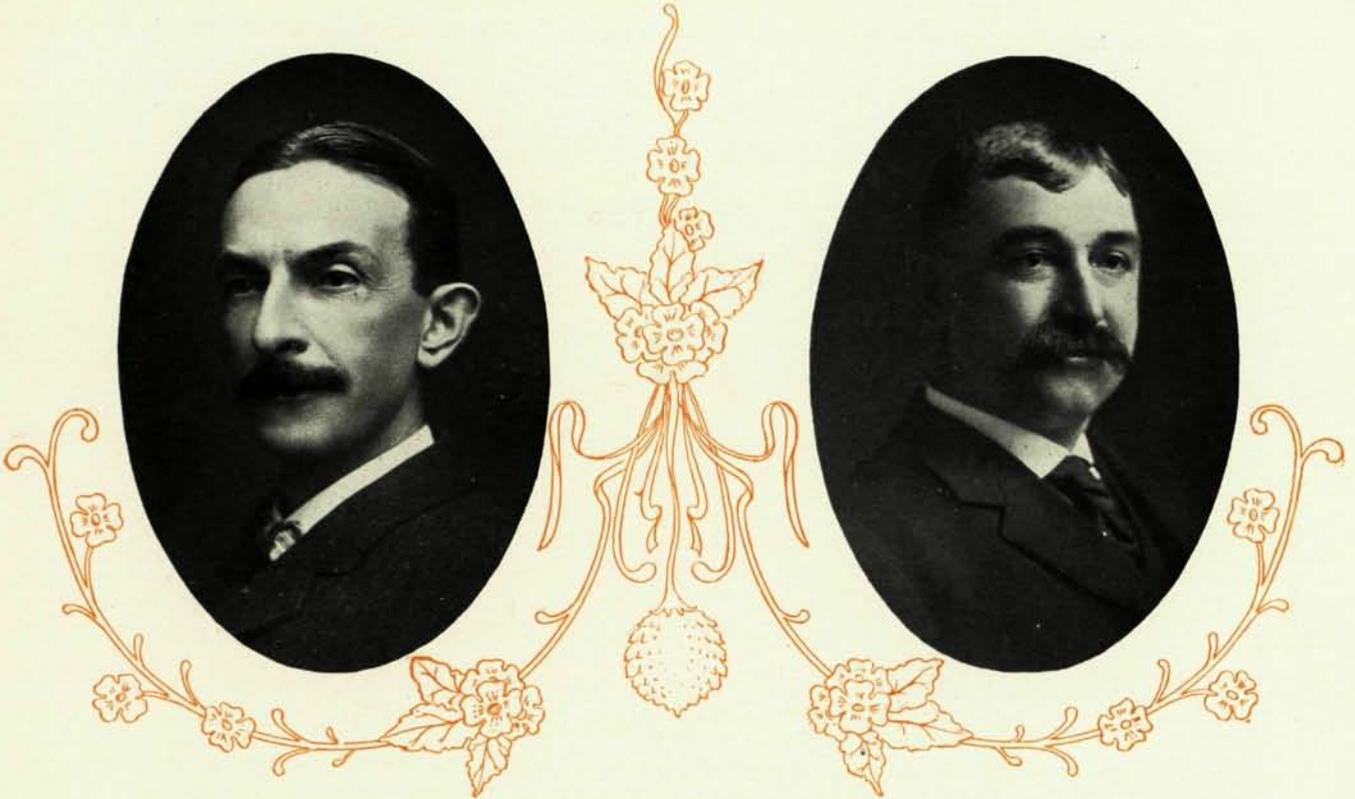
White's Hotel is one of the busiest and most popular of the many hotels and cafes in that district, attesting the personal popularity of its owner and proprietor.

He has made extensive improvements since he assumed the proprietorship, including additional rooms to accommodate the ever increasing patronage.

Mr. White is a resident of the Third Ward and takes a lively interest in matters of importance to his ward and city generally.

He is a member of the Foresters of America, Court Highland and of the Conclave of that organization; also the Liberal Knights.

All in all, the success and prominence of William J. White is the result of courage and perseverance and a fitting reward for his honorable and useful career.



LYNN HITE—Many and varied are the different business enterprises entered into by Mr. Lynn Hite, the subject of this sketch, each and every one a success and a tribute to his excellent business qualities. Born April 5, 1852, at Harrisburg, Pa., where he received his early education, his first business connection was just outside that city at the Hallenbach Hotel. From there he went to Oil City, Pa., where he was connected with the United States Hotel of that place for four years, leaving this to manage the Hotel Washington of Bradford, Pa. Three years later he opened an oyster house in Philadelphia, which he operated with great success for a number of years.

His next business enterprise was at Buffalo, N. Y., where he conducted a cafe on Broadway for two years. Mr. Hite has always been interested in horses, so when a chance to enter his favorite sport came he eagerly embraced the opportunity of doing so, and accepted the position of bookmaker on the New York and Gloucester, New Jersey, tracks, where he remained two years, later dealing in and shipping fancy horses at Buffalo, N. Y. He then ran the Gillson House for five years at Newark, N. Y., and made a great success of it. Later he opened Hite's Imperial Hotel at Sodus Point, which is one of the most popular resorts on the Bay.

Following this venture he purchased the Hotel Wendell at the corner of Clinton Avenue North and Central Avenue, his present location. He has since thoroughly remodeled and greatly improved this place, until it is at present first-class in every way and well worthy of the large share of patronage it maintains. Handsome and commodious billiard parlors are connected with the hotel, and a baseball ticker is also installed, thereby giving patrons and friends every advantage of the up-town cafes.

Mr. Hite is of a most pleasing personality and genial disposition, and although he has been in the liquor business practically all his life, he has made it a rule never to taste a glass of liquor himself.

He is a member of the Sascathewan Tribe of Aed Men, No. 370, of Newark, N. Y., and the Haymakers Association; he is also a member of the Liberal Knights.

Mr. Hite married Miss Anna B. Grover and is now the happy father of three boys.

R. HENRY LEISE—March 15, 1867, was the day upon which Henry Leise was born in this city. An excellent likeness of him will be seen at the head of this column. After being educated in the public schools, his parents realized the benefits he would derive from being skilled in some trade, and induced him to enter the building industry, where he soon became a first class journeyman carpenter. For twenty years Mr. Leise followed his trade, and for five years served the state government in that capacity. During this period he became widely known and popular among his fellow workmen, both in Rochester and elsewhere.

Upon leaving the employ of the state Mr. Leise decided to engage in business in this city. He, therefore, after careful deliberation, choose the location at 1025 Clinton Avenue South for his initial enterprise. The success and prosperity he has met with at this place is conclusive proof that this decision was wisely made.

Mr. Leise has an extended acquaintance among a large number of people in the vicinity of his cafe as well as in other parts of Rochester. This is particularly true in respect to the German speaking people of the city. His parents were born in the Fatherland and his early days had been spent in an environment which still kept alive and cherished many of the German customs and characteristics of that great people.

This fact, as well as others, have been instrumental in bringing to his cafe a patronage that is eminently desirable in every way. His restaurant has won a reputation far and wide for the first class manner in which it is conducted and for the high quality and absolute purity of the goods sold therein.

Mr. Leise is a resident of the Fourteenth Ward and has always taken an active part in the political affairs of his ward, city and country. Anything which is for the ultimate good of the people generally will find him numbered among its staunchest advocates. He is a member of Canton Lodge of the Odd Fellows and is among the most active individuals in the Liberal Knights. Withal, his career has been one of usefulness and integrity.



ALBERT MORRILL—In writing the careers of any body of citizens, it is gratifying to note the achievements made by the younger men who, by hard work and perseverance, have come rapidly to the front. We cite herewith the career of Albert Morrill, who was born at Brighton, N. Y., March 12, 1881. After receiving a public school education he was apprenticed to the carpenter's trade, which he followed four years. His next occupation was in the office of the Brown Bros. Nursery Co., remaining there another four years. He then applied himself to various occupations, including an engagement with the steamer Irondequoit for one season. The next season he was with the steamer Fred Woodward as purser and another season he was purser and engineer for one of the W. H. Sours boats. These steamers plied the waters of Irondequoit Bay, and as a matter of course "Al" came in contact with many thousands of people.

He possessed in a marked degree the art of winning friends, who naturally took the opportunity of proving their friendship and high regard for this young man by patronizing him in his new business venture, that of the Float Bridge Hotel, which he purchased about two years ago. Here he has made every effort and spared no expense to make this delightful place as inviting as possible to the pleasure seeker. Lovers of the rod and reel are in no wise overlooked when on a fishing expedition to the bay, for a complete line of fishing tackle, etc., as well as boats are always held in readiness for their accommodation. And right here it might be mentioned that for a fine fish dinner there is no place on Irondequoit Bay surpassing that served at the Float Bridge Hotel. Mr. Morrill has a fine gasoline launch for the accommodation of his patrons to ply on the bay.

To successfully operate a place of this kind requires a man possessed of careful judgment and tact. That Mr. Morrill has met these requirements in every instance is amply attested to by all who know him or have ever had the opportunity of visiting Float Bridge.

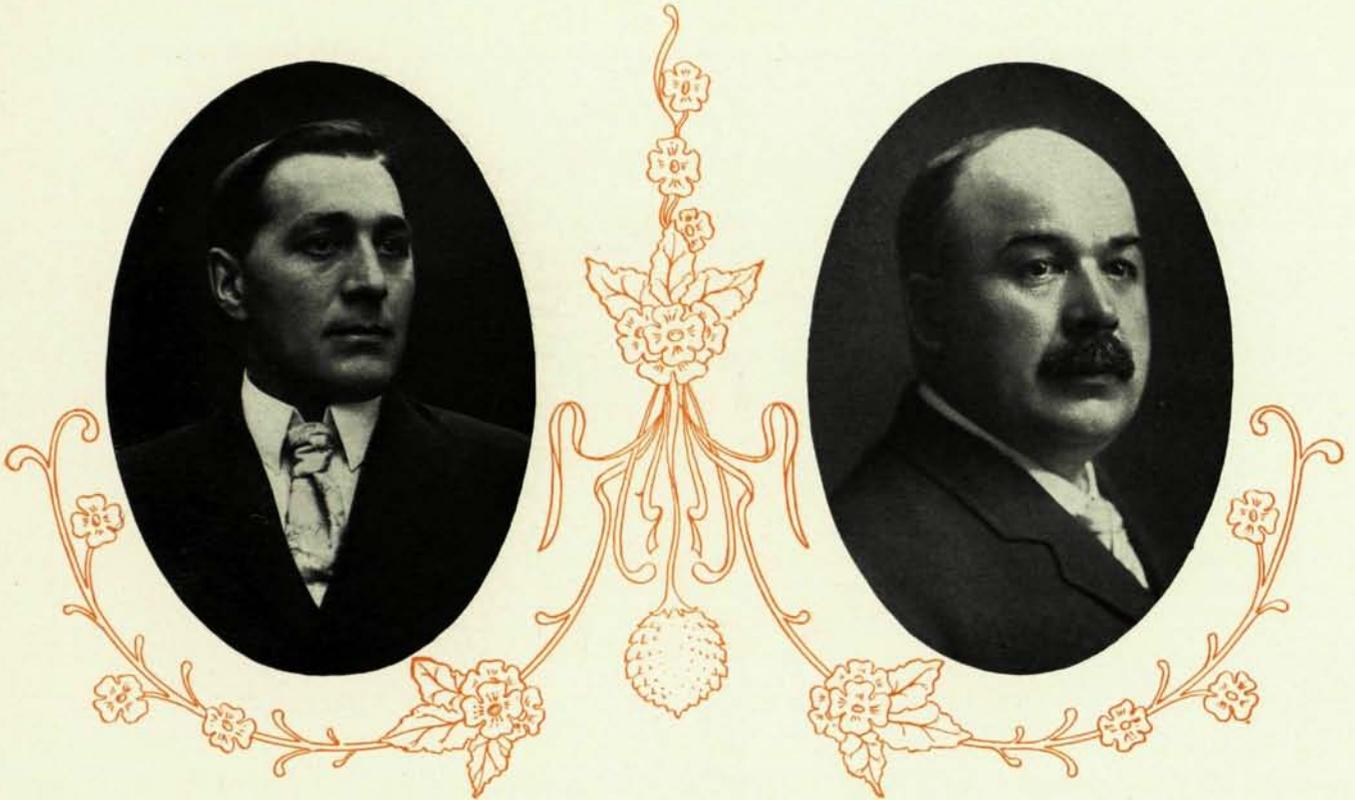
Mr. Morrill is a member of the Liberal Knights Association, the Horseshoe Social Club and the Puteroutsky Fire Association. He is married and resides with his family at Float Bridge.

MR. GEORGE MEHNE—George Mehne is a native of Germany, being born at Schwengen, June 17, 1864. From the time he left school until he was of age, he had mastered two trades—that of a clock maker and a cabinet maker. Surely this was an accomplishment to be proud of for a young man who had not yet become of age. When he reached the stage of manhood he emigrated to America, settling in this city, where he was to make his future home. For a period of a year and a half he worked on a farm, and then associated himself with the firm of Charles Hayden & Co., as a cabinet maker. He also remained with this firm for a year and a half, afterwards working for some of the largest cabinet makers in this city.

George Mehne was an energetic man and was not content to be classed as one satisfied with the small reward his labor could command from others; so, in 1891 he struck out for himself and opened a cafe at 291 Hudson Avenue, where he remained for nearly two years. Later he built a fine hotel on St. Paul Street, which he successfully conducted for twelve years.

In 1903 Mr. Mehne operated a livery business at 202 Andrews Street, and the next two years found him in the employ of Anton Laurer on St. Paul Street. He then formed a partnership known as Mehne & West, conducting a cafe at Jay and Child Streets. This partnership continued for a year and a half. His present location is at 280 Hudson Avenue, where he conducts one of the best cafes in that section of the city. Pool tables and every convenience for the large patronage his place enjoys will be found there.

Mr. Mehne is one of those men whom success has attended through his perseverance and good business judgment. His aim has always been to accomplish what he could by honest endeavor, leaving an impression his fellow men could not help but regard very highly. He takes an active interest in German-American societies, and is a valued member of the Arbiter Saengerbund, the Schwoebecher Leider Kranz and the West Side Maennerchor. He also holds membership in Monentontuen Tribe of Red Men, No. 227, and the Liberal Knights.



JACOB DEVOLDER—A strong type of sterling American manhood is Jacob DeVolder who was born in Sluis, Holland, September 28, 1873. He is a descendant of the sturdy, energetic Holland farmer, a race of men whose dogged perseverance combined with assiduous labor overcomes all obstacles however great.

Mr. DeVolder as a boy had the advantages of a common school education only, but he educated himself, throughout his boyhood days, and in fact through his whole past life. He has one of those minds which always grasp something new, and never ceases to learn even while teaching others.

The ancestors of Jacob lived in or near Holland and with them he worked a farm until the year 1890, when he came to America, settling in Ontario, Wayne County, N. Y. His first work was in the ore mines in that section and remained there for three years when he found more desirable employment with the Lehigh Valley Railroad Co. as trainman, remaining there for upwards of four years. It was at that time that he became interested in the cafe business, selecting Rochester as his future home and place to earn his livelihood.

His venture in the cafe business was with the late Dan Stroh, where he remained for three years, and later with Lafe Heidell, being active there for five years. His ability in conducting a first class cafe demonstrated itself in the past, and thus it was that in July of 1906 he purchased the cafe at 19 Grape Street, where he has since been located as sole proprietor.

In all his dealings he has gained a reputation of integrity and the peculiar ability to undertake responsibilities and carry them to a successful issue. In connection with this, one of the oldest cafes in the ward, are two fine bowling alleys, and many are the social gatherings at this delightful pastime on these alleys.

The Eleventh Ward Social Club meets here every week, and besides holding membership in this order, Mr. DeVolder's name is on the roll of the following societies: Foresters of America, Court Equity; Lincoln Conclave, No. 97; C. M. B. A., Branch 82; Fraternal Order of Eagles, Aerie 52, and the Everyday Social Club. He is a member of Our Lady of Victory Church, is married, and lives with his family at above address.

MARTIN F. REBHOLZ—As a business man and citizen the career of Martin F. Rebholz affords an inspiring example to future generations. Born in Rochester on October 29, 1863, during the progress of the Civil War, Mr. Rebholz was of the generation which, by their perseverance and labor, were to once more bring this nation back to peace and prosperity. His entire life has been spent in the city of Rochester, where he was educated at the Holy Redeemer School.

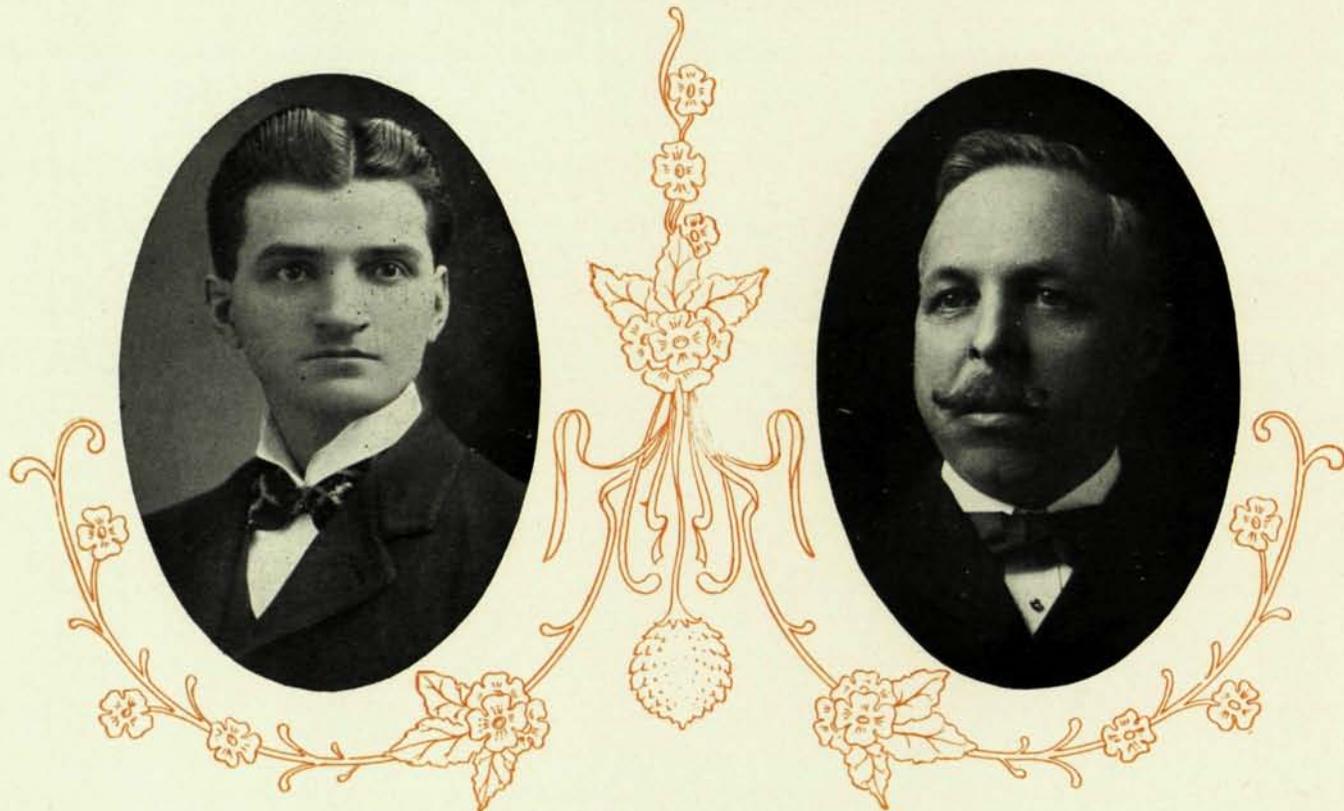
Mr. Rebholz first took up the tailoring trade on leaving school and mastered it in four years. He then engaged in business for himself as a merchant tailor, and was for fourteen years actively engaged in that line in this city. While eminently successful as a tailor, Mr. Rebholz thought he would like a change of employment and purchased the restaurant owned by J. Sadler at 398 Hudson Avenue. After five years at this location he sold out the business to Barney Abel, who is the proprietor at the present time.

Mr. Rebholz then secured possession of the Biedenbach restaurant at 258 Bay Street, and has since remained in business there. How successful he has been may be seen from the fact that the trade under his management has increased one hundred per cent and is still growing. He is ably assisted by his eighteen-year-old son, Frank, who takes as much pride and interest in the work as does his father.

This cafe is thoroughly up-to-date, both in management and equipment, and offers many attractions to the growing patronage. Connected with the restaurant are large meeting rooms, which are used for political and other gatherings.

No citizen of the northeast part of Rochester is more widely known and esteemed than Martin F. Rebholz. His close attention to the details of his business and the live interest he has always taken in everything of benefit to his fellow citizens, has made for him innumerable friends who are pleased with the prosperity he has achieved.

Mr. Rebholz has been a member of St. Fidelis Benevolent Society since 1886; New Empire Society for twelve years, and is also connected with the Liberal Knights and Burnnupsy Fire Association.



JOSEPH T. HAWKINS—Joseph Hawkins is probably one of the most popular of the younger representatives of the liquor industry. Born in Rochester, N. Y., April 18th, 1872, he was educated in the public schools of the Flower City and at the same time was earning his way through life by selling newspapers.

Early in life Mr. Hawkins took to the theatrical business and became one of the most proficient dancers on the American stage. During the seasons of 1896-97 he toured the country with the "New York Day by Day" Company, after which he filled an engagement with the famous Cleveland Minstrels for several seasons. Returning to Rochester he entered the restaurant business, during which time he became justly popular among a large following. Profiting by the knowledge and experience thus gained he began business for himself at his present location, 57-59 Main Street West, in 1905.

Many Rochesterians will recall with pleasure the excellent solo dancing of Mr. Hawkins at many entertainments given for charity by our local societies. Although he is a busy man and careful to watch over the interests of his patrons, he nevertheless finds time to assist in the many calls made for his services in behalf of charity.

As will be seen from a perusal of the foregoing, he has, by hard work and careful attention to business, risen to an enviable position both in his theatrical career and his chosen business. His pleasing personality has been the means of attracting thousands of patrons to his doors, who are royally entertained by this genial host.

Mr. Hawkins is a member of many social clubs, and a prominent officer of the B. P. O. Elks, in which organization his theatrical talent has proven of great service, being selected to fill the responsible position of stage manager at the annual minstrel performances of that popular society.

In 1898 Mr. Hawkins was wedded to Miss Anna Gunue of this city and now resides in the Nineteenth Ward.

MR. JOHN B. MEISCH—Friends and acquaintances will recognize the above cut as a very good likeness of Mr. John B. Meisch. A native and life-long resident of this city, Mr. Meisch is one who may be regarded as one of her most enterprising citizens. Born November 30, 1862, his early education and business training was obtained in the public schools of Rochester, fitting him most competently for the position of trust and responsibility which he held under the firm of the Strong & Woodbury Whip Co. Mr. Meisch spent twelve years of his life in the employment of this company, the last five as chief shipping clerk.

About this time he decided to strike out for himself and opened up a cafe at the corner of Magne and Romeyn Streets, where great success attended him, until in 1893 he sold this business and purchased a place on Clinton Avenue North. After a short stay here, Mr. Meisch found a ready buyer, to whom he disposed of this property. He then returned to his old stand at the corner of Magne and Romeyn Streets and remained until 1895, when he changed to a cafe at the corner of Smith Street and Saratoga Avenue. Here he was most successful in business and remained there for six years.

His next transaction was when he purchased the business at the corner of East Avenue and Union Street, where we find him located at present. This cafe is a model one in many respects, no small feature of which is the excellent lunch counter in connection, where one is always sure of something appetizing and refreshing. It is needless to say that Mr. Meisch receives a generous share of the patronage of the citizens of this locality, for personally he is a man who attracts, and a patron or customer having once visited "John's" cafe makes it a point to call again when in the neighborhood. Mr. Meisch has succeeded in satisfactorily conducting a cafe and restaurant at this location for a longer period than any of his predecessors, having been here now for five years.

He is one of the old charter members of the Liberal Knights, having belonged to both the old and new order; a member of the Fraternal Order of Eagles, Aerie No. 52; the Social Order of Moose, Herd 6; C. M. B. A., Branch 82, of St. Peter and Paul's Church, and is at present a member of St. Mary's Church.



JAMES P. REARDON—Notwithstanding the fact that James P. Reardon is a comparatively young man, he has occupied a foremost position in the affairs of the cafe and hotel business of Rochester and Ontario Beach.

Mr. Reardon was born in this city on July 22, 1872, and was a son of James Reardon, who for many years conducted the Shamrock House of this city. After receiving a splendid education, James, Jr., affiliated himself with many of Rochester's leading cafes. He was with the old firm of Rus, Coates & Donoghue for four years, and for the same number of years was with the late Charles Leimgruber, who conducted the Little Casino Cafe on Corinthian Street. Here he proved himself a capable man, for Charles Leimgruber entrusted him with the management of the Auditorium at Ontario Beach for a number of years.

Upon the death of Mr. Leimgruber, James took over the management himself, and it is needless to say he has been very successful. He is a young man of more than ordinary ability and has a great capacity for management. His easy disposition has been a good asset for him, for no one will deny that he is very popular. With this qualification and a determination to cater to the wants of his customers in a manner that will call forth praise, it is no wonder that he is a leading manager to-day. He is thoroughly conversant with every detail of hotel life, and it would be hard to find a man his equal for the position he now occupies. With the opening of Greater Ontario Beach this season, Mr. Reardon has been successful in leasing for the next five years the Park Hotel at this great resort.

Years ago James took an active part in athletic affairs, and was ever ready to lend his aid toward any kind of clean sport. He says to-day the American public are quick to support anything in the athletic line if they know everything is above board. Fishing and hunting are his favorite pastimes, and the North Woods will find him every fall trying to acquire his share of the venison that may come his way.

Mr. Reardon makes his home in this city during the winter months. He is a member of the Fraternal Order of Eagles, Aerie 52, and the C. M. B. A.

JOSEPH J. JONES—When only four years of age Joseph J. Jones began a business career, which for variety and novelty, cannot be surpassed. He was born in the town of St. Catharines, Ontario, Canada, on August 24th, 1862. At the age of four years he ran away from home and found his way to Cleveland, Ohio.

There he purchased a few newspapers and for four years followed the life of a newsboy, a fact, which in view of his tender age and lack of home influences, attested the wonderful courage and perseverance of the lad.

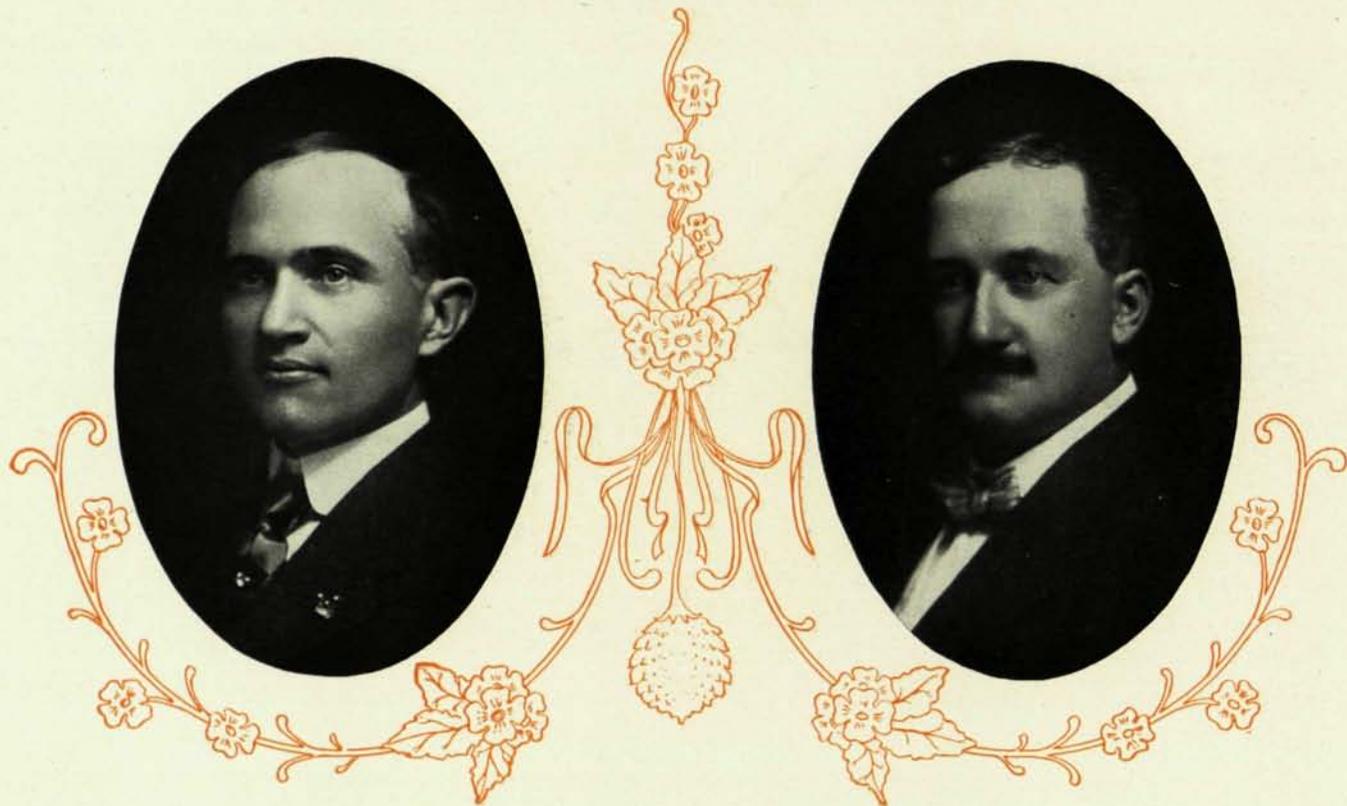
Through his life as a newsboy, young Joseph made the acquaintance of the captain of a sailing vessel on Lake Erie, and was engaged by him as mess boy. He sailed in different capacities for several seasons, until finally he was appointed as the mate of a boat.

In 1884, while still only a boy of twelve years, he came to Rochester and secured employment with the railway company, which at that time was operating horse cars in the city. He was the youngest conductor in the employ of the company. He remained with the street car people for six years, when he accepted a position as inspector for E. B. Chase, who was engaged in the lumber business here.

In 1902 Mr. Jones purchased the Warwick cafe on State Street, which he conducted for one year. He then sold the business to Charles N. Parker, and bought the building where he is at present located, 260 State Street, and after extensive alterations, opened up a first-class restaurant.

It is equipped with four bowling alleys, six pool tables, in addition to all the conveniences and furnishings proper for an up-to-date cafe. It is needless to say that this restaurant is one of the best patronized and most popular of any in that section.

Mr. Jones has found time to interest himself in other than business matters, and is a member of several organizations of the city. Prominent among them are the Orient Lodge of Odd Fellows; Court City of Rochester, Foresters of America; Hipothan Tribe of Red Men; Phoenix Tent of the Maccabees; Haymakers; Degree Council of Red Men; and the Liberal Knights.



MR. CHARLES EISMAN—The Hotel Gilliard, made famous under the management of Mr. and Mrs. Charles Gilliard, has lost none of its enviable reputation for excellence of German cooking under the management of the present proprietor, Mr. Charles Eisman, whose photo appears above. His desire to keep the hotel up to a high standard of efficiency has led him to introduce vast improvements in keeping with its rapid growth and popularity. While not located in the center of Rochester's business district, the Hotel Gilliard enjoys a patronage of class and quality equaled by few and surpassed by none of the downtown places.

Although Mr. Eisman is comparatively a young man, he has had a varied experience to qualify him for the responsibility of shrewd management. He is always solicitous for the welfare of his patrons, and through his pleasing manner and excellent social qualities has gained a widespread popularity. His efforts in the way of fine chicken and duck dinners have given him an enviable reputation.

He was born in this city, February 24, 1873, and after a thorough education in the parochial and public schools he became associated with his father in the latter's business, corner Madison and Maple Streets. He left this to take up the carriage business and after some service in this line, he purchased a shoe store which he conducted for five years, giving this up for the business in which he is now engaged. He is a member of the B. P. O. Elks, No. 24.

Mr. Eisman married Miss Laura Brown of this city in 1904 and has three children, two boys and a girl.

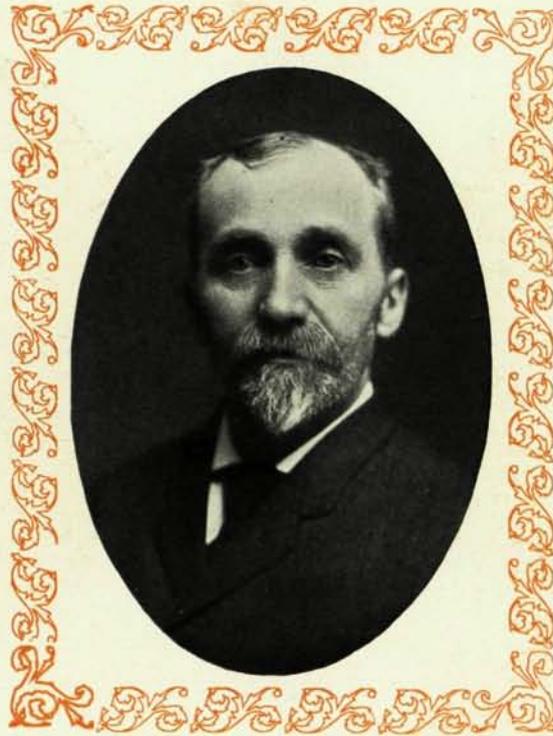
JACOB A. RENNER—Friends and acquaintances will recognize the above portrait as an excellent one of Mr. Jacob Renner, a man to recently enter the ranks of those whose aim and business it is to satisfy the wants of the "inner man." For over twenty-three years Mr. Renner was a railroad man, working himself up from the position of fireman to that of trainman and baggageman, and finally serving many years as conductor on the road.

Mr. Renner claims Rochester as his native city, having been born here February 21, 1864. His early education was obtained in one of our parochial schools. In 1904 he retired from the employ of the railroad and decided to acquaint himself with the details of the cafe business. The following two years were spent in the employ of Pius Giebel. Then Mr. Renner decided to try for himself, so he purchased the stand of Joseph Young, his father-in-law, located at 8 Tonawanda Street. This place is an old landmark in that section of the city.

Of the cafe itself much might be said. Years ago when Joseph Young was at the helm he made a reputation for handling a choice line of native wines, which has lost none of its prestige to-day, for Mr. Renner is a believer in giving his customers the best that can be procured for the money. The large patronage enjoyed by the proprietor is evidence of the careful manner in which he conducts his place of business, and his record in the Eleventh Ward is one of the best. His courteous manner, kindly disposition and strict adherence to the rule of "a square deal for all," will win for himself many new friends and for his business many new patrons.

Mr. Renner's name will be found among the members of many fraternal and social organizations of the city, among them the St. Peter's Benevolent Society, the Peter Social Club, the Blaue Donau Social Club, the two latter societies making their headquarters in Mr. Renner's building. He is also a member of the Ford Social Club, the Social Order of Moose, Herd 6, and the Liberal Knights.

Mr. Renner was recently married and resides in the Eleventh Ward, where he is esteemed by his friends and respected by the citizens of the city.



CAMILLE FOREST—When the writer visited the subject of this sketch some time ago, he was welcomed by a man of a most congenial and pleasing personality. In relating the story of his life one could not help but appreciate the rapid strides he had made in his younger days when taking into consideration the obstacles he had overcome to reach the goal of his ambition to-day.

Camille Forest is of French parentage, being born at Lassomtion, P. Q., on April 21, 1848. He was the seventeenth child of a family of nineteen, and moved to Rochester with his parents when a young man. He was induced to learn a trade and took to shoemaking until the year 1863. He then went into the restaurant business with his brother, Isaac, at what was then 101 Main Street, where the Eastwood shoe store now is. His brother was a most successful business man in those days, and while Camille was associated with him he acquired a splendid knowledge of the restaurant business.

It was Isaac Forest that built the Forest House at Irondequoit Bay, and he entrusted Camille with the management of this famous hostelry for five years. In 1874 Camille started in business for himself where the Sibley, Lindsay & Curr Co. store now is, continuing there for over nine years. When the old Bay Railroad first opened the way to Sea Breeze he saw the advantage this splendid suburban resort held out for a first class hotel and he built what was called the Forest Cottage. This he conducted for seven years.

When the New York Central depot was built, he constructed the building he now occupies at 163 Central Avenue, which was then called Atwater Street. On the 5th of March, 1883, he opened this place to the public,

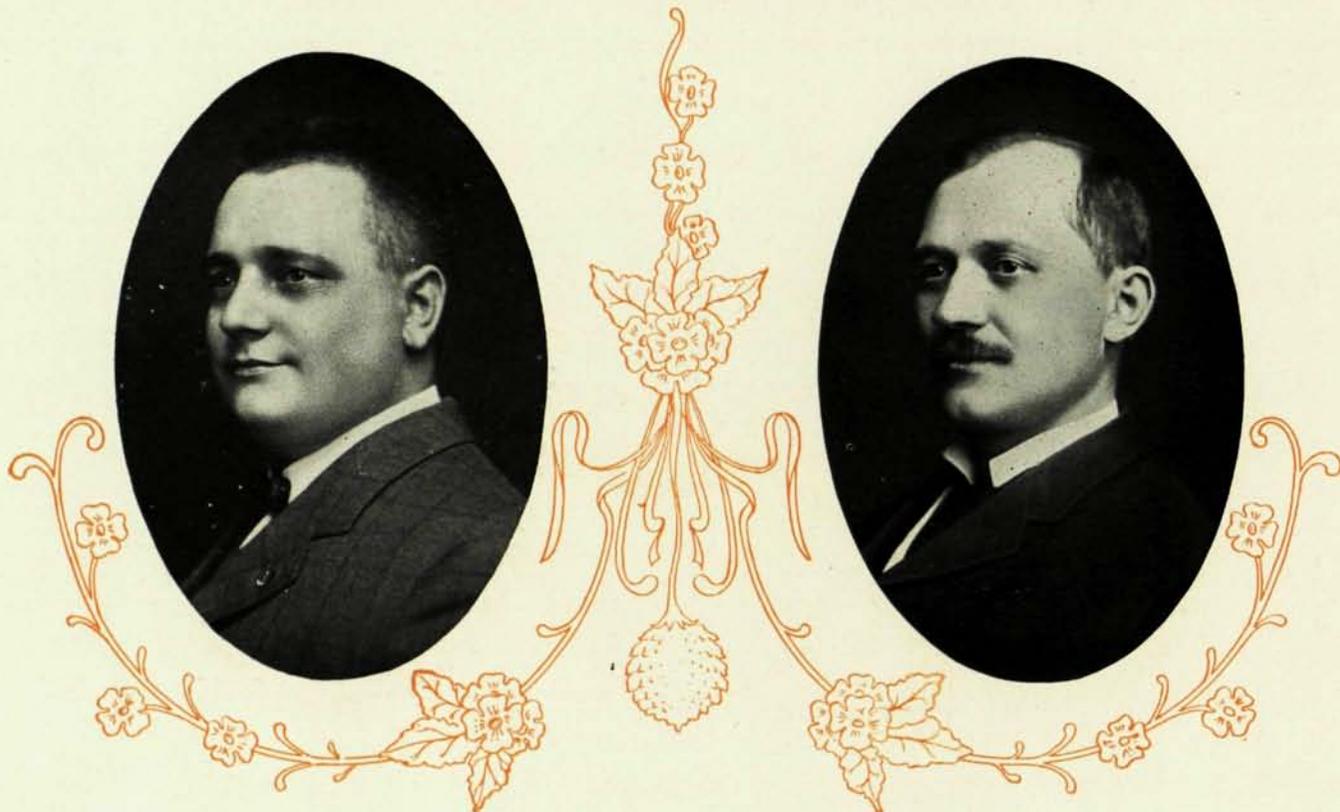
and old residents say it was the grandest opening Rochester had ever known in those days. It was a model structure and its furnishings and equipment for catering to a high class patronage was the finest that money could buy. Nine years ago Mr. Forest added an addition to this building, making it a strictly stag hotel. His hotel is widely known throughout the United States and foreign countries as well.

In the financial world Mr. Forest is regarded very highly, and his advice is often sought on matters that call for shrewd judgment. He has been a stockholder and director of the Standard Brewing Company since it started over seventeen years ago; also a stockholder of the Genesee Brewing Company and the Caledonia Springs Ice Company.

He was the first business man in Rochester to install a cash register. This was in 1883 and the register was known as the Cruce. As the later and more improved ones appeared he was the first man to buy one. The National Cash Register Company took note of this fact and induced him to write a testimonial, which they sent broadcast all over the world.

Thirty-two years ago Mr. Forest married Mrs. Hattie Moody, who was a daughter of Horace Moody, the man who ran the first Wagner Palace Car in New York State. He is a resident of the Fifth Ward, residing with his family at 577 St. Paul Street. He has two daughters and a son.

Mr. Forest was the first person in this city to install an electric strength testing machine. This machine proved a great drawing card, for many customers brought their friends in to have their strength tested, only to receive a shock that would make them wince.



CHARLES F. WANDERSEE—One of the most popular and well-known men in the cafe business of Rochester to-day is Mr. Charles F. Wandersee, whose portrait appears herewith. He was born at Felso, Germany, April 4, 1869, and came to America in the year 1880. He attended school in his native land one year, but upon coming to this city, where he was to make his future home, he took up his studies again in the schools of this city.

His first employment was with the American Chemical Works, after which he engaged with the Clark Manufacturing Company. Later he was with the Joseph Schleyer market on Main Street East. This business did not suit his fancy, however, and he became associated with the Ocurr & Rugg Co. for some time.

Without any previous experience in the cafe business whatever, he bought the interests of Rudolph Arthemann at 362-364 Clinton Avenue North, his present location. As soon as Mr. Wandersee took over this property he immediately set about to demolish the old structure, with the result that he has built a fine three-story brick hotel, modern in every detail and the like of which is not surpassed in the northern section of the city. Fine bowling alleys and all that goes to make a first class hotel and restaurant are found, making it the rendezvous for a large and high class patronage.

Mr. Wandersee is held in high esteem by his fellow men, as is shown by the following list of societies and organizations of which he is a member: Court Elmwood, Foresters of America; Irondequoit Tribe of Red Men, No. 225; Aerie 52, F. O. O. Eagles; Knights of Calvin, Rochester Turn Verein; Pommen Maermaenner Verein, Hertha Lodge, D. O. H.; Rochester Groden Lodge, No. 13; Mutual Life Reserve Association and the Liberal Knights.

Mr. Wandersee is recognized as a man of fine business ability and has done much to support all movements in the Seventh Ward worthy of his attention. He is not a man to stand idle when the interests of his fellow men are at stake, and this, together with his pleasing manner, has made him a host of friends. Mr. Wandersee is a member of the Lutheran Concordian Church.

GEORGE M. SCHMITT—Quite prominent among the leading citizens of the Seventh Ward will be found the subject of this sketch, George M. Schmitt. Personally popular, successful in business, and active in political affairs, he has been in a position to command the respect and confidence of his fellow citizens to a marked degree.

Mr. Schmitt was born in this city on the tenth of January, 1869. He attended both the parochial and the public schools during his youth, there acquiring the training which ultimately brought him substantial success as the manager and proprietor of important industries.

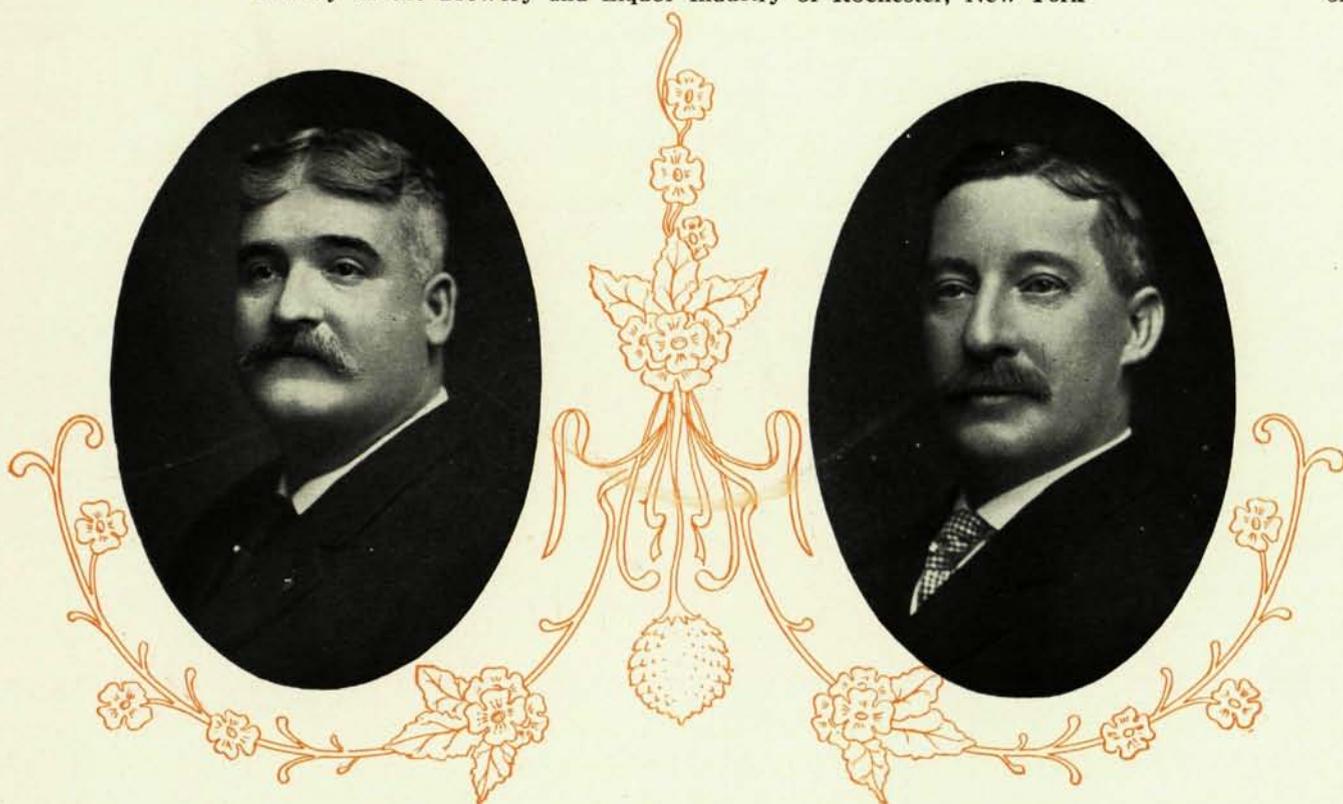
The drug business first attracted Mr. Schmitt's efforts, and eighteen years of his early manhood were devoted to this profession. He acted as manager for John Esterheld in his Hudson Avenue store for seven years and the one on Portland for eight years.

His success as manager for others brought confidence in his ability to conduct a business of his own, and in 1897 Mr. Schmitt opened a cafe at 238 Central Avenue, where he has been located up to the present time. With the assistance of Philip Spall, who is associated with him in the business, Mr. Schmitt has been successful in popularizing his cafe and making it a financial success.

No restaurant in that section of the city has a wider or better circle of patrons than has the Schmitt & Spall Cafe.

Mr. Schmitt's prominence, however, is not confined to his business activity. He is known and popular as a member of many local organizations. His membership includes the Zayat Lodge of Odd Fellows, 784; the Liberal Knights; Burnupsky Fire Association; Genesee Bowling Club and the Canawos Social Club with headquarters at Irondequoit Bay.

The political affairs of his ward, as well, have always held the attention of Mr. Schmitt, he affiliating with the Republican party. His work in behalf of his chosen party for the past ten years has been of such a nature as to command recognition from his fellow citizens. In 1906 he was elected Alderman of the Seventh Ward and has served his constituency in an able manner.



SAMUEL B. PALMER—Careful and earnest attention to the welfare of his patrons and clean and up-to-date methods have made the cafe and billiard parlors, conducted by Samuel B. Palmer, 13-17 Clinton Avenue North, without a doubt, one of the best and most complete in New York State.

His activity in public affairs and fraternal and social organizations has given him an enviable popularity, the best assurance of success in his chosen business. Born in Corbyville, Ontario, Canada, where his father conducted the Palmer House (which has been in the Palmer family for sixty-five years), Mr. Palmer was, we might say, brought up in the business. His first experience in this city was in the service of Livingston & Harmon in the old Clinton Hotel, and later in the Hotel Ontario at Ontario Beach. He also worked for the Aufderhar Cafe at No. 14 Clinton Avenue North, just previous to the establishment of his present business. He is a member of the Exempt Firemen's Association, also the Exempt Volunteers, having been a member of the old Active Hose Company and captain of the same for two years. During his service in the latter, he took part in some of Rochester's greatest fires, the most notable being the Lantern Works and the McKay fire on Stone Street.

He is a member of Valley Lodge, No. 109, F. & A. M.; Hamilton Chapter, No. 62, R. A. M.; Lalla Rookh Grotto, No. 3, M. O. V. P. E. R.; Orient Lodge, No. 273, Mount Hope Encampment, No. 2, Grand Canton, J. W. Stebbins, I. O. O. F.; Wahoo Tribe of Red Men, 228; he is a past commander and was treasurer of Lamberton Legion, No. 19, Select Knights, for five years; a member of the Rochester Lodge, 24, B. P. O. Elks; Social Order of Moose, Herd No. 6, and is a charter member of the Liberal Knights Association. He is also one of the oldest members of the Rochester Athletic Club, and a member and former president of the Lake View Club at Manitou Beach.

Besides his cafe, he is also interested in other enterprises, being a director of the Liberty Fire Insurance Company of this city, a director of the Consumers' Company and vice-president of the Rochester Shoshone Mining and Milling Company.

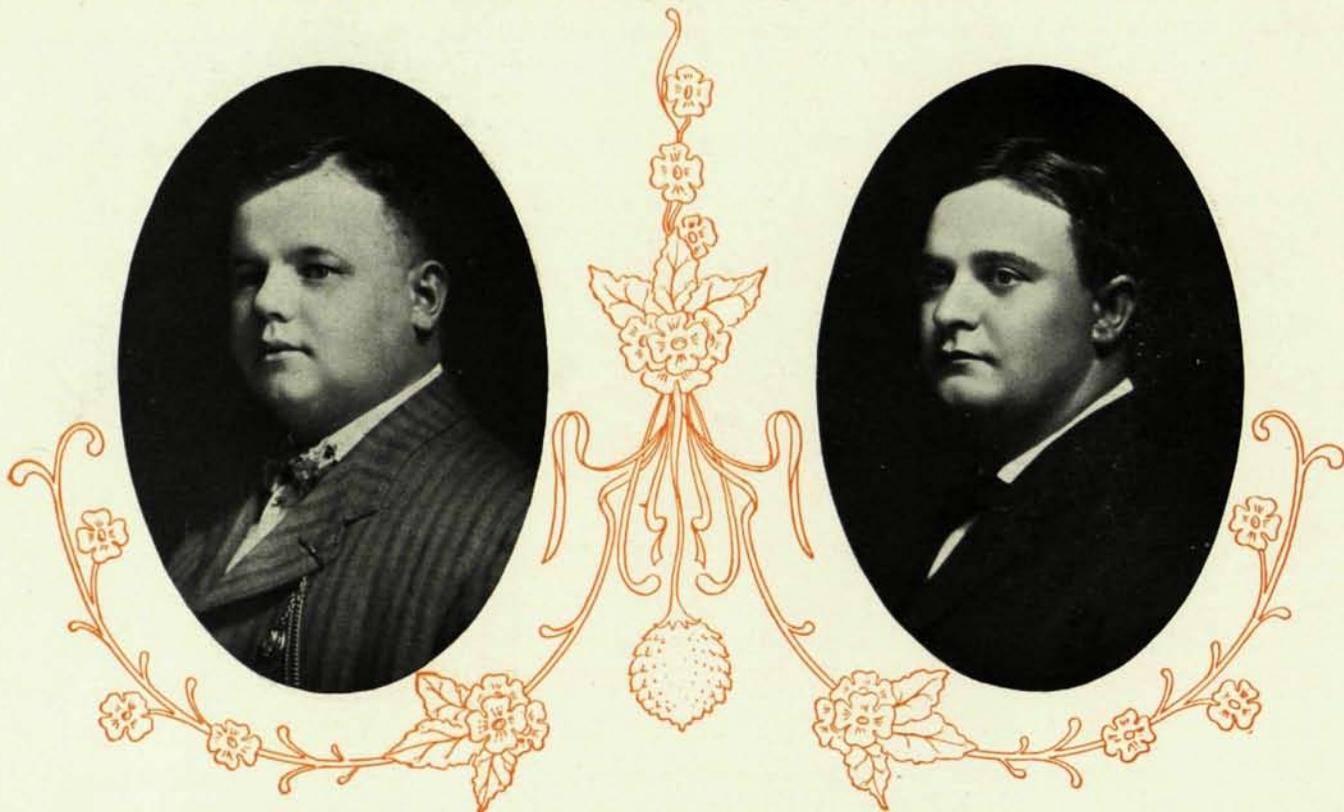
GEORGE J. WEIDER—Mr. George J. Weider, the subject of this sketch, was born in Rochester, March 1, 1863, while the Civil War was still in progress. In 1872 his father, Mr. Philip Weider, conducted a saloon and grocery on Gregory Street; and in 1881, when George was but 18 years of age, his father took him in as a partner in this business. Father and son continued the business until 1885, from which time Mr. Weider has conducted the saloon and restaurant at the present location, corner Clinton Avenue South and Gregory Street, which was built in 1889. Weider's Hall, on Gregory Street, is also a result of their business efforts.

Mr. Weider has been a life-long Democrat and has always taken an active interest in the politics of his party. He held the office of Chief Inspector of Public Improvement during Mayor Warner's second term, and was also a delegate to the state conventions, which nominated Stanchfield, Coler and Ex-Governor Hill. His father was likewise active in politics, and as resident of the Twelfth Ward, he was elected Supervisor in 1881 and served until 1884, and was then elected Alderman in 1885 for one term. He was also the first officer appointed under Grover Cleveland to the office of Collector of Customs at Charlotte.

That Mr. Weider is popular among his fellow men is shown conclusively by the large number of societies and organizations of which he is a member. Perhaps nothing shows so clearly just what his neighbors think of him than the way they regard him socially, and Mr. Weider certainly is popular.

He has always been a member of St. Boniface Church, and is a member of St. Boniface, St. Herman's, the Hensen's and St. Joseph's Benevolent Societies, the Knights of St. John, St. Joseph's Orphan Asylum Society, C. M. B. A., Tecumseh Tribe of Red Men, Foresters of America, Social Order of Moose, Herd No. 6, and the Liberal Knights, also the Benevolent Order of Elks. He was also active in the affairs of the Liquor Dealers' Association and was secretary from 1884 to 1888.

Mr. Weider was married in 1885 to Margaret E. Zweigle of this city and his family consists of two daughters and two sons.



LOUIS THOMPSON—It is not too much to say that the careers of some of the younger business men of this city to-day are in many respects worthy of more praise than is usually accorded them. Our forefathers were strong in their claims for sterling manhood and business energy, but it must not be denied that the younger generation have achieved success in a much more strenuous century.

We find in the career of Louis Thompson a man who has come to the front through sheer force of ability and shrewd judgment. He was born at Newcastle, Canada, November 18, 1875, and was educated in the public schools of his home town. After serving an apprenticeship of three years as a carriage painter he decided to come to America, and took up his residence at Spencerport, where he secured a position with John Leonard, one of the leading cafe men of that place. Knowing the opportunities a large city offered a young man of his ability, he sought employment here, which he found at the identical place where he is to-day located.

It was not long before Louis showed his hand as a capable man in the cafe business. He made friends fast and held them, and it is no wonder we find him taking over the proprietorship of this cafe in 1901. No cafe in the Second Ward is conducted in a more thorough manner for the large patronage it enjoys, and every detail of the business is under the personal supervision of Mr. Thompson.

This cafe is situated at the corner of Plymouth Avenue North and Allen Street, and is right in the heart of the factory district of that part of the city. Clean and up-to-date methods have characterized its management from the start, and every possible precaution is taken to give its patrons the purest and best products the market affords.

It is no wonder that Mr. Thompson is successful. His loyalty to his friends has helped him materially in his business undertaking, and his genial personality has also gained for him a warm place in the affections of a wide circle of friends. He takes an active interest in fraternal, social and public affairs, and is a member of the Social Order of Moose, Herd 6; the Fraternal Order of Eagles, Aerie 52; the Rochester Maennerchor and the Foresters of America, Court City of Rochester, No. 35.

BERNARD O. WARTH—The secret of the success of Bernard O. Warth may be found in the spirit of determination, perseverance and courage which he has shown throughout his interesting career.

Mr. Warth was born in Rochester on July 20, 1876. His education was obtained in the schools of this city, after which he entered the employ of William C. Wehle in the Odd Fellows building on Clinton Street. After three years with Mr. Wehle, he was employed by Charles Mizenthal for a time, followed by three years service with Edward Appel on Corinthian Street.

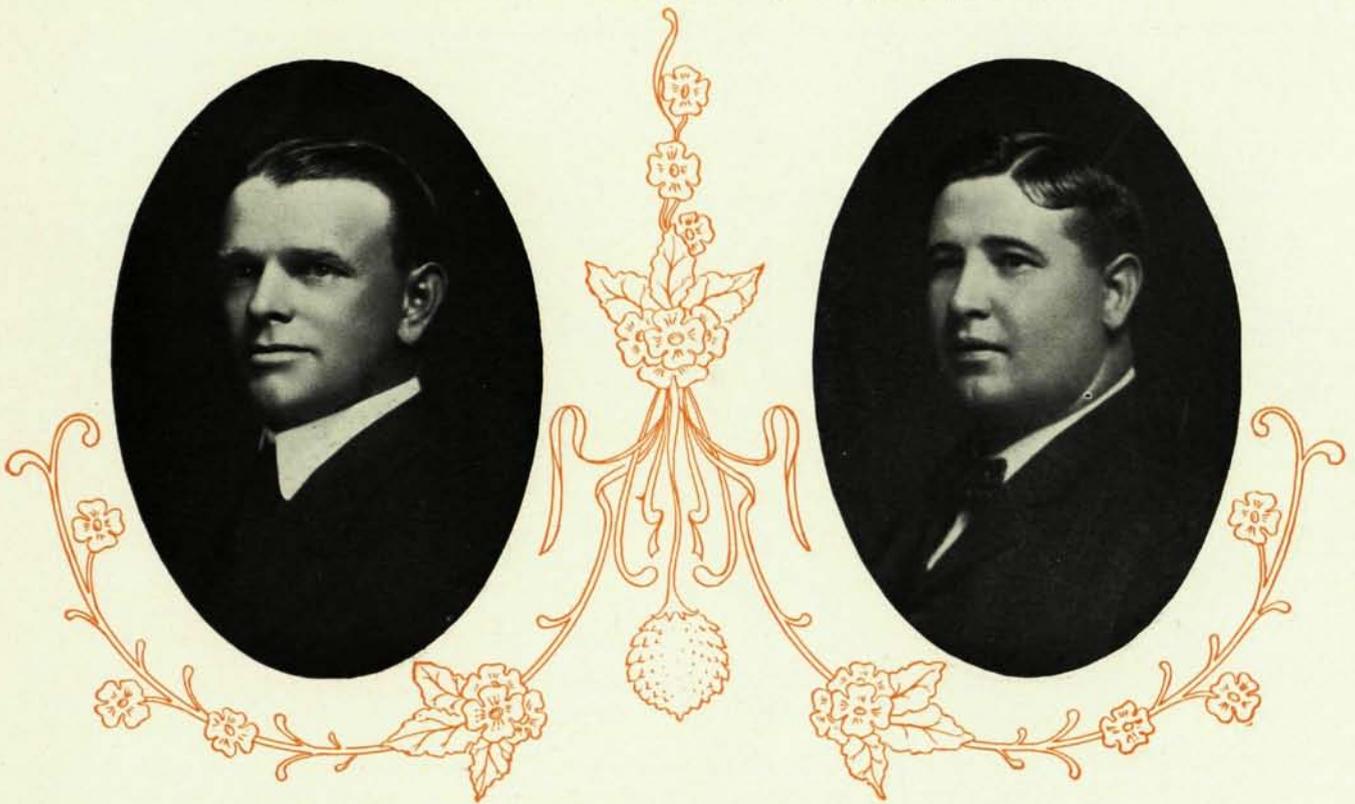
Five years experience at the Hotel Eggleston rounded out a period of active work which won for Mr. Warth a large acquaintance and popularity among the citizens of Rochester, and eminently fitted him for the conduct of his own restaurant which he was soon to open.

On March 16, 1903, in conjunction with John Vaughn, Mr. Warth opened an up-to-date cafe at the present location, 17-19 South Avenue, where they have had a brilliant and substantial success. Located in one of the best business sections of the city, equipped and furnished in an elaborate and convenient manner, few restaurants in Rochester are able to attract and hold the class of trade now enjoyed by Messrs. Warth and Vaughn.

Mr. Warth's efforts, however, have not been wholly confined to the cafe business, for he has interested himself in various other lines of work, meeting with flattering success in all. He was one of the founders of the Northern Ice Company which was originally started to supply the trade at Summerville, but the demand for its product was so great that the company extended its efforts to this city where it now enjoys an extensive business.

In 1906 Mr. Warth engaged in the cider business and his trade in that line has spread over Western New York. Among other things in which he has been interested are the livery and lumber business, being successful in both.

Mr. Warth is an ardent lover of sports, and is an authority upon and owner of fast horses. He also owns a fine farm in Irondequoit which is a source of great enjoyment and profit to him. Ten years ago Mr. Warth married Miss Catherine Leinen, and they have one girl. Their home is in the Eighteenth Ward, where they are well known and highly regarded.



LOUIS A. ACKERMAN—Louis A. Ackerman was born in the town of Gates, N. Y., March 28, 1869, and was educated in the parochial schools of this city. Early in life he started to work at the business in which he was to follow for many years—that of shoemaking. He was with the E. P. Reed Co. for upwards of twenty years, and proved himself to be a skilled mechanic. This company found him to be a man of great ability and were loath to have him resign after so long a service.

Five years ago Mr. Ackerman saw an opportunity for a successful business venture in the purchase of the cafe at 453 Lyell Avenue, and here began his career as one of Rochester's most enterprising liquor dealers.

The high esteem in which he is held by his fellow citizens is shown by the fact that two years ago he was elected Supervisor by an overwhelming majority on the Republican ticket. The residents of the Fifteenth have never had occasion to regret supporting this young man for political office. He has been true to his trust as a public servant, and it is safe to say that any gift within the power of his constituents will be honorably discharged by him.

In social and fraternal organizations he takes considerable interest. He is a member of the C. M. B. A.; the St. Francis Xavier Society of SS. Peter and Paul's Church, and the Liberal Knights.

Mr. Ackerman is a man of broad and liberal views, of the strictest integrity and has all those admirable traits of character that make it delightful to see success crown a man's efforts in whatever he undertakes. Socially he has a host of friends and is most happily attached to his home, where in the company of his wife and eight children, six boys and two girls, he finds his chief pleasure and makes one of the most genial and hospitable entertainers in the city. Sixteen years ago Mr. Ackerman married Miss Catherine Hargarther of this city. They make their home at 453 Lyell Avenue.

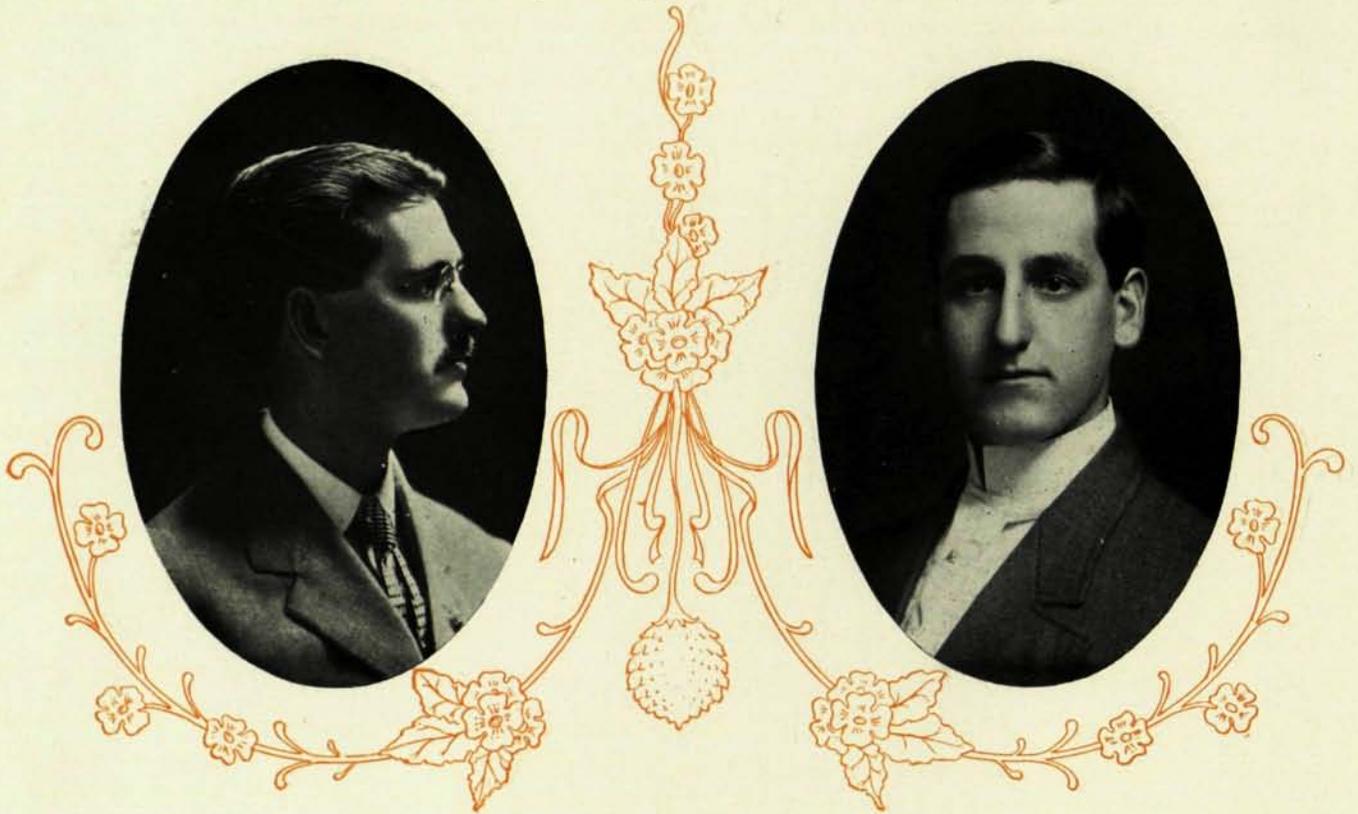
THOMAS ELAM—While it is true, indeed, that many of our prominent business men of to-day have attained their success in life through luck or good fortune, this will not hold good in the case of the subject of this sketch, Mr. Thomas Elam, who through his own individual efforts has taken a leading position among the business men of our city.

Mr. Elam is a Rochesterian, having been born in this city May 1, 1876. He received a public school education and afterwards found employment in one of the large shoe factories of the city, and by his diligent and industrious labor soon became an expert in this trade. He followed this line of endeavor for four years, and in the year 1895 took a position with the Hathaway & Gordon Brewery. He served this corporation in different capacities for over twelve years. In April of this year he tendered his resignation, and it was with great reluctance that the firm acceded to his wishes.

On May 1st he decided to establish himself in the cafe business, and found a suitable building at No. 529 Portland Avenue. After giving it a thorough overhauling and renovating, he installed a most complete outfit for an up-to-date cafe. This cafe has already gained an enviable patronage, owing in a great measure to the popularity of its proprietor.

Although only in business a few months, it is safe to assume that Mr. Elam will make a record in his chosen line of activity. He is endowed with the courage that makes for success, and we predict for him a bright career. Many social and fraternal organizations claim Mr. Elam as a member, among them being the White Cloud Tribe of Red Men; Court Genesee 107, Foresters of America; Portland Social Club and the Burnupsky Fire Association.

He is a resident of the Twenty-second Ward, where he resides with his wife and family.



GEORGE F. A. AND CARL A. J. POPP—We a credit to the name of our city. They have ever present on this page portraits of two young men born and reared in Rochester, and who have been true to the cardinal principles of manhood and thereby have won for themselves the esteem and respect of all who have their acquaintance. We refer to the life and career of George F. A. and Carl A. J. Popp, who were born in this city in 1876 and 1882, respectively. They are sons of Mr. Otto C. Popp, a highly respected citizen, who was well known for thirty years as a grocer at Jay and Saxton Streets.

George F. A. Popp, the elder brother, was educated in the public schools, and until the age of twenty assisted his father in the grocery and cafe business. He then engaged with the American Brewing Company and was associated with that corporation for two years. Afterwards he opened a cafe on East Avenue, remaining there another two years. The next four years found him at Sodus Bay conducting the De Veile Hotel, where he became well known to the traveling public. The record he made at Sodus Bay was very gratifying. He not only displayed the ability for successful management, but made for himself thousands of friends who were always ready to show their good will toward him when at this most inviting pleasure resort.

Mr. Popp later changed his activities to Glen Haven, where he has been conducting the Popp Pavilion for the past three years. A visit to his present place of business reveals much that is well worth the attention of those who wish refreshments or a lunch served in the most inviting manner. Everything is in apple pie order, and

cleanliness seems to be the paramount issue with Mr. Popp.

Mr. Popp makes his home in this city during the winter months, and resides with his wife and two sons in the Twentieth Ward. He is a member of the B. P. O. Elks, No. 24, and the Liberal Knights. He is an ardent fisherman, as well as a huntsman, and makes annual trips to the North Woods in quest of big game.

Carl A. J. Popp, the younger brother, has been most successful in his chosen business. Despite the fact that he is but twenty-five years of age, he has demonstrated his fitness and ability to manage a hotel which calls for shrewd judgment. He was born July 30, 1882, and received his education at SS. Peter and Paul's and No. 17 School. He, too, assisted his father in the cafe and grocery business for five years, after which he accepted a position with Fred Bauman in his Main Street East cafe.

In 1906 Mr. Popp located at Bay View, Irondequoit Bay, and has since conducted the White House Hotel. Among the many hotels at this popular resort none are more patronized than the White House. It is delightfully situated and affords every convenience and comfort the pleasure seeker may desire. Mine Host Popp takes it upon himself to see that every patron has the best of attention and service. He caters to a class of people who appreciate his efforts, and the result is he does a thriving business. It is safe to predict for this young man a future filled with success, and indeed he well deserves it.

Mr. Popp is a member of some of Rochester's most prominent social and fraternal organizations, including the Fraternal Order of Eagles, Aerie 52; the B. P. O. Elks, No. 24, and the Liberal Knights. He is married and makes his home at Bay View the year around.



ANTHONY BIEDENBACH—Among the better German-American citizens of the Flower City is numbered Mr. Anthony Biedenbach, who through his own individual pluck and perseverance has attained the pinnacle of success in his chosen business.

Mr. Biedenbach was born in Kreushinfeldt, Germany, and while yet in his tender years was sent to the public schools of his native land. As it was necessary for his father to receive his offspring's assistance on the large farm he owned, young Anthony was immediately assigned to his duties after leaving school. This employment he followed until the year of his nineteenth birthday, when he decided that a change of scene and locality would be more profitable, and so the year 1881 found him in the United States.

Being alone on this side of the Atlantic, Mr. Biedenbach was at liberty to settle where he choose and after due deliberation selected Rochester and readily found employment as carpenter, which trade he followed with success for six years. Then began the career which has been successful far beyond the ordinary run of things. In 1887 he bought out a large milk route and good fortune followed him from the first. This business he followed for upwards of eight years when the opportunity for a profitable sale of his business presented itself and he reluctantly sold out to purchase the cafe at the corner of South Avenue and Gregory Street, where he has been every since.

To-day this cafe is one of the best patronized in the southern section of the city and many are the social gatherings held here, numbering among them some of the city's leading business men. Purity is the pass word in this well appointed restaurant, and when "you get it at Tony's" you can well be assured that it is right.

Besides giving his business every attention necessary, Mr. Biedenbach has identified himself with some of the well-known organizations of the city, principally among them being the Knights of St. John, Commandery 25; the St. Herman Society of St. Boniface Church; the Foresters of America, Court Highland, 178, and the Liberal Knights.

He is a resident of the Thirteenth Ward where he enjoys the comforts of his home with his family.

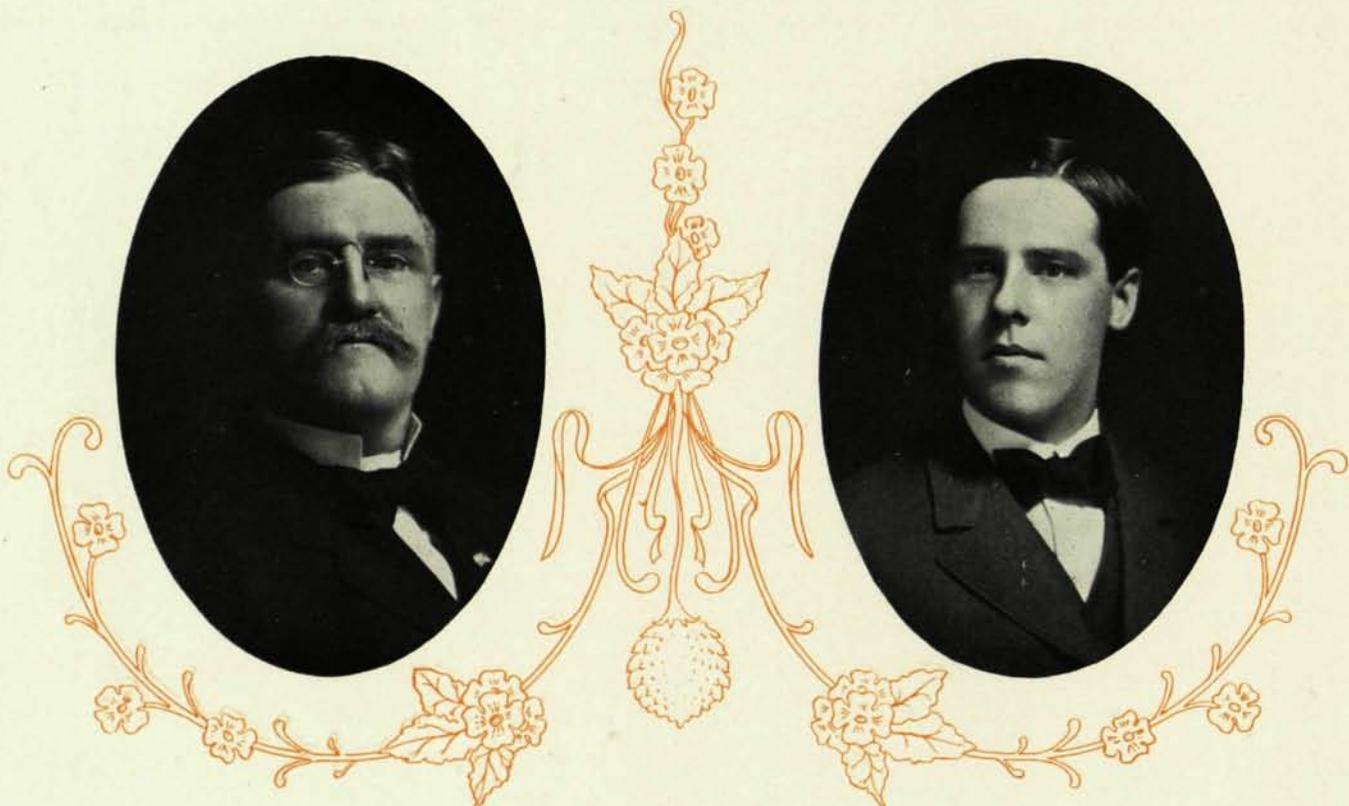
AUGUST G. HAUNGS & SON—Probably one of the oldest cafe establishments in Rochester is located at 19 Wilder Street, and at present conducted by August Haungs & Son. Up to the time Mr. Haungs, Sr., became proprietor, this cafe had been in existence for twenty-five years. New energy was instilled into the business when the present incumbent took the helm in 1881. He had already served his father well, who was a cafe man for many years, and his knowledge of the business asserted itself from the start.

August Haungs was born in Rochester on January 13, 1857, and received his education at SS. Peter and Paul's school. He possessed a remarkable degree of ability, and the assistance he gave his father added much toward his material advancement. When Gus bought the present building he set about to make repairs and improvements that would make it worthy of a large patronage, and as will be seen from a visit to his place of business to-day he has accomplished his desire.

Mr. Haungs is justly proud of the success he has attained during the years he has been proprietor of this cafe. A word regarding its management would not be out of place here. Its proprietor has always striven to earn the respect and confidence of his patrons on merit alone. That is, he has been indefatigable in his efforts to supply his customers with only the best of wines, liquors and cordials, as well as assuring prompt and courteous service. The result is that this cafe enjoys to-day a reputation most enviable in this respect.

Gus is a member of many social and fraternal organizations. He was instrumental in organizing the Doppus Social Club at the time he became proprietor of this place. He is also a member of the C. M. B. A., Branch 82, of SS. Peter and Paul's Church.

It is not our purpose to overlook the valuable assistance this business has had by the help of George A. Haungs, who has recently become a member of the firm. He has followed in the footsteps of his father, and we predict for him a bright future. George was born September 15, 1885, and was educated in the school where his father had preceded him. Although a young man of only twenty-two he has showed a remarkable degree of ability as a manager.



MICHAEL H. HALEY—A feature peculiar to American life is the diversity of pursuits so frequently followed by the individual citizen. The restless energy typical of our country cannot confine itself within fixed channels. A striking illustration of this fact is Michael H. Haley, who for the past twenty years has been prominent in Rochester life as a reputable dealer in wines and liquors.

Mr. Haley was born at Frankfort, Maine, July 13, 1856, and received his early education in the public schools of his native town. Immediately after leaving school he found employment as a blacksmith, and for upwards of nineteen years followed this occupation. Part of this time was spent in the employ of the New York Central Railroad, and was among those who helped to construct the elevated system through this city.

After leaving the employ of the railroad Mr. Haley invested his savings in a safe on Lyell Avenue, and thus began a business career which has proved to be one of the most successful in the city, not only from a financial but from a moral point as well. After a brief experience on Lyell Avenue, Mr. Haley purchased the site of his present location at 34 Jones Street, tearing down the old structure thereon. He soon erected an up-to-date

and spacious frame building in its stead, which is an ornament to that section of the city. This was in 1891, and to-day the building is free from all incumbrances, which speaks volumes for his executive ability.

No gambling devices or unlawful games of any kind are in operation here; no loafing or lounging by unscrupulous persons is tolerated, but everything which tends to elevate the cafe business is exercised by the proprietor. This is a feature that Mr. Haley must be congratulated upon and is worthy the respect of all good citizens of Rochester.

Mr. Haley is one of three brothers who have made themselves useful to their respective communities. James S. Haley, the next eldest brother, is to-day Mayor of Montpelier, Vermont, having been elected twice, the last time by acclamation.

The subject of this sketch is a member of the following organizations: C. M. B. A., Branch 88; A. O. H., Division 1; Liberal Knights; Fraternal Order of Eagles, Aerie 52. Mr. Haley resides with his family at above address, and they are members of St. Patrick's Cathedral.

Mr. Haley is ably assisted by his son, Sylvester James, in his business, who is also a member of the A. O. H. and the Eagles.

GEORGE H. CONNAUGHTY—The old saying that life is a battle to every individual man, is well exemplified in the career of George H. Connaughty, who from a modest beginning in life, with everything to accomplish for himself, has come to be a successful business man of our city.

Mr. Connaughty was born August 10, 1887, at Aurora, N. Y., and after his school days assisted his father on a farm until he was twenty-two years of age. This was a good beginning for young George, for it gave him a knowledge of what life's battle meant. To-day we have examples galore of men who received their early training on a farm, and their achievements stand out as monuments to the good influence obtained in their youth.

After leaving home Mr. Connaughty was identified with a delivery business for two years, and later opened a cigar store at 297 Lyell Avenue, where he remained

four years. Following this he bought out the cafe at 391 Lyell Avenue, where he is at present located. This was in May, 1905.

The true make-up of the man was shown when he undertook this venture, for from the very start he displayed rare business judgment and tact and his success is well known in that section of Rochester. He is a law-abiding citizen, of good moral character, and has the respect of all residents of his ward. He does not let politics interfere with his business, but when his influence is sought for a worthy cause you can depend on Mr. Connaughty for hearty support.

In fraternal and social orders Mr. Connaughty is prominently identified. He holds membership in the Liberal Knights; Foresters of America, Court Pride of Flower City, 243. He is married and resides at above address.

Two Popular Hotel Men

LOUIS GEISLER—There are men who do things well and men who don't. Louis Geisler is among those who do. Everybody in sporting circles knows that he can punch a bag with a dexterity that is bewildering. People in Rochester know that he gets up one of the best dinners that can be secured at any of the many summer resorts that abound in Rochester and vicinity.

Mr. Geisler was born in Elsaas, Loraine, Germany, four days after Christmas in the year 1868. He was educated there and when fifteen years old came to America, found his way to Rochester and started in to get acquainted with Irondequoit Bay the first thing, settling at Float Bridge. Later he came up to Rochester and became a clerk in a clothing store, where he remained for ten years.

While in the clothing store he used his evenings in learning the art of bag punching, a profession that later gave him fame and sufficient of the world's goods to enjoy life without worrying to any extent as to the future. After he had secured a working knowledge on the methods of bag punching he went to Liverpool, England, and there perfected himself. In 1896 he went on the stage giving exhibitions. Every winter since then has found him engaged by some reputable vaudeville management. He has punched the bag in nearly every country in Europe and in every city of any importance in this country and Canada.

About nine years ago he decided that he wanted to engage in some business during the summer, so he secured the Englewood Hotel at the Rifle Range. He made a success of the undertaking and remained there until four years ago when he went to Sea Breeze, where he is now proprietor of the Lake Shore Hotel at that resort.

Mr. Geisler is a member of the Fraternal Order of Eagles, belonging to Rochester Aerie No. 52. He is also a prominent member of the White Cloud Tribe, Improved Order of Red Men; active in the Rochester Turn Verein, a member of St. Michael's Church and the Young Men's Catholic Club. He is now devoting the major portion of his time to his hotel, where one can secure dinners, boats and everything else that goes to make a day's pleasure at a like resort complete.

Mr. Geisler has in reality two careers. When at home in summer it is a career of hospitality and no theatrical affairs are put forth by him, but winter he devotes all his time and energy to his profession.

VALENTINE SCHAEFER—Otterstatt, Bavaria, Germany, was the birth place of Mr. Valentine Schaefer, who was born August 8, 1856, and spent his childhood and early manhood in the Fatherland. At the age of twenty-one years he came to America with his sister and took up his residence in Cincinnati, working for the first nine months in a shoe factory there, and later finding employment in Esselman's Hotel in that city.

In 1881 Mr. Schaefer came to Rochester and has made his home in this vicinity ever since. He worked for a number of years in the Williams & Hoyt shoe factory, where, owing to his ability and conscientious care given to every detail of his trade, he was appointed to run the first shoe leveling machine ever manufactured. Mr. Schaefer then decided to try the cafe and liquor business and accordingly bought out a cafe on Joseph Avenue, which he conducted most successfully for seven years. But Mr. Schaefer's particular success has been in the management and operation of suburban or summer resort hotels. His first effort in this line was when, with Mr. Neun, he purchased a hotel at Birds and Worms. This place he conducted with his partner for a short time when he took over the entire interest of the hotel himself. Here he remained for about three years and at the expiration of this period leased the Bay View Hotel.

After seven years here Mr. Schaefer retired from active business for a short period. Being, however, what we may term a "hustler" he did not long remain idle, but when the opportunity presented itself he bought the Glen Edith Hotel, his present location. This is an exceedingly well conducted hotel, catering most carefully to the comfort of its patrons; and all who have had the opportunity to try the delicious fish and chicken dinners served there will join in voting them unexcelled. All the comforts of the pleasure seeker or sportsman are provided for, the best of boats, fishing tackle, etc., being obtainable on the island. Also one of the finest motor launches on the bay, which is owned by Mr. Schaefer.

He and his children make their home the year around at Glen Edith. Mr. Schaefer is a charter member of the Liberal Knights Association and a member of the Bavarian Benevolent Society and the Harugari, Ideal Lodge.





JAMES J. BYRNS—We present on this page a splendid portrait of Mr. J. J. Byrns of Charlotte, who has been a resident of the lakeside resort for many years. In writing the career of Mr. Byrns it may well be said that he is a self-made man, for he has achieved success entirely by his ability and perseverance.

He was born in Oxford, Canada, in 1862, and when a young man came to America and located at Charlotte, where he has since resided. For a period of four years he worked at various occupations, but Mr. Byrns was not the man to let an opportunity for success pass by without making an effort to secure a foothold. He had no assistance from others, but he possessed courage and a good amount of ability, and these two factors enabled him to take over the proprietorship of the Steamboat Hotel with the capital he had saved from working for others. With a fixed determination to win by honest endeavor and straightforwardness he conducted this hotel for over seven years, and how well he has succeeded is best shown by his long and successful career.

About this time Mr. Byrns saw the advantages of buying the building where he is now located, just south of the Steamboat Hotel. His desire to establish a first class cafe on this site led him to rebuild and remodel it throughout, and the result is he has one of the finest business places at Charlotte to-day. The large patronage this cafe enjoys must be gratifying to its proprietor, for it is indeed a busy place at all times.

Mr. Byrns has always made it a rule to supply his patrons with the best of everything obtainable in the way of wines, liquors and cigars, and this is another reason why his business has been so successful. But besides this it may be said that Mr. Byrns possesses a splendid knowledge of how a first class cafe should be conducted. Every courtesy is extended to those who patronize this cafe, and the genial proprietor's own personality adds much to his advantage.

Mr. Byrns record as a citizen of Charlotte is one of the best, and is ample proof of the high esteem in which he is held by those who have his acquaintance. He is a member of the Liberal Knights Association of this city and the C. M. B. A. of Charlotte, Branch 209.

MR. JOSEPH SCHLINGER—It is pleasing to record the career of a self-made man, for it teaches a lesson to the younger generation that cannot help but be of great benefit. Pluck, courage and perseverance are the chief essentials necessary in this kind of a citizen, and we find it well exemplified in the life of Mr. Joseph Schlinger, a splendid portrait of whom we present on this page.

Like many of the German-American citizens of Rochester to-day, he was born at Elsaas, Loraine, Germany, September 5, 1865. After leaving school he learned the trade of a baker, which he followed until 1892, when he sailed for America. Arriving in this country, he found employment at his trade for a year, but later became an employee of the Monroe Brewing Company. His position with this corporation lasted until April 5, 1901, and on April 6th he bought the cafe and building where he has since been located.

This shows the true character of the man, for he was not idle a single day after leaving the Monroe Brewery. His place of business to-day is a monument to his efforts as a business man, for he has succeeded in building up a large patronage entirely through his own energy and ability. On taking possession of this cafe he had to make radical improvements. First he got rid of all undesirable customers and made it a point from the very start to cater only to a respectable patronage. This proved to be a good omen, for Mr. Schlinger made many friends by following this course. He has since lived up to the high standard he set when he first took possession, and the result is he now conducts one of the best cafes in the city. Vast improvements were also made in the building. New fixtures, decorations, etc., were added which made it thoroughly up-to-date.

Mr. Schlinger is highly respected for his good citizenship in the northern section of the city. He resides with his family at the corner of Portland Avenue and Jennings Street. They are members of Holy Redeemer Church. Mr. Schlinger belongs to the Liberals Knights, the Foresters of America, Court Genesee 107; C. M. B. A., Branch 58, and the Elsaas Loraine Society.



MCGREAL BROTHERS COMPANY—The well-known firm of McGreal Brothers Company, wholesale and retail liquor dealers, for many years in Rochester, have a record that is perhaps one of the best in Monroe County. These brothers were born in Macedon, Wayne County, N. Y., and in 1881 came to this city, their future home. Without resources, other than their own manly pluck and courage, they started out to make themselves felt in the community as representative citizens.

Their first business venture was in 1883, when they opened a grocery store at the corner of St. Paul and Gorham Streets. This proved a success from the start.

TIMOTHY J. SULLIVAN—A career that has been most honorable and worthy the respect of his fellow men, is that of Mr. Timothy J. Sullivan. His record of achievements in the business world is a long and varied one, and speaks volumes for the energy and ability which has characterized his life. He may well be termed a self-made man.

Mr. Sullivan was born at Fall River, Mass., December 12, 1858, and after receiving his education came to New York State and settled at Elmira. His first employment was with the Northern Central Railroad as fireman, working for this corporation continuously for seven years. He then moved to Lawrence, Mass., and for a time was a fireman for the Boston & Maine Railroad. Returning to his native city, Fall River, Mr. Sullivan took up his residence there, remaining for fifteen years. He opened a liquor store which he conducted most successfully, and at the same time represented J. B. Eddy of Providence, R. I., as traveling salesman. In 1897 Mr. Sullivan decided to come west again, locating in this city, where he bought the Stanley Cafe on Court Street,

In the year 1887 they saw the advantages of having a business near Main Street, and accordingly opened a wholesale and retail liquor store at 25 North Street, their present location. From the inception of this business the McGreal Brothers success has been instantaneous. They have been successful in bringing their name before the public as reliable liquor dealers, but this has not been accomplished without a careful regard to every detail of the business. The location of this firm is very central and attracts a large and high-class patronage from every section of the city. Their products are known for their purity and reliability, and it is safe to admit that no other liquor house in the state of New York can surpass the wines and cordials handled by this concern.

In 1905 the McGreal Bros. Co. was incorporated under the laws of the state of New York, with a capital of \$50,000, fully paid in. This enabled the firm to purchase the valuable property at 457-459 Main Street East, where they also conduct a large wholesale house. One may gain some idea of the magnitude of business done by this corporation upon a visit to this fine building. Here will be found in reserve a mammoth stock of wines, liquors and cordials of every good quality known to the trade. They have every reason to feel proud of this new acquisition.

The following constitute the firm of McGreal Bros. Co.: L. G. McGreal, president; J. J. McGreal, vice president; and A. T. McGreal, secretary. They are members of the Chamber of Commerce and the Credit Men's Association, Liberal Knights and several of the leading fraternal organizations.

which he conducted for five years when the lease expired. He then conducted the Spring Creek Hotel at Caledonia in 1902; from there he went to the Wiss House at Le Roy, remaining there as clerk eighteen months. The proprietor of this hotel, however, soon recognized the ability of Mr. Sullivan, and when the American House at Geneseo was opened, he was made manager of it. For some time after severing his connection with this hotel, he was traveling salesman for the New York and Kentucky Company.

At present Mr. Sullivan is located at No. 325 Monroe Avenue, where his cafe is one of the busiest and most generously patronized enterprises of this vicinity.

He is identified with some of the best known societies and organizations of this city, being a member of the C. M. B. A., Branch 87; Court Equity, Foresters of America; Wilbur Camp, Woodmen of the World, and the Ancient Order of Hibernians, Division 3. He is a member of St. Mary's Church. Mr. Sullivan is a resident of the Thirteenth Ward, where he shares his home with his seven children, his wife having died in 1898.

High License and Inebriety

THE fight that is waging in several states for local option, prohibition or high license has caused the United States Brewers Association to go to some length into statistics for the purpose of determining the casual relation between the number of saloons and inebriety in several states. The brewers have carefully studied conditions in those states where the struggle is on or where the question had already been settled and as a result have some astounding figures to show that neither high license nor prohibition has worked to reduce the amount of drunkenness in several states, whereas in the low license states the record of crime and drunkenness is lower in comparison with the population than in those states where the fight against the liquor traffic has resulted in high license or prohibition.

These figures have been compiled and recently published in circular form by Secretary Thomann of the United States Brewers Association. Mr. Thomann is emphatic in his declaration that the number of saloons in any city has no direct relation to the amount of drunkenness and crime in that place, combating the claim of the Prohibitionists to the contrary. He admits that high license must of necessity decrease the number of saloons, but he denies that by a decrease in the number of places where liquor is sold there is a corresponding decrease in the amount of liquor that is drunk.

It is not the number of saloons which determines the amount of inebriety, he declares. That has no bearing on the question. It is the nature of drinks sold and commonly used that is the determining factor in the production of inebriety. He further declares that statistics will show that in many places where there are only a few saloons the proportion of drunkenness to population is very large, while in some places where the number of saloons is large, that proportion is comparatively small.

Comparing prohibition and license, high and low license, Mr. Thomann has taken reference to Census Bulletins 20 and 45, containing a detailed statement of the number of arrests for drunkenness and all other causes, license fees, number of saloons, etc., in all cities of over 8,000 inhabitants. The tables include 544 cities. In the circular just issued Mr. Thomann pays particular attention to the three states, Maine, Kansas and North Dakota, in which the sale of all forms of liquor is prohibited, and compares them with the low license state of Wisconsin. Wisconsin is a good choice, he says, because in many of the principal cities of that state, notably Milwaukee, beer is to all intents and purposes the common drink of a large percentage of the population. The license fee in Wisconsin was \$200 in 1903, the year for which all figures are given.

MILWAUKEE'S RECORD GOOD.

Mr. Thomann begins with a comparison of Portland, Me., a prohibitory city, with Milwaukee, a low license city "made famous by its beer." He shows by census statistics that in Portland, with a population of 52,656 and no saloons, there was one arrest for drunkenness for every 24 of the population in 1903, while in Milwaukee, with a population of 313,025 and 2,145 saloons, there was only one arrest for drunkenness for every 142 of the total population. In twenty cities of the prohibitory states, with an aggregate population of 378,752, there was one arrest for drunkenness for every 42 in the population. In the 22 cities of Wisconsin, with an aggregate population of 689,232, there was one arrest for drunkenness for every 98 of the population. These figures, Mr. Thomann says, proves that the claim that crimes increased in direct proportion to the increase of inebriety is fallacious and untenable.

In order to compare the effects of high and low licenses, Mr. Thomann says that he selected two states as nearly similar in population, geographical location, climate, natural resources, industrial pursuits and mode of life, as possible—Connecticut and Massachusetts, taking all cities of over 8,000 population, excepting only the city of Boston and those cities where no licenses were granted in 1903. The license fee in Connecticut for 1903 was \$450 for all kinds of drinks and \$200 for the sale of beer only. Massachusetts has the license system, the fees running in some instances as high as \$3,000.

The census figures show that in sixteen cities of Connecticut, with a population of 526,532 and 1,608 saloons, there were 10,592 arrests for drunkenness. In twenty-five cities of Massachusetts, with a population of 909,726 and 784 saloons, there were 25,065 arrests for drunkenness. The proportion of arrests for drunkenness to population in Connecticut was 1.50; in Massachusetts it was 1.36. In the cities of Massachusetts there was a total of 38,541 arrests for all causes, a proportion of 1.24 to the total population of those cities. The proportion of saloons to the population was one to every 1,116. In Connecticut the total number of arrests was 20,741, a proportion of 1.25 to the population. The proportion of saloons to the population was one to every 327.

The figures show an interesting situation in Kansas City, Kan., which is one of the prohibitory cities. The proportion of arrests to population in this city is unusually high, being 1.76. With a population of 59,919, there were 788 arrests for drunkenness in 1903. In the case of Kansas City it is probable, however, that its proximity to Kansas City, Mo., had a large part to bringing about this high proportion of arrests for drunkenness as compared with the total of population.

Excise Receipts in Monroe County

A DETAILED report of the number of liquor-tax certificates issued in Monroe County for the fiscal year which began May 1st, which was made public recently by Deputy Commissioner of Excise Milton Race, shows that 780 new certificates and renewals have been issued so far. Eighteen transfers were recorded and fines were collected in four instances from holders of certificates, so that the total number of transactions in the local office is 802. The certificates issued were distributed among the civil subdivisions of the county as follows:

CITY OF ROCHESTER.

Saloons	439
Hotels	70
Stores	27
Drug stores	18
Under subdivision 6A	2
—	556

- Brighton—Saloons, 3; hotels, 4; total, 7.
- Chili—Hotels, 2.
- Clarkson—Hotels, 3.
- Hamlin—Hotels, 5.
- Henrietta—Hotels, 3.
- Gates—Saloons, 10; hotels, 9; total, 19.
- Greece—Saloons, 19; hotels, 37; total, 56.
- Irondequoit—Saloons, 9; hotels, 29; store, 1, subdivision 6A, 1; total, 40.
- Mendon—Saloons, 2; hotels, 7; drug stores, 2; total, 11.
- Ogden—Hotels, 5; drug store, 1; total, 6.
- Penfield—Hotels, 5.

- Perinton—Saloons, 8; hotels, 9; store, 1; total, 18.
- Pittsford—Saloons, 4; hotels, 3; total, 7.
- Riga—Hotels, 3.
- Rush—Hotels, 3.
- Sweden—Saloons, 7; hotels, 5; stores, 2; drug stores, 2; total, 16.
- Webster—Saloons, 2; hotels, 8; store, 1; total, 11.
- Wheatland—Saloons, 4; hotels, 4; store, 1; total, 9.

The aggregate receipts of the office, up to and including June 10th, were \$437,925. This sum was distributed as follows:

State of New York	\$218,962 50
City of Rochester	197,176 25
Brighton	525 00
Chili	150 00
Clarkson	225 00
Gates	2,560 00
Greece	6,225 00
Hamlin	375 00
Henrietta	225 00
Irondequoit	2,918 75
Mendon	1,137 50
Ogden	378 75
Penfield	375 00
Perinton	2,442 50
Pittsford	605 00
Riga	225 00
Rush	225 00
Sweden	1,175 00
Webster	781 25
Wheatland	657 50
Total	\$437,925 00



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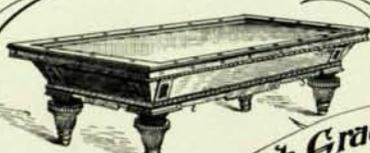
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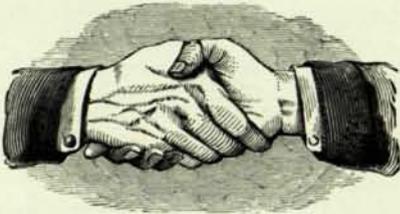
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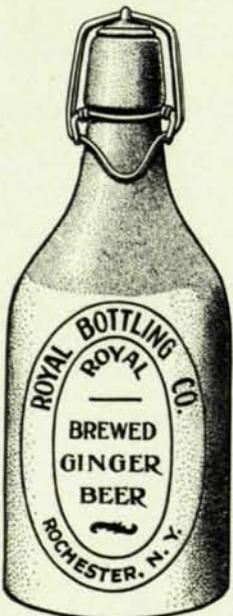


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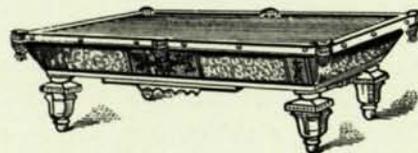
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Lake Ontario Wine Company



Vineyard No. 3—Lake Ontario Wine Company

ALL the trouble in the vineyard districts of France came from the fact that the adulteration of wine, at which the French are experts, made it next to impossible to place a pure product on the market with the possibility of getting any profit in return. The American wine producer is not up in the matter of adulteration, but when it comes to producing the pure article he has, to use the vernacular of the street, "everything backed off the boards."

The wine produced by the Lake Ontario Wine Company holds an enviable position among those made and placed on sale by the American vineyardists. Its purity has never been questioned and for this reason the company's label on a bottle of wine or champagne gives the purchaser that feeling of security that is always welcomed by the American consumer in this day of adulteration and fostering upon the public of inferior goods.

This company, like many other successful American business institutions, had a small beginning. It was 25 years ago that Mr. J. P. Fetzner planted a small vineyard on the shores of Lake Ontario in the town of Greece. By good management, thrift and care in cultivation the vineyard grew in size each succeeding year until it reached its present proportions. In 1897, owing to the steadily increasing production and output, Mr. Fetzner's business was merged with that of the Lake Ontario Wine Company. In 1901 the company became incorporated

under the laws of the State of New York with an authorized capital stock of \$150,000. With added capital and facilities for making wine the vineyards were increased in size and to-day hundreds of acres of the finest vineyards in the country stand where, at the commencement of the enterprise, only a very few acres were planted.

Several years ago the company, realizing that from a certain kind of grapes could be secured the best champagne, began a series of experiments. These experiments were successful and now the company has in "American brand" a champagne that equals that produced in Europe before the days of adulteration made its product so uncertain as to purity. In the numerous vineyards of the company are grown all kinds of grapes, but it has been found that their own varieties, the result of years of experimenting, produce the best champagne. They are known as Moore's Diamonds and Ionas. Others, appreciating the value of these varieties, have made attempts to produce them, but without result. They are the most delicate of all grapes and can only be grown where the soil is fully adapted and in vineyards where they receive the tenderest care.

The making of champagne by this company is under the supervision of the best experts in the country. These men watch the process from the time the grape is picked until its juice has been bottled and sealed as champagne. Under this method nothing can go wrong. The company's cellars at Greece are fitted with every device for the proper handling and storage of the wines produced.

Thousands of gallons of wine are constantly in the cellars because it requires three to four years to properly age the wine for champagne purposes.

In the cellars of the company are also stored many casks of Ports, Sherries, Catawbas, Riesling and other wines, and every wine produced by this company is thoroughly aged before being placed on the market. The proper ageing of the wines is one of the principal features and causes of the company's success.

The still wines produced by the company have a reputation that places them in the front rank of all the different makes of wine sold in the country. The delicacy of flavor and aroma of the productions is well known to the trade throughout the country. The sweet wines of the company, such as Ports, Sherries, Catawbas and Tokays are recommended for medicinal purposes, while

the Clarets for table use are unsurpassed. Their Riesling, Dry Catawba and many other varieties of dry wines are among the choicest that can be found.

The company makes a specialty of brandies, producing Apple, Grape, Blackberry, Peach and the like, equal in every respect to the imported article. The utmost care is taken in the distilling department and nothing is allowed to go on the market until it has been tested by experts and pronounced as first class and of the highest quality.

The officers of the company are: President, J. P. Fetzner; vice-president, W. C. Hutte; second vice-president, J. J. Popp; secretary, W. M. Kipp; superintendent, A. W. Fetzner. The offices of the company are in Clinton Avenue North, Rochester, and the vineyards and winery at Greece.

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