



Rushville, Middlesex and Dresden

AT the northern end of the Marcus Whitman Highway, Rushville lies on the direct route from Rochester to Watkins Glen. It is the birthplace of Dr. Marcus Whitman, that intrepid missionary and pioneer who saved the vast Oregon territory to the United States. The village lies in a valley, from whose surrounding hills may be obtained exquisite views of productive farms and shadowy groves, which bear silent testimony to the wonderful fertility of this district. Rushville, which had previously been called Federal Hollow, was named in 1818 in honor of Benjamin Rush, then a noted surgeon of Philadelphia. At one time the place was also known as Burning Spring, from the natural gas springs one mile southwest of the village.

As early as 1792 Elias Gilbert opened a tavern at Rushville. The first merchant was Philander Woodworth, who also opened a tavern about 1810 at the corner of Main and Gilbert Streets. The village had a district school about 1800. The Rushville Academy was built in 1834 and razed in 1867, to give place the next year to the present Union school building, built at a cost of \$13,000.

A postoffice was established as early as 1818 and the first church, the Congregational, organized in 1802. Rushville was incorporated as a village in 1866, when it had thirty-one houses. The first physician was Dr. Buffum Harkness, who settled in 1796.

Middlesex

NEAR the famous Vine Valley on Canandaigua Lake, on the main highway southwest from Geneva, Middlesex lies in a locality whose rare beauty is an awesome delight to the motorist. Sweeping panoramas of mountain, valley and lake lie stretched off into blue distances. Middlesex is in close proximity to Bare Hill, sacred hill of the Iroquois and in the Town of Middlesex, at the head of the lake, there is located the largest organization camp in the lake region. Camp Tarion, the property of the Finger Lakes Boy Scout Council, comprises 286 acres, including more than a mile of lake front on the eastern slope of Whale Back Mountain. Middlesex is a leading grape center.

John Walford and Warham Williams were the first settlers of Middlesex in the latter part of the Eighteenth Century. In 1869 after the Civil War the place contained only one store but boasted two

physicians, a harness shop, two shoe shops, a wagon shop and two blacksmith shops. Russell Slayton was Middlesex's first postmaster in 1841. John Walford, Jr., was owner of the first grist mill.

Dresden

DRESDEN, on Seneca Lake between Watkins Glen and Geneva, has the distinction of facing the widest expanse of azure blue of any town in the lake region. Old Seneca at this point is five miles in width. Dresden is at the mouth of the Lake Keuka outlet. In a course of five miles the water falls 276 feet through a rocky gorge, producing valuable water-power resources.

Of interest to the visitor is the birthplace of Robert G. Ingersoll, near the village. The home is now open to the public. Fishing just off the village is of the best and the cordiality of the community is typified by the free camp site maintained for tourists. The village has an enterprising Chamber of Commerce, which is one of the strongest backers of the Finger Lakes movement. Dresden is reached by a lakeshore drive from Geneva and also connects with Penn Yan to the west by a good macadam highway.

Only about a mile south of Dresden was the "New Jerusalem", built up by the followers of Jemima Wilkinson in 1788. The little band in the settlement of cabins chose this spot on the Indian trail leading from the Chemung Valley to Kanadesaga.

The quiet serenity of the vistas about Dundee is a real delight to the tourists pouring along the highway from Penn Yan to Watkins Glen. The low rounded hills variegated with stretches of woodland, interspersed with fields of waving grain, dotted here and there with berry and grape vineyards, afford a natural beauty that is unsurpassed. Poultry farms, apple and peach orchards and pastures all lend a unique charm.



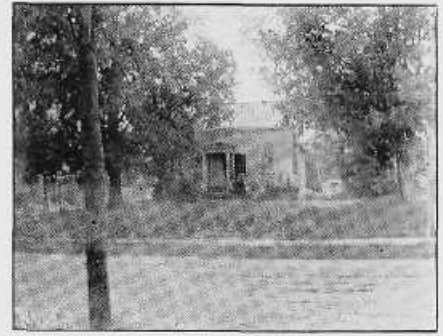
Middlesex and Vine Valley on Canandaigua



Just as the building of the old Keuka and Seneca Canal brought new impetus to the growth of Dresden, the village today faces possibilities for real profit through the proposed building of a state highway along the west shore of Seneca Lake from Geneva to Watkins Glen. In the summer of 1925 the Yates County Board of Supervisors voted to complete such a highway from the Ontario County line to Dresden and the road has since been built. Such construction gives a fine highway all the way to Geneva.

The problem ahead of the backers of the west lake road is to bring about the building of the highway on southward to the head of Seneca Lake. The movement for the new route has been pushed with vigor during recent months and all prospects point to even a greater energy behind the endeavor. Advocates of this road, which would place Dresden in the strategic position of being midway between Geneva and Watkins Glen on a heavily traveled tourist thoroughfare, has had considerable backing of the press of the lake region and are confident of ultimate success. It is

pointed out that the highway proposed would be one of the most scenic in the entire lake country, as well as a great convenience to the public.



Marcus Whitman Birthplace: The above picture is a view of the birthplace of Marcus Whitman, who was born in Rushville in the year 1802. The new Penn Yan-Potter-Rushville state road has been named the Marcus Whitman Highway in his memory.

C. E. Denniston

Dresden, N. Y., on Seneca Lake

General Mdse., Sodas, Cream and Lunches served at all hours

Gas, Oils and Free Air. Plenty of Parking Space

Gasoline Motor Oils

CENTRAL GARAGE

SMITH B. KENNERSON, Prop.

REPAIRING and ACCESSORIES

Gas and Oil

AGENCY FOR CHEVROLET CAR

TRUCKING RUSHVILLE, N. Y.

FRED E. DEAN

COAL — ICE — PHOSPHATES

MASON SUPPLIES — SALT

Phone 26-F-22 DRESDEN, N. Y.

Rushville Phone 17 Y 2

JOS. J. JOHNCOX

Funeral Director — Furniture — Rugs

Rushville, N. Y.

THE MIDDLESEX GARAGE

E. R. FRANCISCO, Prop.

SATISFACTORY SERVICE

Middlesex, N. Y.

D. S. Pulver

Restaurant, Ice Cream

Confectionery and Cigars

A Good Place to Eat—Regular Meals or Light Lunches—Opposite The Depot
DRESDEN, N. Y.

Phone Middlesex 9-Y3

H. S. Hart's Garage

AUTOMOBILES -- ACCESSORIES

H. S. HART Middlesex, N. Y.

Dresden Garage

E. P. Eaves, Proprietor

REPAIRING and ACCESSORIES
Road Service

Phone 27-F-22 DRESDEN, N. Y.

Rushville State Bank

Rushville, N. Y.

Capital Surplus and Undivided Profits
\$125,000.00

Lodi and Ovid

INEXTRICABLY linked with episodes connected with the Sullivan Expedition, the attractive village of Lodi, the gateway to the Seneca Lake Fruit Belt is located on the main north-south road to Watkins Glen. One of the wonders of the lake country, missed by many tourists because it is off the main highway, is Silver Thread Falls, 160 feet high, above which the Lehigh Valley railroad bridge towers 40 feet in air. The falls may be reached by a mile and a half spin over improved highway to the railroad station, less than five minutes walk from the bridge.

The gorge below the falls widens to 300 feet and the perpendicular walls rise 210 feet. The gorge may be followed three-quarters of a mile to Seneca Lake where are located fine cottages, the Geneva Y. M. C. A. camp and an ancient Indian burial ground. Boats are available on the lake shore.

An ancient Indian trail crosses the ravine a half mile above the falls. Down this path Sullivan's army marched, camping the night of September 4, 1779 on the farm now owned by Brown and Boyer. Here may be seen one of the largest trees in the region, an elm measuring 28 feet in circumference. It was standing when Sullivan passed that way.

Lodi is in the heart of what was once the country of the Senecas, whose vegetables, grain, and fruits forecast the fertile fields which today cover a wide countryside center about the village as a trading point.

The village's first dwelling was a rude hut built on the site of the present village hotel. Gen. John DeMott erected the first pretentious village home in 1810 and, as the first merchant of the community, started the advance of commerce which makes Lodi an enterprising community today. The village today has a population inside the corporation of about 400. Among the elements catering to the social and civic life of the place are two churches, a public library, a High school with four year course, an Odd Fellows Lodge owning its own building; a large Grange organization, and the



Silver Thread Falls

Masonic Lodge, which has erected a new temple, with dance hall, banquet hall and moving picture theatre. Electric light and power is furnished by the Elmira Water, Light and Railroad Company.

Ovid

By Mrs. Cora S. Wilson

OVID village was incorporated April 17, 1816, but the act was repealed on April 11, 1849 and the place re-incorporated in 1852. The first pioneer of Ovid village was John Seeley, who came in 1792. He purchased 900 acres of land, a portion of which comprised the site of the present village. It was he who do-

nated the land for the county buildings. The first frame Court House in Seneca County was erected on this tract in 1805, on the site of the present brick structure. For forty years justice was here dispensed. The present building and surrogate's office were erected in 1847. Courts have been held in Ovid alternately with Waterloo for three quarters of a century, with the exception of about two years in the early twenties.

In scanning the history of Ovid, several isolated events stand out distinctly. One was Ovid's first celebration of the Fourth of July in 1817. A procession, oratory and patriotic exercises were features, with dinner served to all in the Court House. Salutes were fired by a fine brass six-pounder, a cannon acquired as a trophy at Cornwallis' surrender at Yorktown.

Perched proudly upon a hill, the village today is enterprising and progressive, with paved streets, electric lights, a fire department, a free library of 3,000 volumes and other public advantages. Four state roads radiate from the community, which has three churches and a splendid High School.

An ancient fortification has been discovered in the southern part of the town of Ovid, on the ridge between Seneca and Cayuga Lakes. As early as 1801 Cornelius Bodine erected a home inside the earthwork, which since has been leveled by the plow. But early investigators found numerous skeletons inside the enclosure. Pottery was also unearthed, the last diggings having taken place in 1857. DeWitt Clinton visited the spot in 1811 and described the defensive mound as similar to those he had seen in the Ohio Valley.

Thompson's Drug Store Lodi, N. Y.

Prescriptions Carefully Compounded

DRUGS, MEDICINES, SODA, ICE CREAM,

CANDIES, MAGAZINES, TOILET

ARTICLES

COFFEE

SANDWICHES

N. R. BOYCE & SON

SALES and Service

MAIN STREET

OVID, N. Y.

Phone 639-Y-3

OID HARDWARE CO.

OID, N. Y.

PLUMBING
HARDWARE

HEATING
SPORTING GOODS

E. W. MURPHY

MEATS, VEGETABLES and FRUIT

Fish in Season

OID, N. Y.

RADIOS — BATTERIES — APPLIANCES
WELDING — SOLDERING — WIRING

WICKHAM ELECTRIC

M. J. WICKHAM, Proprietor

Radios Serviced and Repaired

Phone Ovid 614Y2

OID, N. Y.

Silver Thread Stock Farm

SHROPSHIRE SHEEP

Coal and Coke

M. B. COVERT Lodi, N. Y. Home Phone 8-F

J. C. COVERT

Bell Phone 8-Y-31

BROWN & BOYER

FARM MACHINE HEADQUARTERS

Dealers in all

Kinds of Farm Produce

LODI, N. Y.

LET US DO YOUR WORK AND YOU WON'T NEED
TO GET OUT AND GET UNDER

LODI AUTO SERVICE

Sales—CHEVROLET—Service

General Auto Repairing — Tow Service

Phone 7-T

LODI, N. Y.

"Meet Us for GOOD MEAT"

THOMPSON MARKET

All Kinds of Fresh and Smoked Meats

Fish, Oysters and Vegetables *In Their Seasons*

We cater to campers and tourists

LODI, N. Y.

WOODWORTH'S PERFUMES

Manufactured by

Chas. A. Woodworth Co., Inc.

LODI, N. Y.

They are Triple Extracts

Delicate Distinctive Enduring

Fragrant Full Tone Flowery

Points in favor of these extracts

Rates \$3.00 and Up Per Day

Modern Improvements

Hotel Franklin

In the Heart of the Finger Lakes Region

J. M. Casey, Prop.

Special Attention to Transients Free Car Storage

Telephone 42

OID, N. Y.

-:- The First National Bank -:-

OID, N. Y.

ORGANIZED IN THE YEAR 1905 — OPENED FOR BUSINESS, AUGUST 1, 1905

CAPITAL \$25,000.00

DEPOSITS, \$800,000.00

Surplus and Undivided Profits, \$46,000.00.

Total Resources, \$900,000.00

OFFICERS

Seymour Horton, President

Benjamin Franklin, Vice President

Henry J. Van Vleet, Vice President

Patrick Savage, Cashier

Robert J. Purdy, Asst. Cashier

Elizabeth F. Miles, Asst. Cashier

A. T. Van Nostrand,

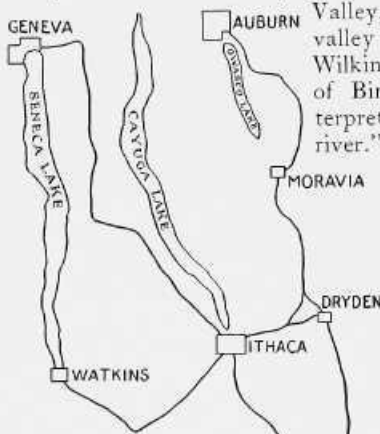
Owego

THE little Indian town which Colonel Dearborn designates "Owagea," has been variously spelled and pronounced by authorities and writers of local history. In the Indian dialect it was known as Ah-wah-gah, the authority for this statement being Mrs. Jane Whitaker, a captive white girl, who was taken to Owego with other prisoners on the journey to Unadilla after the massacre at Wyoming. According to Morgan's "League of the Iroquois," the name, in the Onondaga tongue, was "Ah-wa-ga," the "a" in the second syllable having the same sound as in "fate." It was otherwise known and spelled as "Owegy," "Oweigy," and also as "Oswegy."

On a number of the early maps of the Region the names were known as "Owegy" and "Owega," while to the pioneer settlers it was commonly pronounced "O-wa-go," and was so written in the journals of several officers in Sullivan's Expedition, and also in the records of the town of Union, that being the first organized civil jurisdiction which exercised authority over the territory now called Owego. The meaning of the word "Ah-wa-ga," according to Judge Avery, a recognized authority on Indian history in the Susquehanna

Valley, is "where the valley widens," but Wilkinson's "Annals of Binghamton" interpret it as "swift river."

Owego was settled earlier than almost any place in the lake region. Amos Draper came in the spring of 1788, and that same year a child was



Airplane View of Owego



On the Owego Golf Course

born to his wife. There were no mills nearer than Wilkesbarre, which was reached by canoes. In 1799 Owego boasted its first mill and in 1801 a post office opened. Before the Nineteenth century Capt. Luke Bates built the first tavern in Owego and soon after the Franklin House was opened. The Owego Academy was founded in 1828. The place was incorporated as a village April 4, 1827.

Owego, 213 miles from New York City by the Liberty Highway, is the southeastern gateway of the Finger Lakes Region. In 1922 the State of New York completed the final link of the New York-Finger Lakes-Buffalo cross-state motor route. This route is 50 miles shorter than the New York-Albany-Buffalo highway. It has the additional advantage of passing through more open country and fewer large cities, and is one of the most beautiful routes of the Empire State.

At Owego the motorist leaves the Liberty Highway and follows the new road to Ithaca. From time immemorial the Susquehanna River at Owego and the Finger Lakes at Ithaca have been connected—first by an Indian trail, next by a pioneer roadway cut in 1789, and then the turnpike built from 1808 to 1811. During the War of 1812 this highway was of great value as a means of bringing supplies to the Atlantic seaboard, the Susquehanna River at that time being an important artery of commerce.

It was from Owego to Ithaca, that the second railroad in New York State was chartered in 1828 to bring

The First National Bank

ESTABLISHED 1836



F. S. Truman, President

W. C. Truman, Vice Pres. S. W. Thompson, Vice Pres.

P. H. Beecher, Cashier



Owego, N. Y.

The Owego National Bank



OWEGO, N. Y.

Capital, Surplus and Profits.....\$320,000.00

Officers

G. W. CLARK, President

F. W. ABEL, Vice President

T. H. REDDISH, Executive Vice President

E. BURT CORNELL, Cashier

H. G. FOSTER, Assistant Cashier

WE INVITE YOU

TO VISIT OUR

PARKS

PLAYGROUNDS

SWIMMING POOL

RESTAURANTS

TANNERIES and FACTORIES IN
ENDICOTT, JOHNSON CITY, BINGHAMTON, OWEGO
and WEST ENDICOTT

For your Footwear Needs we have Factory Retail Stores in the Above Towns

ENDICOTT-JOHNSON RETAIL STORES



salt, lumber and plaster to the Susquehanna River on which these goods were transported by barges to Baltimore on Chesapeake Bay.

The attractiveness of Owego today has its appeal to all who love the peace and inspiration which comes from intimate contact with the gifts of nature. Many creeks and glens and wood roads tempt the traveler to tarry a while and drink in the beauties of the region.

Those who like to hunt with gun, rod or camera will find it worth while to follow the streams back into the hills, groves and thickets where partridge, pheasants and woodcock raise their broods; pools and riffles where trout lurk to tempt the angler's skill; hill tops where the magnificent sweep of the panorama unfolds to thrill the hiker's soul.

The Susquehanna River sweeps in a picturesque bend at Owego, and for several miles is navigable for launches, sail boats and canoes.

Three miles east of the village is Hiawatha Island, a favorite objective for canoeists. The current runs deep on the south side of the island, and here fine bass can be caught. On the north side the channel is wider and a cool shady woods offer inviting seclusion for campers. Here Boy Scouts camp every summer. Camping privileges are so much in demand that from

early summer until the opening of school in the fall Hiawatha Island is a merry scene.

Just across from Hiawatha Island on the River Road is the site of an interesting little house in which the Rockefellers lived, while John D. Rockefeller and his brother William, went to school in the old Owego Academy.

Owego is also interesting as the home of General H. M. Robert, whose books on parliamentary law are of nation-wide authority. Thomas C. Platt, former senator of the United States, was born and lived in Owego. His last resting place is in Evergreen Cemetery high above the village.

A favorite walk, of which the hikers never seem to tire, takes one past Glenmary, and the home of the poet, Nathaniel Parker Willis, where, inspired by its natural loveliness, he produced many of his best poems and essays.

Three automobile routes lead from Owego into the Finger Lakes Region. The most direct is to Ithaca by way of Candor and Wilseyville. A longer, but equally interesting route, is through Newark Valley and Richford to Dryden. Both of these routes are shown on the opposite page and the tourist would do well to give them favorable consideration.

The Owego Gazette

Owego, N. Y.

A Paper That Has Stood the Test of Many Years' Service

THE COFFEE SHOPPE

BY THE BRIDGE

- - *Home Cooking* - -

C. W. Bump Electric Shop

201 Front Street

O-we-go, Tioga Co., N. Y.

When in Owego—

Eat at

Ruegge's Restaurant

Home Cooking

Corey's

One of the Finest GIFT SHOPS
in New York State

49 Lake St.,

Owego, N. Y.

ARTHUR B. STILES INC.

Insurance Real Estate
Investments

44 Lake St.

OWEGO, N. Y.

THE UNIVERSITY OF ROCHESTER

Total Resources -- \$49,054,736
Permanent Endowment -- \$28,485,903
Three Schools, as follows:



Dormitory Group of New Campus for Men, with Library Dome in back ground

College of Arts and Science

College for Men
College for Women

Courses in Arts and in Science, majoring in Chemistry, Chemical Engineering, Mechanical Engineering, Education, Vital Economics, Physical Education, Optics and Optometry.

Eastman School of Music

Unusually Complete Equipment and Well-Known Teachers — Regular University Course and Certificate, Preparatory and Special Courses.



Eastman School of Music Dormitory for Women



Aerial View of Medical School Plant

School of Medicine and Dentistry

Exceptional Equipment and Staff for Regular Courses, with Provision for Special Research — Total Hospital Facilities of 455 Beds.

Write for Descriptive Booklet or Catalog to—

THE UNIVERSITY OF ROCHESTER, ROCHESTER, N. Y.



Interlaken

By Wheeler A. Bassett

IN the heart of the Finger Lakes region between Seneca and Cayuga lakes, lies the village, Interlaken. Surrounded by some of the finest agricultural land in the state with a College of Agriculture on one hand and a State Experiment Station on the other, it commands a unique and favored position.

It dates its history from 1797 when two brothers, Peter and William Rappleye came from New Jersey and settled on Military Lot No. 50, town of Ovid, patented to Alexander Forbush. No roads had been built and the country was thickly wooded. Wild game abounded. The nucleus for a village was soon formed, and as the inhabitants were mainly farmers the place was called, Farmerville.

On the first road built through the village, called the "Turnpike" passing from Ithaca to Geneva, James McCall built in 1800 a frame house which was soon converted into a road tavern. Here was shown the first circus including an elephant. The house still remains in good repair under the ownership of F. R. Usher.

In finance and commerce the village has been favored with a sound banking institution. Founded in 1860 by James C. Knight it was continued by his son-in-law, Oscar G. Wheeler in 1865. D. C. Wheeler joined with his brother in 1873 and formed the Banking House of O. G. & D. C. Wheeler. Under this name for 54 years the firm continued in business with its credit unimpaired. In 1909, James K. Wheeler assumed the presidency, and when in 1927 it was made a National Bank, Mr. Wheeler was elected president, Myron W. Bassett, cashier, and J. Floyd Wyckoff, assistant cashier.

Two outstanding events mark the history of the village during its 130 years of progress: first, the founding of the Saturday Morning Review; second, the act of its incorporation as a village—the one being contributory to the other.

In 1887 Thomas P. Hause came from Ovid, N. Y. where he had been an apprentice in the Ovid Independent. He

established a printing office and a weekly paper called, The Saturday Morning Review. The first paper came out July 23, 1887. Afterward the name was changed to the Farmer Village Review, and finally to the Interlaken Review. The paper immediately became a distinct asset to the village and so continued for 41 years when Mr. Hause was obliged to retire owing to severe illness. He died January 24, 1929. The paper is continued under his name with Fred W. Blauvelt as managing editor.

The name, Interlaken, which so aptly applies to the village was not adopted until the names, Farmerville, Farmer Village and Farmer had successively been tried for a period of 100 years. In 1904 when the Lehigh Valley railroad company was about to build a new depot, they announced that a new name would be given to the station befitting its location and proximity to the lake, and asked for appropriate names. Miss Georgia M. Wheeler proposed "Interlaken," after Interlaken, Switzerland, and the name was adopted. The village was incorporated March 2, 1904, but the post office name was not changed until July 1, 1904.

Interlaken is today abreast with the times, and in civic improvements compares favorably with other places of its size. With a live Chamber of Commerce alert to its interests, with all its streets paved and electrically lighted, and with the fine spirit of hospitality shown by its citizens, it makes an inviting dwelling place for the home seeker or the transient who comes from afar. In the old days, Farmer village was the gateway for people who came by train to visit the hotel resorts along Cayuga lake. On an evening they would mount their Tally-ho-coach, and with four-in-hand ride to the village, blowing their horn and rousing the peaceful inhabitants of the quiet little town.



Thos. P. Hause



Old Tavern, Interlaken, N. Y. One of the first frame houses built in Seneca County

STOP AT
THE REXALL FOUNTAIN

"The Oasis of the Finger Lakes Region"

Ice Cream and All Drinks
 Served Right

Witch Toast Sandwiches Coffee Cocoa Tea

Wickes' Pharmacy, Interlaken, N. Y.

INTERLAKEN SALES COMPANY

Dodge Brothers Motor Vehicles
 Dodge Brothers Trucks
 Interlaken, N. Y.

**ROY S. FORBES
 GENERAL TRUCKING**

Baggage and Express Carting
 INTERLAKEN, N. Y.

Freudenheims Toggery Shoppe

Men's, Ladies' and Children's
 WEARING APPAREL
 INTERLAKEN, N. Y.

CASE CASH STORE

INTERLAKEN'S INDEPENDENT STORE

Groceries, Footwear
 Crockery, Dry Goods

Homer C. Case - - - - - Proprietor

H. P. MINOR

HARDWARE

Roofing, Plumbing, Heating, Lighting
 Painters' Supplies and Sporting Goods
 INTERLAKEN, N. Y.

Service in Drugs

Everything You Need

Clairs Pharmacy

San-Tox Drug Store

INTERLAKEN

NEW YORK

THE WHEELER NATIONAL BANK

OF

Interlaken, New York

ORGANIZED FEB. 1, 1927

Succeeding Banking House of O. G.
 & D. C. Wheeler

Established in 1873

OFFICERS

J. K. Wheeler, President
 John S. Thompson, Vice President
 Jay B. Bradley, Vice President
 M. W. Bassette, Cashier
 J. F. Wyckoff, Assistant Cashier



DIRECTORS

J. K. Wheeler
 G. C. Townsend
 John S. Thompson
 J. G. Pritchard, Jr.
 Jay B. Bradley
 Hon. L. S. Church
 William D. Wheeler
 C. F. Case
 John F. Burdin
 John V. Kellogg
 M. W. Bassette

Horseheads

By Mrs. Roy Davis Waid, Breese Family Historian.

HORSEHEADS, the largest village in Chemung County and the only one deriving its name directly from the expedition of General John Sullivan, honors as its first settler John Breese. It was in 1798 that Mr. Breese and his family erected a log cabin facing what is now known as the Lake Road and within the present village limits of Horseheads.

Several hundred descendants of this sturdy family now reside in this vicinity while many more have sought and found fame and fortune elsewhere. The Breese Family Reunion now perpetuates the accomplishments of the Breeses. Meeting annually at the home of Mr. and Mrs. Frank Jackson in Horseheads, within a few hundred feet of the site of the John Breese cabin, several hundred descendants pay tribute to their ancestors. The officers of the reunion this year are: President, Roy D. Waid, editor of the *Elmira Advertiser*; first vice president, Melvin A. Reynolds, Elmira; second vice president, Jay J. Jackson, Elmira; third vice president, Royal Douglas, Horseheads; secretary-treasurer, Miss Helen I. Jackson, Horseheads.

John Breese, first settler of Horseheads, was a son of John and Dorothy Riggs Breese, natives of Shrewsbury, England, and a grandson of the Rev. Samuel Breese. With two brothers John Breese, 1st, came to America in 1735 and settled in New Jersey naming the place Shrewsbury in honor of their old home in England. John Breese 1st, and Dorothy Riggs were

married in 1737 and became the parents of five sons and four daughters. He was a soldier of the Revolutionary War. His sons, John, 2nd, Henry, Stephen and Samuel were Revolutionary soldiers.

John Breese, 2nd, was born in New Jersey, 1738, married Hannah Gildersleeve January 30, 1769, and became the parents of eleven children.

Mr. Breese served in Capt. William Bond's Company in the Fourth Battalion, Second Establishment, New Jersey Continental Line. He was a member of the expedition commanded by Gen. John Sullivan against the Six Nations, participating in the Battle of Newtown, and passed over the ground now the location of the Village of Horseheads, September 1, 1779.

In the spring of 1787, accompanied by his wife and nine children—two being born later—they came to the Chemung Valley with two yoke of oxen attached to a lumber wagon. They had a brood mare and four cows. A portion of their goods they carried on a flat boat, which they poled up the river. They placed milk from the cows in a churn, which sat over the rear axle of the lumber wagon, and at night they took butter from the churn. They were six weeks making the journey.

They stopped and intended to locate on the bank of the Chemung River just below the present City of Elmira, now known as the Hammond Flats. It was there that the first white child of permanent settlers was born in the Chemung Valley, for Mrs. Breese



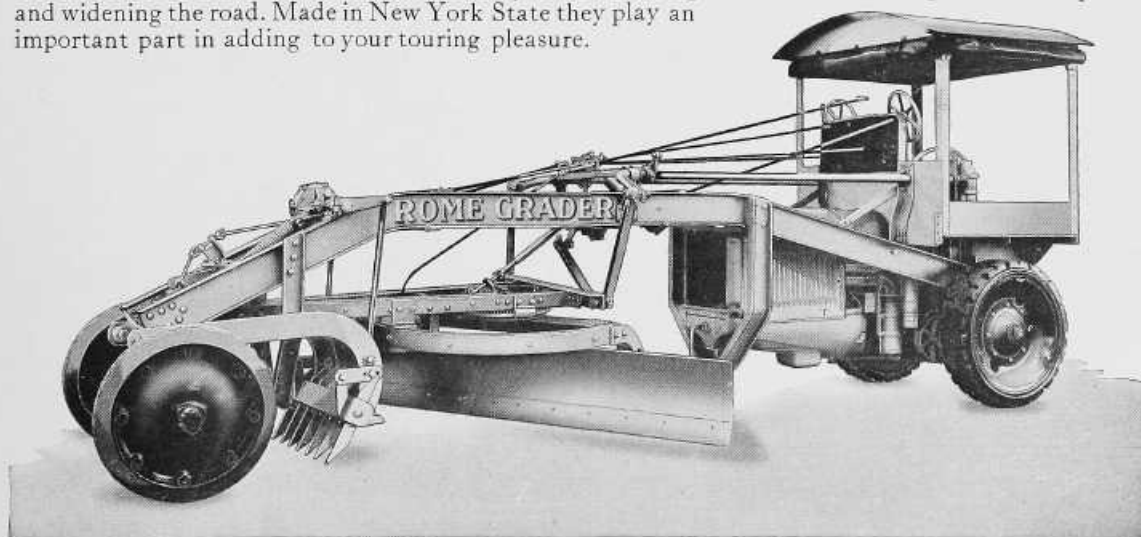
Sullivan monument in Horseheads, whose inscription is given on the adjoining page

CONSOLIDATED BRICK CO.

BRICK

HORSEHEADS, N.Y.

To make this beautiful Finger Lakes Country accessible to you, good roads must be provided. ROME MOTOR GRADERS are constantly at work filling the ruts, smoothing off the bumps and widening the road. Made in New York State they play an important part in adding to your touring pleasure.



A Full Line of Machinery for Road Building and Maintaining

Distributors of

**Rome Graders
Road Rollers
Road Signs
Traffic Lights**

**Allis Chalmers Monarch Tractors
Air Compressors
Concrete Mixers
F. W. D. Trucks**

**Orton Gas Shovels
All Types Snow Plows
Steel Bridges**

GEORGE D. CASE COMPANY, Inc.

901-909 South Ave., Horseheads, N. Y.

Members—Associated Highway Machinery Distributors.



in February, 1789, gave birth of Sarah Breese, who later became Mrs. Sarah Jackson.

The same year they moved to Horseheads and constructed their log cabin. About two years later John Breese purchased 370 acres of land, on a portion of which is now located the New York State Nursery on the Breese Road.

John Breese, 2nd, died January 15, 1844 and beside his wife is buried in the Maple Grove Cemetery at Horseheads.

Henry Breese, a brother of John Breese, 2nd, also moved from New Jersey to Chemung County and settled on the Horseheads-Ithaca road just west of the intersection of the Ithaca and Breesport roads. This was in the summer of 1818.

Henry Breese was a Revolutionary soldier in Capt. Henry Luse's Company, Second Battalion, New Jersey Line, also in Captain Stilwell's Company, Fourth Regiment Hunterton Company, also in the State Troops.

At the Battle of Newtown Henry Breese served under Col. Israel Shreeve and celebrated his 26th birthday anniversary by aiding in General Sullivan's

successful battle against the Indians. He died June 3, 1835 and is buried beside his wife, Ruth Pierson Breese in the private Breese burying ground at Barbour's Corners, just north of Elizabeth Inn on the Horseheads-Ithaca road.

The Breese name has been spelled in various ways. Early records of England give it, sometimes, as De-Bris, Breeze, Bresse, but the pioneer family of Chemung County spelled it Brees, and later an "e" was added.

In May 1837 Horseheads village was first incorporated under the name of Fairport, which it retained until 1845 when the original name was restored.

On the adjoining page is shown the monument commemorative of Sullivan's visit to Horseheads. On the marker are these words:

In 1779 near this spot General John Sullivan mercifully disposed of his pack horses, worn out by faithful service, in the campaign against the Six Nations of the Iroquois.

The first white settlers entering this valley in 1789 found the bleached skulls and named the place, Horseheads.

The First National Bank OF HORSEHEADS, N. Y.

OFFICERS

FRANK J. CAMPBELL, President
FRANK S. BENTLEY, Vice President
CLAIR SCOTT, Cashier
CHESTER MOORE, Ass't. Cashier

DIRECTORS

Frank S. Bentley	Oliver D. Eisenhart
Henry Bush	Thomas R. Hibbard
Frank J. Campbell	Frank L. Matthews
Wilson T. Day	John A. Perkins
Frank F. Van Buskirk	

When In Horseheads Stop at the Horseheads Drug Co., Inc. for

CANDIES, SODAS and DRUGS

W. H. KIPP, *Pharmacist* Horseheads, N. Y.

1879 — GOLDEN ANNIVERSARY — 1929

The Rockwell Hardware

2-4 Hanover Square Horseheads, N. Y.

ROSAR GRILL

114 John St.,
Horseheads, N. Y.



Regular Dinners — Luncheons
HOME COOKING

F. H. GILES

Dealer in

BOOKS, STATIONERY, SCHOOL SUPPLIES
China and Novelties

135 Franklin Street Horseheads, N. Y.

1779 -:- 1929

150 Years of Progress in the development of scientific knowledge, equipment, and merchandise for aiding the human eye.

150 years ago—the crude convex glass for reading only, was mounted in an unsightly steel frame.

Today—the Modern corrected curve lense mounted in white gold frames of beauty and style.

WINCHESTER OPTICAL CO.

Distributors of Optical Merchandise to
Finger Lakes Region
Wholesale Only

Main Office—Horseheads, N. Y.
The Gateway to the Finger Lakes

**How
1929**



**sentinels guard the trail
blazed by Sullivan**

150 years after Sullivan cut his way up through the Finger Lakes, over treacherous Montezuma's Swamp . . . these sentinels stand guard on the same trail.

Before them, darkness and toil gave way. Electric motors take the loads from men's backs . . . free women from the burden of housework . . . bring light to a new day.

And all for a few cents an hour . . . for your electricity is cheaper today than when beefsteak was 10 cents a pound. With electricity as cheap as that, you can afford to use it freely.

NIAGARA



SERVICE

Geneva

KANADESAGA, now Geneva, comprising 2400 acres was acquired of the Indians in 1787 for twelve dollars. Geneva village was founded in 1794 by Messrs. Annin and Bartin, incorporated June 8, 1812, and incorporated a city in 1897. It is built upon the side and summit of an eminence overlooking Seneca Lake, making it one of the most beautiful cities in America. It has 20,000 population, excellent educational facilities efficiently managed public utilities, over fifty acres of parks and squares, a wealth of playgrounds, a municipal bathing beach, promenades, golfing, twenty-seven miles of paved streets, and state highways leading in all directions.

The ground where Geneva stands was first known to the white man in the middle of the Eighteenth Century, when Gen. William Johnson there built in 1756 a stockade fort and block houses, to be occupied by Seneca Indians and British, should they be forced to defend themselves against the French. Even prior to that time Kanadesaga, an important Indian village, stood two miles northwest of Seneca Lake on what now forms part of the grounds of the New York State Agricultural Experiment Station. At a later date during the early years of the Revolution, Col. John Butler, in command of the English Tories at Fort Niagara, erected within the present limits of Geneva a barracks and storehouse which stood near the canal bridge. It was from here that the Indians marched to the Battle of Oriskany and to the bloody Wyoming massacre. The village was destroyed in the memorable march of Sullivan in 1779.

The civic life of the white man in Geneva began in 1787, with a "solitary log house and that not finished, inhabited by one Jennings." This house of Elark Jennings was probably the first tavern in the place. It stood a little south of what is now the junction of Washington and Exchange Streets, along the Indian trail to Kashong. Within a year a line of straggling huts dotted the trail, the largest being a trading post established by the so-called Lessee Company and occupied by Dr. Caleb Benton, its representative.

From this post the Lessee company carried on nefarious projects against the state. Here on November 30, 1787 the company agents held a conference



with the Indians, leasing the lands of the red man for 999 years. This move was designed to prevent

New York State or Massachusetts from acquiring possession of any of the lake country, except through the Lessee company. The following year, however, the Legislature declared the long lease void, but the power of the Lessee company was not destroyed and it remained an annoying element for years. Its agents attempted to foment a movement for declaring a new state set off from New York and the attempt was crushed only in 1793.

But for an error in the survey for the pre-emption line fixing the western boundary of the Phelps and Gorham purchase, the county seat of Ontario County would probably have been in Geneva, instead of Canandaigua, and also the land sale office of Phelps and Gorham would have been located there.

The first plan for a village was laid out by Capt. Charles Williamson, the present Main Street being his pride. It was the captain's intention that no buildings be erected on its east side, so that there might be no obstruction to a clear lake view. This street today has been characterized as "the most beautiful in America." In 1796, when the street plan was completed, the famous old Geneva Hotel, costing \$10,000 in those days of scanty money, was built. At the south end of the street Mile Point House was erected at a cost of \$5,000. This building was later demolished on the ground that it was haunted.

The first decade of the Nineteenth Century was marked by several important events in Geneva. The first regular passenger stage line from Utica to Canandaigua brought public transportation to the door of the village. At this period Trinity church was organized and the Exposition the first permanent newspaper in the place, was established. In 1807 Ark Lodge of Masons was formed.

The same year petition was presented to the Legislature for the incorporation of the historic Geneva Academy, but a charter was not issued until 1813. The first public school in the village was opened in 1815 and the following year the first fire



PHOTOGRAPHS

For **Photographs** of the better sort and the kind
that pleases, **Come to the**

GILMORE STUDIO

35 Seneca Street Geneva, N. Y.

WARDER AWNINGS HAVE QUALITY

We consistently endeavor to furnish the best
in materials and workmanship.

114 Castle Street Geneva, N. Y.

Dorchester & Rose

WHOLESALE — RETAIL

Agricultural Implements, Shelf and Heavy Hardware

Linseed Oil, Lubricating Oils, Turpentine, Etc.
House Furnishing Goods, Etc. Auto
Supplies, Stoves and Ranges

543 Exchange St. GENEVA, N. Y.

Harry A. Leader

Sheet Metal Work, Heating and Ventilating
Roofing

100 Seneca Street Geneva, N. Y.
Rear of Riegle's Store

John A. Pontius

SHEET METAL WORK

Heating and Ventilation—Blow Pipe
Roofing, Steel Ceilings Cornices, Tanks

Elm Street Geneva, N. Y.

Doing Business in the Finger Lakes District
Since 1870

B. W. SCOTT BOOK AND ART STORE INC.

Geneva, N. Y.

BOOKS GIFTS CARDS

"Say It with Flowers"

F. T. CASS

FLORIST

Flowers for all Occasions Funeral Orders a Specialty

369 Main St. Geneva, N. Y.
Phone 4880

SENECA LAKE BOAT CO.

Boats and Outboard Motors

30 Lake Street Geneva, N. Y.

--: *Quality First Always* --:

in

BUTTERFLY BREAD

Made by

Geneva Baking Company



Geneva views: Top, Hobart College; above, Landing a Seneca Lake trout; Left: Geneva views: top, Hobart College; left, Lafayette Tree and Maple Hill Estate; below, Pastime Park.



company organized. In 1817 the first bank, the Geneva National, opened.

Hobart College, chartered in 1822, was the successor to the old Geneva Academy. Its story is told in the section of this book devoted to schools.

In 1828 the construction of the Seneca and Cayuga Canal was finished, with eleven locks and eighty-three and a half feet of lockage. Increased commerce swelled the population of the village.

The Geneva Lyceum, a young men's school, was

founded in 1831 and subsequently offered to the Synod of Geneva for a collage. The offer was rejected and the lyceum passed out of existence in 1842.

The Geneva Medical College was chartered in 1834 as a department of Hobart and three years later a special building for the medical school was built. The medical department was discontinued in 1872 and the building destroyed by fire in 1877.

The public or district schools of Geneva were consolidated in 1839, into a union school.

Hammond B. Tuttle
PHOTOGRAPHER

Geneva, N. Y.

DON'T PASS

Rothenberg's Southern Barbecue

LAKE ROAD BETWEEN
GENEVA AND WATERLOO

IF YOU ARE HUNGRY OR DRY

Try Them Out!

TYDOL HIGH TEST GASOLINE
(Green Color)

VEEDOL MOTOR OILS

CAYUGA OIL COMPANY

GENEVA, N. Y.

The
J. W. Smith Dry Goods Co.

Established 1847

EIGHTY-SECOND YEAR OF CONTINUOUS
SERVICE TO THE PUBLIC

40-42 Seneca Street Geneva, N. Y.

FARMS and HOMES
in the
FINGER LAKES REGION

Business Enterprises of all Kinds

Fire and Automobile Insurance

Finger Lakes Realty Company

Friend C. Ives, Prop.

2 Smith Opera Blk.,
P. O. Box 144

Geneva, N. Y.
Phone 2608

Shop Phone 6456

Home Phone 5221

SWITZER - - ELECTRIC

ELECTRICAL CONTRACTING
MOTOR REPAIRING

Automotive Electrical Car Starting and Lighting
Equipment

SHOP: REAR CENTRAL GAS STATION

P. O. Box 227

Main St., Geneva, N. Y.

HOTEL SENECA

Geneva, N. Y.

THE GEM of the FINGER LAKES REGION

European Plan

100 Rooms with Bath

Rates Reasonable

GLENN R. MORTON, Manager

Geneva Refrigerating Corp.

GENEVA, N. Y.

COLD STORAGE and ICE

STOP AT THE SIGN OF THE
INDIAN

Next to Kirkwood Hotel

H. F. FOX

Cigars and Tobacco Since 1870

476 Exchange St., Geneva, N. Y.





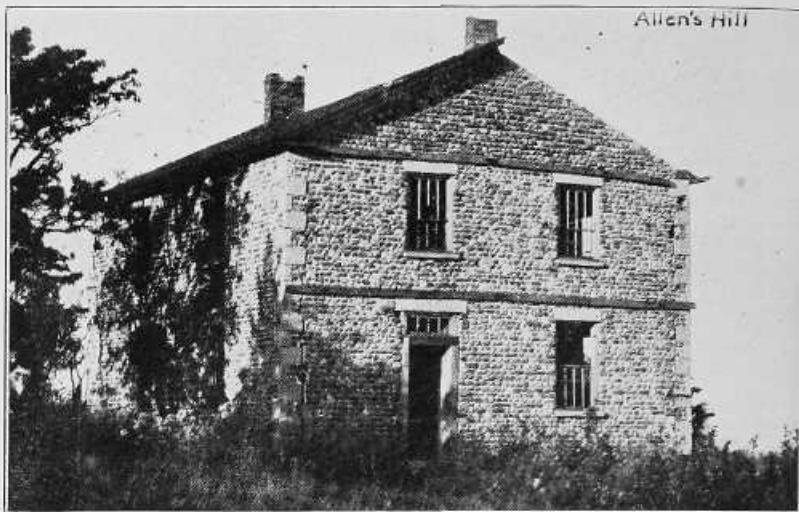
The Union school was incorporated in 1853 and authorized to maintain a classical department and to instruct a normal class. In 1869 its corporate title was changed to the Geneva Classical and Union school, the first union school so raised in the state.

Although the first nursery at Geneva was noted in 1817, the first real development of this phase of agriculture came in 1846 when the Smith nursery became the forerunner of many which have made Geneva famous. Nurseries about Geneva today employ nearly 3,000 persons.

Village improvements progressed rapidly in the next few years. In 1841 systematic planting of trees along the village streets was begun as a prelude to the present city of shade. In 1874 the Village Improvement Society was formed to give added zest to this beautification movement. The parks system was begun just before the turn of the half century, during a period when public utilities also made their bow.

In 1841 the first train entered Geneva over the old Auburn road; in 1843 the first express facilities were provided and in 1848 Geneva was linked with the world by telegraph. Illuminating gas was first used in Geneva in 1852 and two years later streets were lighted by this means. Electric lights did not come until 1883.

Shipping facilities were enlarged in the seventies by the opening of the Geneva & Corning and the Geneva & Lyons railroads and in the following decade the Smith Observatory and the New York State

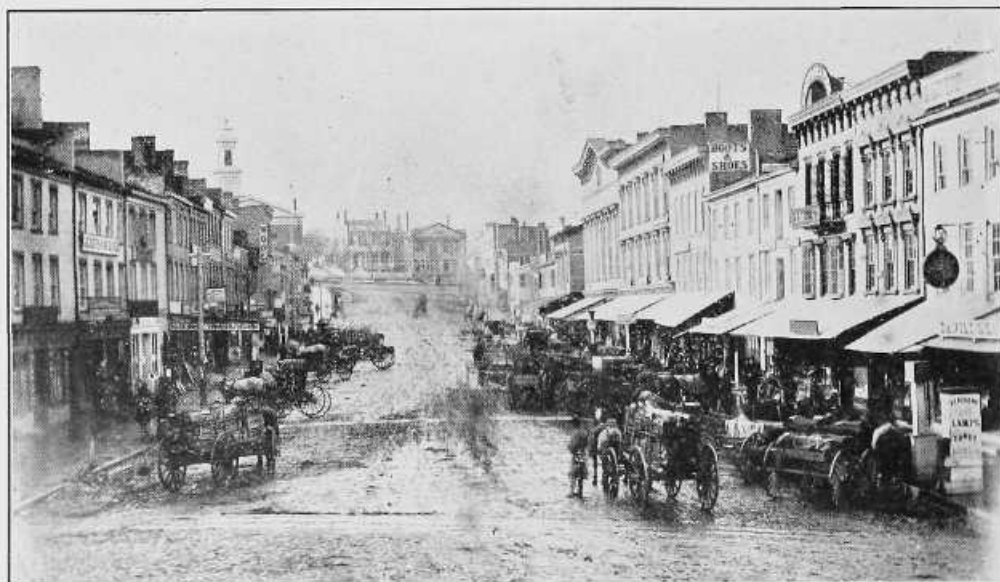


Allen's Hill, Ontario County, where Mary Janes Holmes, novelist, taught school

Agricultural Experiment station were established at Geneva.

Some of the outstanding dates in Geneva's history include: 1873—Geneva & Ithaca R. R. completed; 1877—Geneva & Corning R. R. opened; telephone service inaugurated; 1880, paid fire department established, 34th Separate Company formed; 1882, paid police department organized; 1883, first electrical plant established; 1886, Y. M. C. A. organized; 1892, Medical and Surgical Hospital incorporated, Buffalo extension of Lehigh Valley completed; 1893, street paving begun; 1894, Naples railroad opened and trolley line to Waterloo projected; 1887, Salvation Army post opened; 1898, Geneva City Hospital opened, Geneva Country Club formed; 1902, Chamber of Commerce organized; 1903 Humane Society formed; 1919, affiliation of city with Finger Lakes Association.

The present Geneva water system traces its history back more than a century, to the time when log pipes brought down the waters from White Springs. The organization of this primitive water company was accomplished in 1796 and in 1803 an



Geneva's Business Section as it appeared before the Civil War

DAN DEEGAN'S RESTAURANT

Lobster - Clams Lake Trout - Shrimp
Tenderloin Steaks

Regular Dinner, Noon or Night

63 Seneca Street, Geneva, N. Y.

THE ARCH PRESERVER SHOE

The Fitzwater Shoe Store

Arthur D. Merselis, Prop.

502 Exchange St. Geneva, N. Y.

Baltimore Lunch

REGULAR MEALS and SHORT ORDERS

412 Exchange Street

Opposite the Temple Theatre

S. Peterson, Prop. Geneva, N. Y.

SENECA GARAGE

Storage and Car Washing

Gas GENEVA, N. Y. Oil

24 - HOUR SERVICE

604-612 So. Exchange St.

Telephone 2904

CHARLES E. COOL

Automotive Electrician

Carburetors

Radio

Speedometers

Batteries

61 Geneva Street

Geneva, N. Y.

T. Sullivan

Walter Curtis, Mgr.

R. F. Curtis

Walter Curtis & Co.

Geneva, N. Y.

BUILDERS OF MANY OF THE GOOD ROADS IN
THE FINGER LAKES REGION

LYNCH'S

For 25 years the Leading Home Furnishing
Store of Central New York

60,000 Square Feet of Display

Complete Suites or
Separate Pieces for Living
Room, Dining Room,
Bed Room

Fibre Furniture	Kitchen Furniture
Office Furniture	Floor Coverings
Refrigerators	Dinnerware
Radios	Sewing Machines
Radiator Covers	Children's Furniture

Deferred Payments Arranged—
Weekly or Monthly

The Lynch Furniture Co.

Exchange St.

Geneva, N. Y.





incorporated company was formed. In 1846 this group replaced the wooden mains with cast iron ones, but as years went on other pipes and an enlarged reservoir were required. In 1888 a pumping station was established at Seneca Lake to increase the natural reservoir supply.

Geneva is believed to have been named after the noted Swiss city of the same name, because of its exquisite setting upon a lake. So far as known it was first called Geneva by Dr. Caleb Benton in dating a letter October 14, 1788.

When the great conflict of the Civil War came, Geneva gave unsparingly of men and resources. She gave to the state its great adjutant general, Hillhouse, and leading the list of those who never returned to Geneva from the field of battle was the name of Col. Sherill, who fell at Gettysburg. In the naval life of the nation the following Genevans have served gloriously: Admiral James Glynn, Capt. Luther R. Stoddard, Admiral Donald M. Fairfax and Gen. Charles B. Stuart, at one time the U. S. Navy's engineer-in-chief. Then came the World War, with many gold stars in Geneva's homes and a record of valor added to the treasured shrine of the city's patriotism.

Organization of the churches of Geneva spans generations back to the Eighteenth Century to show the spirit of worship marked frontier life among the pioneers.

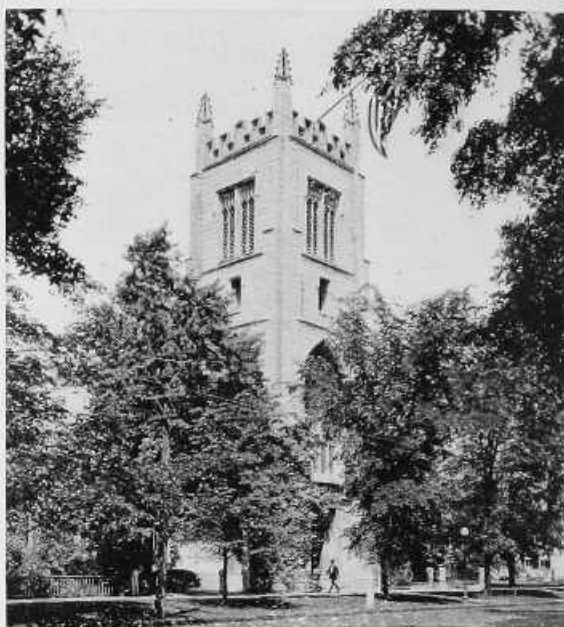
The First Presbyterian Church society was formed in 1798; the North Presbyterian was formed by a union of the United Presbyterian and the Bethel Society, in 1870; Trinity Church society was organized August 18, 1806; St. Peter's church in 1867; Methodist Episcopal in 1818; the United Presbyterian in 1826; the Protestant Reformed Dutch Church in 1831; the Universalist Church in 1834; the First Baptist in 1826; St. Francis De Sales in 1832.

Geneva's first newspaper, though short lived in that community, was the Ontario Gazette and Western Chronicle, issued in 1796; others include the Expositor, 1806; Gazette, 1809; Impartial Observer and Seneca Museum, 1809; Geneva Palladium, 1816; Geneva Chronicle, 1828; Independent American, 1831; Geneva American, 1830; Geneva Courier, 1830.

The Miscellany and the Asteroid, 1878; Miscellaneous Register, 1822; Christian Magazine, 1832; Young Ladies Mirror, 1834; Literary Magazine, 1834; Herald of Truth, 1834; Geneva Democrat, 1840; District School Journal, 1840; Geneva Advertiser and Mechanics' Advocate, 1841; Geneva Budget, 1854; Ontario Whig, 1850; Geneva Independant and Freeman's Gazette, 1851; Geneva Ledger, 1857; Geneva Daily Union, 1858; Geneva Advertiser, 1880; Geneva Times, the community's present enterprising daily.

The first regatta on Seneca Lake, arranged by skippers at Geneva, took place in 1847. The history of yachting about Geneva is recounted in the section of this book devoted to yachting.

Geneva has always claimed that the suggestion of one of her citizens, Jesse Hawley, offered in 1805, led to the construction of the Erie Canal for transportation purposes.



Trinity Church, Geneva



Tuttle & Nester Photo

Geneva Shore line from the sky



St. Stephens Catholic Church, Geneva

G. W. FLETCHER
OPTOMETRIST

GLASSES FITTED and REPAIRED

We guarantee our glasses. If they do not fit you
and you keep them it is your own fault.

CASTLE ST. Opposite City Hall GENEVA, N. Y.

"The Shop That Service Built"

JAMES P. RITCHIE
AUTOMOBILE PAINTING
Duco and Lacquer Work

Phone 3438 48 Grove St. GENEVA, N. Y.

Geneva Auto Co.

145 Castle St., Geneva, N. Y.

Cadillac—LaSalle—Studebaker

TIRES — STORAGE

Phone 2614.

The Wales Hotel

E. C. DURYEA, Proprietor

Rates Reasonable

Phone 2246 67 Seneca Street
Geneva, N. Y.

George Peters, Prop.

Phone 2460

The Kirkwood Candy Store
CANDY AND ICE CREAM

The Sweetest Place in City

474 Exchange Street Geneva, N. Y.



**Two Good
Places to Eat**

283 Exchange Street
17 Seneca Street

A Member of the National Restaurant Assn.

Bertram's Restaurants and Delicatessen

"The Model Milk Plant of the Finger Lakes Region"

Geneva Milk Company, Inc.

GENEVA, N. Y.



Plant with Delivery Force, 293 W. North, Cor. Maple St.

PASTEURIZED MILK AND CREAM

Our Plant is equipped with the most sanitary milk handling equipment of the present day. Most careful attention is given to cleanliness. Our customers are certain of obtaining the best quality of milk from contented cows, scientifically handled. OUR DELIVERIES ARE DEPENDABLE. WE STRIVE TO PLEASE.

"THE KNOWING MOTHER WILL HAVE NO OTHER"

One of the first courts in the Finger Lakes Region was at Geneva. The first term of Oyer and Terminer and general gaol delivery was held at Petterson's tavern there on June 18, 1793. As there was no business before the court, adjournment was taken and the next court in Ontario county was the Court of Common Pleas and General Sessions at Canandaigua, the following year.

Local histories tell of three early inns which were community gathering places in Geneva before 1800. One was the well known McCormick tavern on the southwest corner of North and Exchange Streets; the first inn on the site of the Kirkwood hotel of today and Tuttle's Tavern.

About 1790 the first physician in the place arrived, in the person of Dr. William Adams, who died in line of duty during the epidemic of dysentery in 1795, Geneva's first recorded epidemic.

Among Ontario County historic spots, in and near Geneva, that have been suggested to state authorities for state markers are:

Long House Trail—where a company of Sullivan's army camped Sept. 9, 1779—seven miles from Geneva.

Kenedesaga—village site destroyed by Sullivan's army Sept. 8, 1779—Geneva.

Preemption Line—boundary line established between Massachusetts and New York, Dec. 16, 1786—Geneva.

Ganechstage—site of a Jesuit Mission established in 1687 for the Seneca Indians—Geneva.

Kanadesaga—site of fort built by Sir William Johnson in 1756—Geneva.

Stephen A. Douglas home, Clifton Springs.

Pitts Mansion—built in 1821 by Gideon Pitts, son of Capt. Peter Pitts, pioneer settler—village of Honeoye.



Geneva has two superior golf courses, those of the Geneva and Lakeside Country Clubs

"Sagoyewatha" — Iroquois fortification — Geneva.

Sullivan's encampment at foot of Honeoye Lake Sept. 11, 1779, village of Honeoye.

The old Reed Homestead — the first brick house in Richmond, 1803—village of Honeoye.

With the Finger Lakes Region each year becoming more popularly recognized as one of the finest vacation playgrounds in the East, visitors are ardent in their praises of Geneva—the beauty of the city itself, the superior quality of the boating, bathing and angling afforded upon Seneca Lake and the many nearby scenic features and points of historic interest which enhance one's pleasure and add to the store of memory making happy the reminiscent hours of the future.

With the coming of Spring, the lawns renew their velvet green, while the overhanging elms, maples and chestnuts with the everpresent apple, cherry, peach, plum and magnolia blossoms, make a picture that once seen is never forgotten. With the warmer weather of Summer, the residents enjoy their shaded streets and parks and the neighboring attractions of Seneca Lake.

The Winter months bring bracing air and the tinkle of sleighbells, while snow shoe, coasting and skating parties afford opportunities for enjoyment missed by



Seneca Lake from grounds of one of Geneva's beautiful residences

ONTARIO BUSINESS INSTITUTE

Seneca and Linden Streets

GENEVA, N. Y.

Accounting - - - - Stenography

The Patent Cereal Co.

Geneva, N. Y.

MANUFACTURERS OF

White Corn Products

Geneva Savings Bank

24 Linden Street

Geneva, N. Y.

Resources over.....\$3,000,000

Surplus.....\$ 220,000

Officers

JOHN PARMENTER, President

HENRY A. WHEAT, Vice President

LEWIS E. SPRINGSTEAD, Secretary and Treasurer

LANSING G. HOSKINS, Attorney

THEO. J. SMITH, Chairman of Executive Committee

Trustees

Alexander D. Allen

Charles R. Bradley

Fred S. Brownlee

Charles S. Burrall

Edward J. Cook

John C. Fitzwater

Lansing G. Hoskins

Alfred G. Lewis

Patrick O'Malley

John Parmenter

H. Hamilton Schieffelin

Theodore J. Smith

Lewis E. Springstead

Edwin S. Thorne

George S. Trant

Henry A. Wheat

Frederick D. Whitwell



THE LOAN



Is a Banking Institution for the Savings of the People."

It was organized in 1886. Its assets today are about \$3,400,000.00.

It pays 4 per cent on savings, 5 per cent on Installment Savings
and 5% on "Safety-Proved" Certificates.



Geneva Permanent Loan and Savings Association

89 Seneca St. West

GENEVA, N. Y.

J. Pope DeLaney, Pres.

Hon. Lewis W. Keys, Treas.

JOHN EDEN FARWELL, Vice President and Manager

John R. Houston, Secretary

William A. Allen, Asst. Treas.



residents of southern sections.

Geneva today boasts one of the oldest home furnishing stores in the region, a concern which has been in business for eighty-three years.

About 1842, one Jacob Beech established a Cabinet Shop and Furniture Store at the corner of East Castle and Water street, the present site of the Tilman, now the Nester Block, at Exchange and Castle Streets. This business prospered for thirty years, and in 1872 a new partnership was formed, known as Beech & Bradley. The firm continued under this name until 1887, when Bernard Borgeman bought out the business, and established it soon after in a new building he had erected at 427 Exchange St. Mr. Borgeman sold out in 1905 to the Lynch Furniture Company, the present owners, of which Daniel W. Lynch is president.

For the past quarter of a century, the growth of the Lynch store has kept pace with the development of Geneva. Ten years ago, it was realized that additional floor space was becoming imperative, and the present store building was erected, still on Exchange street, so that the original store as founded by Beech, has continued in business in three locations, but all within one thousand feet of each other on Exchange street.

Proudly rising on the sloping shores of Seneca Lake, Geneva is a gem of cities in this part of the State. Memories of Geneva linger long with the thousands of tourists who pass through and have no other reason to remember the city than the natural beauties which appeal to them. A large part of the city lies along the lakeside, the spacious lawns and terraces of some of the residences sloping down almost to the water's edge and furnishing a vista of blue sky, still



Beautiful Lakeside Park at Geneva

bluer water and the hazy outline of distant shores.

A characteristic bit of Geneva lakeside scenery is furnished in the long row of graceful willows bordering the highway and seawall at the foot of Seneca. So popular has the lakeside become that a big new park, near the outlet, is now in process of assuming definite form.

Geneva is the center of an enormous nursery business, and is in one of the richest fruit, grain and vegetable sections in the United States. The establishment of the State Experiment Station in Geneva is a sign of the true wealth of her fertile soil, and the nature and value of the food crops. The city is well located for both water and rail transportation, and is also the home of the famous Geneva Mineral Spring.

Aside from being a city of homes, Geneva is a manufacturing center of importance, there being produced here many high grade commodities of national reputation. Among these are razors and other cutlery, stoves, ranges, furnaces and boilers, spectacles, eye glasses and optical instruments of all kinds, enamel ware, preserved fruits, vegetables and sauerkraut, cereal foods, razor strops, marine engines for high-speed motor boats, radiators, carriages, wagons and commercial automobile bodies, tin cans, printing type, mill products, foundry and boiler shop products, brooms, paper and tin ware.

From the Eighteenth Century, Geneva has been the controlling "port" of the largest of the Finger Lakes. Her history is inextricably intertwined with the history of Seneca Lake commerce and the Indian legends which hover over the lake at her doorstep might almost be called Geneva's own traditions. Notes about the



Airplane view of Hobart College

Compson & McKeel

SHEET METAL WORK

Heating and Ventilating

Radiators, Signs, Roofing, Cornices, Skylights

Furnaces and General Repairing

22 Castle Street

Geneva and Clifton Springs

Almarco Printing Co.

Creators of Better Printing



Catalogs

Broadsides

Booklets

Color Printing a Specialty



102 Castle Street

::

Geneva, N. Y.

AMERICAN CAN CO.

GENEVA MACHINE SHOP

GENEVA, N. Y.

Glasses Styled by SHUR-ON

ARE WORN THROUGHOUT THE CIVILIZED WORLD

When having your eyes examined
specify SHUR-ON

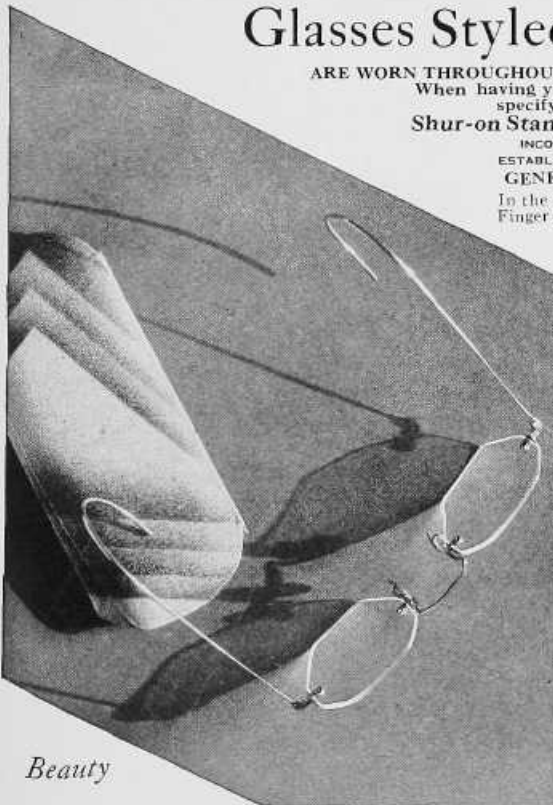
Shur-on Standard Optical Co.,

INCORPORATED

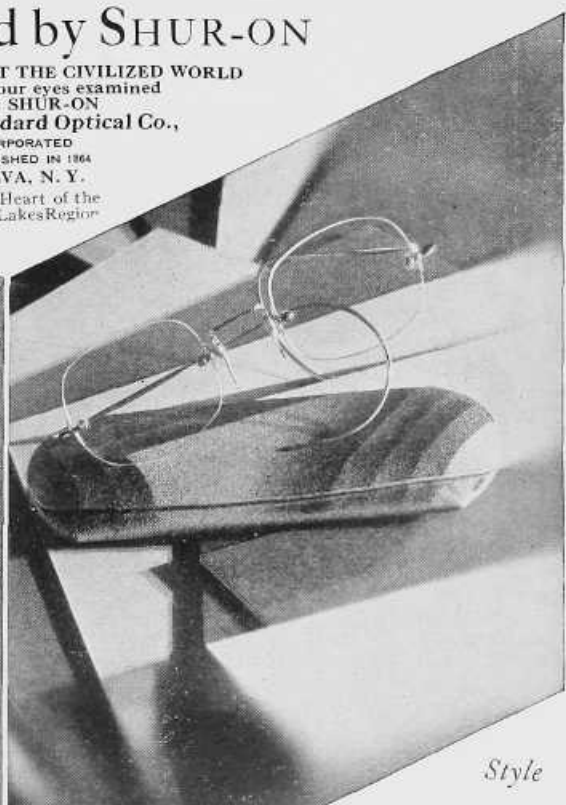
ESTABLISHED IN 1864

GENEVA, N. Y.

In the Heart of the
Finger Lakes Region



Beauty



Style



The lake shore drive entering Geneva from the east

old days on Seneca, as given by Arthur H. Richards, indicate that Hector Falls was the greatest place of enterprise along the east lake shore when steamboat navigation began.

It was the site of flour and woolen mills and a foundry, and a shipping point for grain products, while goods from the markets of the metropolis were received over its dock for distribution throughout the adjacent country. On the opening of the Erie Canal, the first boatload of wheat from the lake country to New York was carried by schooner from Hector Falls.

Peach Orchard Point dates from the time of the military expedition of General Sullivan against the Six Nations in 1779, when an Indian peach orchard was destroyed along the trail of the troops. From this it receives its name. Upon the slope at this point of Seneca Lake, is a vast vineyard and fruit area, and when the landing had had its day as a place of grain shipment, the fruits began passing over its docks for transhipment to the railroad at Watkins Glen. Now the Schuyler and the Onondaga no longer sail their stately way into the cove, and only ashes mark the warehouse site.

Dey's Landing below Lodi Point has become but a memory. Its pier has long since fallen into ruins. Its business declined many years before its abandonment. Starkey Point and Fir Tree on the western shore were places of steamboat call up to recent years, but were little more than flag stations in all their history. The former was the terminus of a ferry-boat that dlied regularly over the course from

Fir Tree to Peach Orchard Point, giving transportation facilities to the westward settlements.

Dresden was a great business point for steamboating in the early days. There terminated the Crooked Lake Canal, and in its cove the tows were made up for the passage to Geneva and entrance to the Erie Canal. The village was laid out on broad lines, and early incorporated upon its advantageous site. It was the meeting place of the water ways, but has become a junction railway point, and its old time docks and warehouses have fallen into ruins.

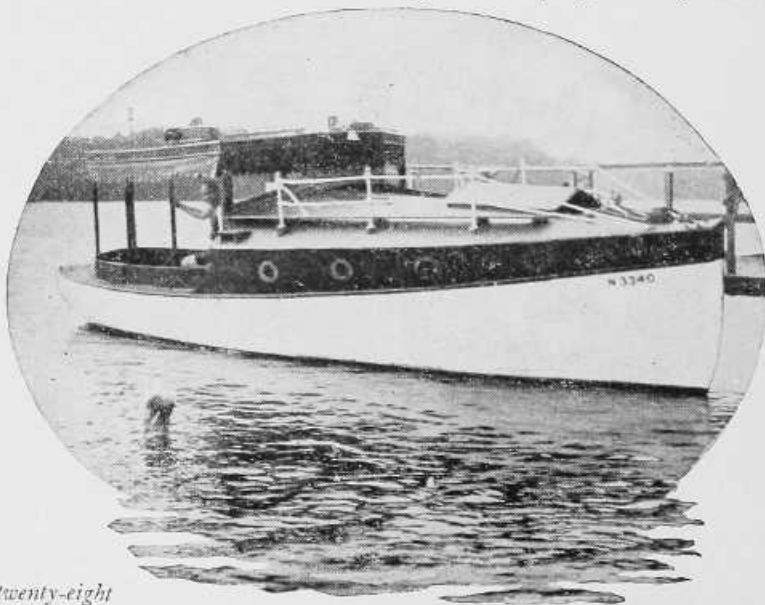


Tannery Glen, Ontario County

Big Stream, now Glenora, was the last landing on the western shore of Seneca Lake to be abandoned by the steamer service, and the old time steamboats of the waters ever found a remunerative traffic over its extensive dock. One of the old sidewheelers was built on the shores of Big Stream Point, where the volume of its waterfall furnished the power for the preparation of ship timber. Glenora is a picturesque and romantic spot and is dotted with Summer cottages as are other places where steamers in days of yore made their landings.

An old timetable of the Seneca Lake Steam Navigation Company, recently discovered brings to light the old legends of the lake:

In the now distant past, the romantic lakes, the fertile valleys and the beautiful rolling hills of Western New York were the homes of the renowned Six Nations, a confederation that was once a bulwark to its friends and a terror to its enemies. On the eastern shore dwelt the most warlike and the most



Telephone 6227



Dorchester-Rose Oil & Chemical Corp.

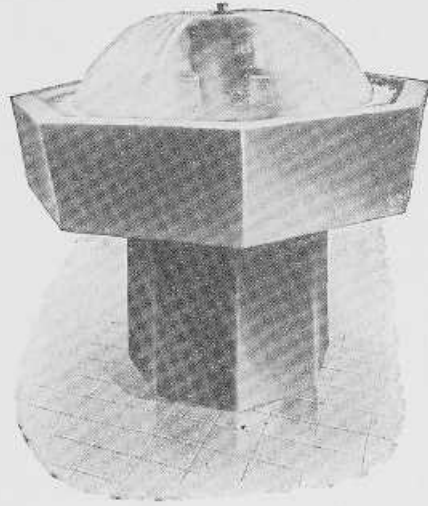
GENEVA, N. Y.



E. R. Marshall

A NATURAL WATER. NOTHING ADDED
DIRECT TO YOU AS IT FLOWS
FROM THE EARTH
Absolutely Pure

Geneva Mineral Water



HEALTH STRENGTH VIGOR VITALITY
Keeps you fit and fights ailments of
many kinds

Geneva Mineral Springs, Inc.
Geneva, N. Y.

The Kirkwood

Corner Castle and Exchange Streets, Geneva, N. Y.

*Light, Clean,
Airy
Rooms*



*A good place
to
stay*



*Quality Food
Pleasingly
Served*



*A good place
to
Eat*

Geneva's Popular Hotel

HEADQUARTERS FOR TOURISTS

Good Rooms with running Hot and Cold Water, \$1.50 to \$2.50

M. A. ROBERTS, Prop.

G. M. STILLWELL, Mgr.

ALSO

KIRKWOOD GARAGE-Repairing, Storage, Washing., Castle St., Next to Kirkwood Hotel

dreaded of all these tribes, the Senecas. Throughout the confederation, its braves were celebrated for their fine, manly stature, their splendidly developed physique and their spirit on the war path.

Among these braves there was one, straight as an arrow, one whose regal form towered above all others, whose gay plumed head was always foremost in battle, whose eagle eye and steady voice ever guided the fiercest contests of successful issues—the great Agayentah. Calm and dispassionate at the council fire, prudent and cautious on the war path, terrible and resistless in battle, kind and benevolent in times of peace, he was well beloved. One hot and sultry June Day, some 10 miles from Seneca Castle, (Geneva) whither the trail of a huge black bear had led him, Agayentah was taking rest and shelter from an impending storm under a large tree on the high and overhanging banks. Amid a roaring of thunder and a hurricane of wind, there came a death-winged shaft of lightning that dealt tree and warrior a fatal blow. The tempest blast hurled the lifeless trunks of both down the embankment into the water. They floated out upon its surface amid the angry surging billows and not until the storm had long passed and the sun had set in a blaze of crimson, did the wave-tossed bodies of tree and warrior disappear.

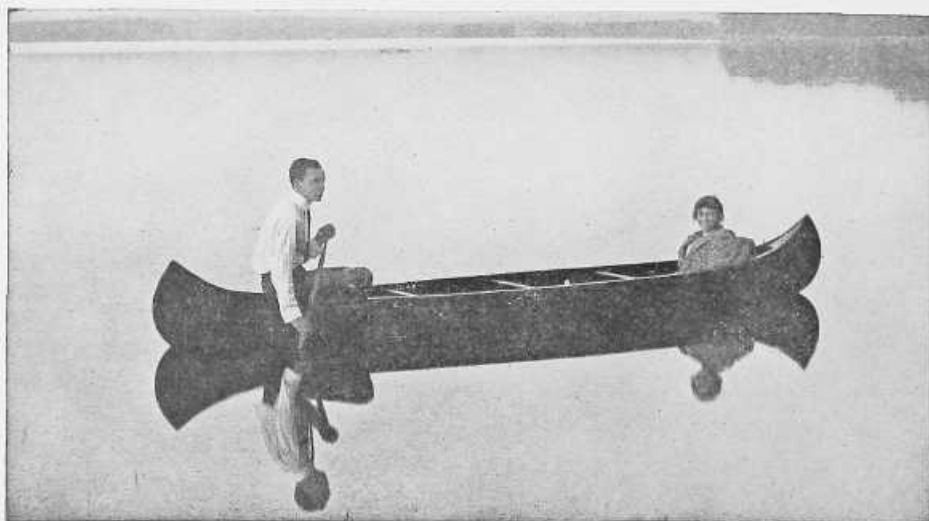
The next morning, while as yet Agayentah's devoted squaw and family and the Seneca braves were filling the land with lamentation, there appeared on the surface of the water something like the trunk of a huge tree standing erect and protruding about two feet. For a long time it remained stationary—



Sportsmen generously stock the streams about Geneva

a monument to mark the spot where the noble Red Man and the forest tree, the primeval denizens of the lovely country of lakes, had surrendered their heritage to the white man. But it was not to remain a stationary monument of the pathetic event which it commemorated. Upon the approach of another storm, amidst the wailing of the wind and the moaning of the tempest, the Wandering Jew, for such it has since been called by White Man, quitted its post and began its ceaseless journey. Up and down, around and around the lake, to this day it goes, sometimes against the wind, sometimes with it, sometimes disappearing for a period, and then reappearing and resuming its endless march. It turns not from its course for anything, and woe to him who does not keep a respectful distance.

It is said that strange noises pre-
 sage the advance of
 the Wandering Jew,
 and unto this day
 during the quiet and
 deathlike stillness that
 precede the tempest.
 At evening, whenever
 the setting sun covers
 the waters with
 bloody tints, they
 may be heard distinctly
 as symbolic
 of the tragic event.
 The sounds are familiarly
 known as the
 Lake Guns of the
 Seneca. In the un-
 written book of In-
 dian tradition, the
 significance of these
 Lake Guns is in-



Sometimes Seneca is calm and then canoeists have their inning



"A Business Built by Personal Service"

Vans of All Sizes

STORAGE - CRATING - SHIPPING

No job too large--

No job too small.

"It pleases us to please you."

C. A. BISSELL, *President*

Local and Long Distance Moving

W. F. HUMPHREY

GENEVA, N. Y.

PRINTER and BINDER

Books, Catalogs, Magazines and Annuals,

Commercial Printing

Blank Books and Binding



Home Office and Storage Plant covering over 100,000 square feet. Visitors always welcome.

Complete Line

**Ornamental Trees, Shrubs, Evergreens, Roses, Perennials, Fruit Trees, Grape Vines
and Berry Plants**

SEND FOR OUR ILLUSTRATED CATALOG

FINGER LAKES NURSERIES

404 Washington St.

GENEVA, N. Y.

IT'S NOT A HOME UNTIL IT'S PLANTED

terpreted and their connection with Agayentah's death revealed. It is historic that, to the latest day of their lives, when a thunder and lightning storm was abroad and the Wandering Jew was on the march, the Indian braves of the Senecas believed that the Lake Guns were but the echoes of his powerful voice marshaling his hosts in battle.

Upon any calm, quiet, evening, after a hot Summer's day the Lake Guns may be heard either around Dresden Bay, or in the neighborhood of Lodi Landing. The Guns have often been heard in other places, but nowhere so frequently as in the two spots mentioned.

According to the mythology of the ancient Senecas, the body of the unburied Agayentah (The White Man's Wandering Jew) appears and the Lake Gun is heard each year, and so will it be as long as Red Man inhabit any portion of this continent.

The reader will take care not to confound the Wandering Jew with the Spirit Boatman. The latter is seen only on moonlight nights, always striving to flee but remaining motionless, and always at a point opposite Painted Rocks over which Sullivan drove the

defeated Indians into the lake.

The Kashong summer colony of Genevans southward from the city has been a historic spot of the region from the time the white man entered the lake district. From ancient land sales offered by the Genesee Land Office

in Geneva in 1800, Kashong farm of 77 acres, it is shown, was the site of an Indian village. A Frenchman named DeBartz, with Joseph Poudre resided at Kashong when the agents of Jemima Wilkinson first came to the lake country. DeBartz was an Indian trader, with a trading post at Kashong. Poudre married the daughter of a Cayuga Indian and was granted a small reservation in 1791 by the state on the south side of Kashong Creek.

The Indian village at Kashong was destroyed in 1779 by a detachment of Sullivan's soldiers. One soldier's journal at that time calls the place She-na-wa-ga, another

gives it as Kash-an-quash, while General Sullivan himself reported it as Goth-se-un-quen.

Innovations in dress, food, inventions, occupations, religions, agriculture, science, etc., have for a century been a unique feature of the history of the Finger



Concrete roads about Geneva



State Experimental Station, Geneva, and its test gardens

Geneva Trust Company --:--:-- Geneva, New York



Capital \$250,000.00
 Surplus \$200,000.00
 Undivided Profits \$54,683.00

OFFICERS

Thos. H. Chew, *President*
 F. W. Whitwell, *Vice Pres.*
 E. S. Siglar, *Treasurer*
 H. D. Marshall, *Secretary*
 Theo. J. Smith, *Vice President*
 A. G. Rogers, *Asst. Secretary*

DIRECTORS

Thomas H. Chew
 Peter R. Cole
 Leland A. Colton
 Henry L. De Zeng
 Ieuan Harris

Lansing G. Hoskins
 Daniel W. Lynch
 Harry D. Marshall
 John Parmenter
 Theo. J. Smith

Chas. H. Sweeney
 Edwin S. Thorne
 Henry A. Wheat
 Charles Wheeler
 Francis W. Whitwell

**The NATIONAL BANK of GENEVA
 GENEVA, N. Y.**

**Resources over Three Million Eight
 Hundred Thousand**

OFFICERS

E. H. PALMER *Chairman*
 W. J. HUMPHREY *President*
 W. W. MALONEY..... *Vice President*
 W. H. ROGERS..... *Cashier*
 D. H. PHILLIPS..... *Asst. Cashier*
 V. ALEXANDER..... *Asst. Cashier*

DIRECTORS

J. S. ALLEN E. H. PALMER
 H. E. HOVEY H. O. PALMER
 W. J. HUMPHREY C. H. PIERCE
 C. T. LYNCH W. H. ROGERS
 W. W. MALONEY G. S. TRANT
 W. S. O'BRIEN V. S. WELCH

The Character of these men is the bank's character



Lakes Region. Strangely it has seemed as if the "first" in many things found birth somewhere between the lakes.

The first woman physician appeared on the male horizon no less than eighty years ago at Geneva. She was Miss Elizabeth Blackwell, who was admitted to the old Geneva Medical College, which flourished from 1836 to 1872. She, it was, who opened the way to the 7,000 women now practicing in this country. A historical review relating the admission of the woman doctor says:

"The dean of the medical college on receiving the application of Miss Blackwell for admission to the regular course was very much troubled and in order to dispose of the unprecedented application of Miss Blackwell decided to leave the matter to the student body, and presented the question.

"The students regarding the whole thing as a hoax perpetrated by some rival institution, returned a hilarious chorus of 'ayes.' Still not satisfied, they drew up a solemn document pledging themselves to welcome Miss Blackwell with all courtesy and consideration. To their amazement, she came. The men kept their word and treated her beautifully; but the townfolk were scandalized, some deciding she must be insane, others thinking her disreputable."

On the shores of Seneca Lake there lies a farm which will always be pointed out as one of the most important historical spots in the development of American agriculture. It was on this farm, now owned by Charles R. Mellen, that the first tile drain in America was laid.

In 1835 John Johnston, a sturdy, enterprising Scotchman, imported from Scotland a few drain-tiles and placed them in the wet clay of this Finger Lakes farm. Johnston heeded not expostulations on the part of his neighbors. He continued laying his drain-tiles and the experiment proved highly successful.

The birth of the sundae, a soda fountain favorite today is credited with having been born on a warm summer morning in 1891 in the back of the drug store which is now the Christiance-Dudley Pharmacy in Ithaca. A certain preacher, tired from the morning service, was wont to come into the drug store and with



From the days of long dresses, streams have offered plentiful sport to family fishing parties.

the proprietor, C. C. Platt, enjoy a cooling drink. On this particular day the pastor suggested he'd like some ice cream with soda syrup on it. A handful of Cornell students saw the strange dish. It struck the minister's fancy; his enthusiasm spread to the group. And in deference to the day, the new dessert was called "sundae." When the students scattered to their homes in many states they took the idea with them from the Finger Lakes Region.

Bloomers, the garb for women which once startled a punctilious public, first saw the light of day when worn by Amelia Bloomer, pioneer suffragist, at Seneca Falls.

The world's first cast iron plow was made by Jethrow Wood near Moravia and the world's first electric chair claimed a human life in the historic state prison at Auburn. A Waterloo woman, as recounted in the



Growth of Geneva is evidenced by the rapid development of suburban sections, where new homes are going up.

HOBART COLLEGE

GENEVA, NEW YORK

Founded 1822

*A*s the oldest institution of higher learning in the Finger Lakes Region, Hobart College has witnessed the development of Central New York from wilderness to present-day greatness. Geneva Hall, the original Hobart College building, stood in 1822 as a lonely outpost of education overlooking the waters of Seneca Lake. Today it stands surrounded by the many other units of the modern college plant, which testify that Hobart has kept pace with its environment.

Hobart is a college of Liberal Arts for men, offering four-year courses leading to the Degrees of A. B. and B. S. William Smith College, a co-ordinate division for the separate instruction of women, opened in 1908, offers similar work under essentially the same Faculty. Both divisions are approved by the principal accrediting agencies, including the New York State Board of Regents and the Commission on Higher Education of the Middle States and Maryland.

For complete information about the college for men, write the Assistant to the President, Hobart College, Geneva, N. Y. Information about the college for women will be supplied by the Registrar, William Smith College, Geneva, N. Y.

“In the Heart of the Finger Lakes Region”



the aviation section of this volume, was the first person ever married in a flying machine.

The first outdoor electric lights in America were tried out on the campus of Cornell University, Ithaca, thus beating Broadway to the white lights. One of the first telephone systems in the country was also installed at Ithaca.

The world's first women's rights convention was held in Seneca Falls and woman was first given the vote on this continent by the Iroquois of the lake country.

The first Mormon preaching and the first demonstration of spiritualism took place in the Finger Lakes Region and near the head of Skanateles Lake the first water cure in America is said to have started.

The world's first pre-announced airplane flight was made by Glenn H. Curtiss at Hammondsport and the first revolving turret used on the famous Monitor of Civil War fame was the invention of Theodore R. Timby, who lived in Meridian, Cayuga County from about 1849 to 1860.

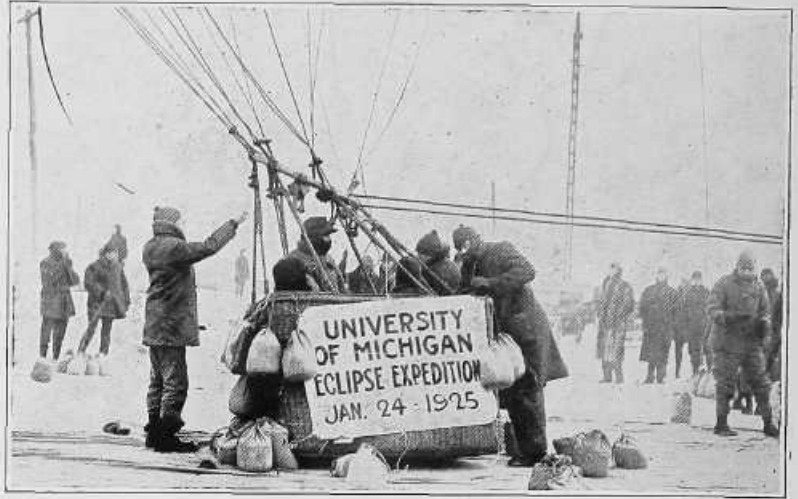
Brigham Young, who originated polygamy in Mormonism and who had at least fifteen actual wives and numerous "spiritual wives," wooed his first love in the lake area.

America's first sea plane rose from the waters of Lake Keuka and the device which made possible the talking movie was invented by Theodore W. Case at Auburn.

On June 30, 1926 the first race between airplanes and pigeons on the western hemisphere was staged between Hammondsport and Auburn.

Organized baseball in the Minor Leagues found birth at Auburn in the hands of John H. Farrell and has grown to the greatest sports organization in the world's history.

The first Pullman car has its conception in the mind



Astronomical failure, see page 103

of an Auburnian, George M. Pullman, and another Auburn bank clerk, William S. Burroughs, caught the idea of the first adding machine at a school lecture in that city.

S. & J. D. BEARD

Jeddo Highland Coal

Lehigh Coal

Semet Solvay Coke

ALL KINDS OF MASON SUPPLIES

Phones: Office 2651, Yard 2611



Lafayette Tree

21 Castle St.

Geneva, N.Y.

Add to the pleasure of your motor ride by planning the route so as to stop at the Hotel Marathon for Dinner.

Good food adds to the Joy of any Motor Ride.

That's why the Hotel Marathon is so popular, with their fine tasty home cooked meals of

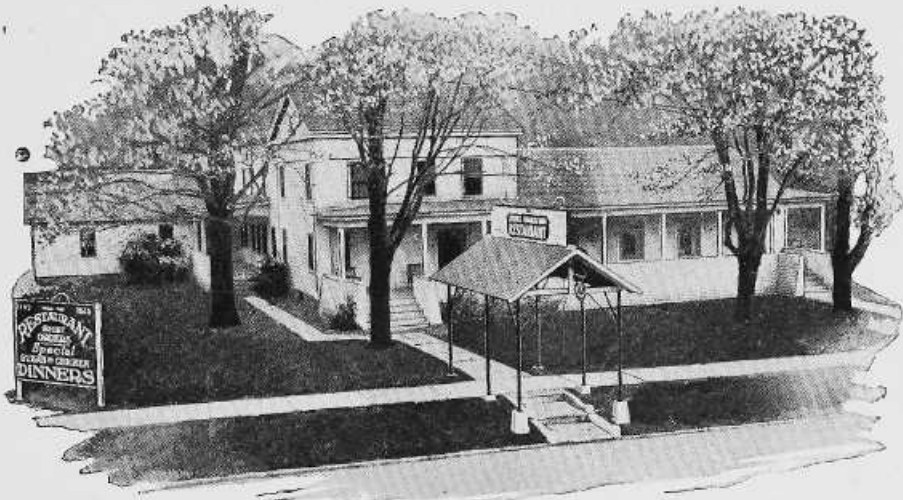
FRESH CAUGHT, SPECKLED BROOK TROUT FRESH KILLED, VENISON STEAK
PRIME WESTERN JUICY STEAK FRESH KILLED, CHICKEN, TURKEY OR GOOSE
HOME OF CLEANLINESS - QUALITY - COURTEOUS SERVICE - QUIETUDE
DINNERS EVERY DAY 12 NOON 'TILL 8 P. M.

Private Dining Rooms Reserved for Large or Small Parties if Desired.

Marathon, New York

Phone 60

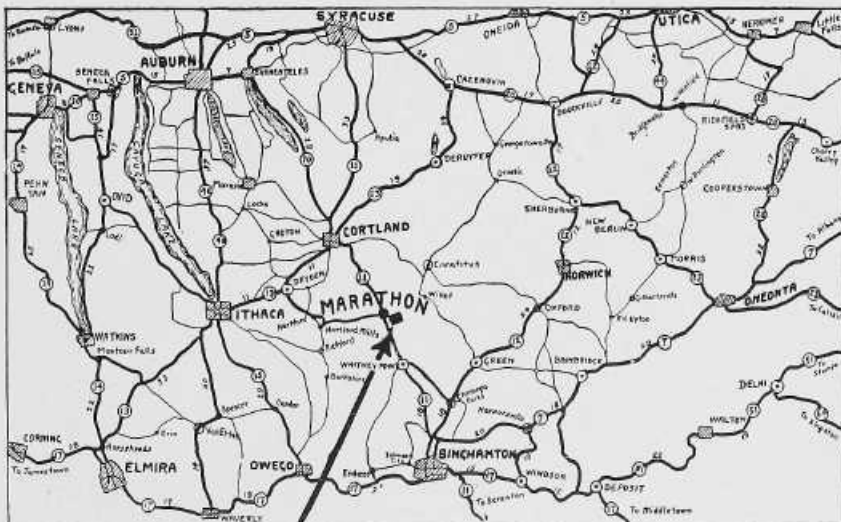
On U. S. Route 11



HOTEL MARATHON
Sign of the "Three Bears"

Established 1799

Harry C. Forshee,
Lena M. Forshee - Proprietors



HOTEL MARATHON

Sign of the "Three Bears"