



ROCHESTER SAVINGS BANK

ESTABLISHED 1831

THE CITY OF ROCHESTER

CHARTERED 1834



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ROCHESTER SAVINGS BANK
Rochester, New York



The Purpose of This Booklet

SO GREAT has been the interest displayed in our series of newspaper advertisements depicting historical events of Rochester during the last 100 years that it was felt our depositors might appreciate having the series in compact form.

Thus briefly and pictorially one can gain in a few moments' reading a better conception of the part our founders and our depositors have played in the progress and development of Rochester during its first century and the years preceding it.

If in reading this booklet you gain or renew your appreciation of the part your bank has played in Rochester's history and how the ideals, policies and principles of its founders have been perpetuated throughout the years, then this booklet will have been well justified.

A Pioneer Mutual Savings Bank

THE ROCHESTER SAVINGS BANK is the oldest bank in the City of Rochester. It was organized in April 1831 as a mutual savings bank—the sixth in New York State.

The fact that from the very beginning this bank has been a *mutual* institution explains, better than anything else, perhaps, its steady, constant growth through the century past, the loyalty of its depositors, and, even more, the unselfish spirit and civic mindedness of its founders. For the word *mutual* means something owned in common, something given and received, something shared.

The Rochester Savings Bank is not owned by a group of stockholders; it has no stockholders. The bank is owned by its depositors—you and nearly 100,000 others. It is not operated for profit but for service. Its sole reason for existence is stated in its original charter... "for the encouragement of thrift and the establishment of financial independence." That was the purpose for which it was formed; that has been its one goal throughout the years.

Today, as in 1831, its trustees serve without compensation. Today, as then, they are men (actuated by unselfish motives, men) who seek to carry on the spirit and the tradition of a bank whose history is so interwoven with that of the city as to be virtually inseparable from it.

And now you, as a depositor, have a share—a *mutual share*—in this bank. You will participate in its dividends (interest), which have never been interrupted or omitted since the beginning. You will share, we hope, our pride in its continued growth, through conservative policies, and in its history through the years.

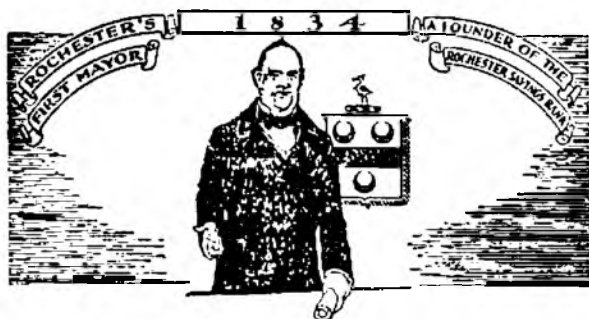


This Historical Series

WHEN one delves into the history of the City of Rochester, one soon appreciates how active were the founders of the Rochester Savings Bank in the early history of this city.

It was but natural that a group of men, civic-minded enough to anticipate the need of a mutual savings bank devoted to the principle of simple, every day thrift, would also be prominent in other fields of endeavor.

There is hardly an incident or a forward step in the life of Rochester in which Everard Peck, Jonathan Child, Dr. Levi Ward, and others of our original founders did not have a prominent part.



JONATHAN CHILD

On June 10, 1834, three thousand people crowded onto Brown's Island, located between Brown's Race and the Genesee River, to witness the inauguration of Rochester's first mayor, Jonathan Child.

In response to the toast, "The City having lost its father, (Colonel Rochester) seeks protection in the elder Child," he voiced a fine ideal for the citizens, saying, "In all the intercourse of social life and on all occasions . . . let us . . . seek only the public good."

Besides being Rochester's first mayor, Jonathan Child was one of the three men who founded the Rochester Savings Bank in 1831, three years before Rochester became a city. For 103 years this Bank has helped the citizens of this community to obtain financial security.

As our city enters its second century, and the whole country faces a new era of confidence and prosperity, we invite you to open an account with us.

"There Is No Substitute for a Savings Account"



**ROCHESTER
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Two Offices

47 MAIN ST. W.

40 FRANKLIN ST.



1831 More Than 100 Years of Service 1934



Rochester's First High School

Rochester's first High School was situated on Cortland Street, about where the Unitarian Church now stands. For years it was considered the greatest and most up-to-date school in all Western New York.

Founded in 1825, the school continued until 1852, when it burned to the ground. During these twenty-seven years, many Rochesterians attended this school, which was presided over by Dr. Dewey, its principal.

One hundred and three years ago, only six years after this school opened, the Rochester Savings Bank was founded; and great numbers of students in the old school received their first lessons in thrift by having savings accounts in this Savings Bank.

Today, thousands of our present school generation, through their school savings accounts in this Bank, are receiving *their* first lesson in thrift and learning that:

"There Is No Substitute for a Savings Account"



**ROCHESTER
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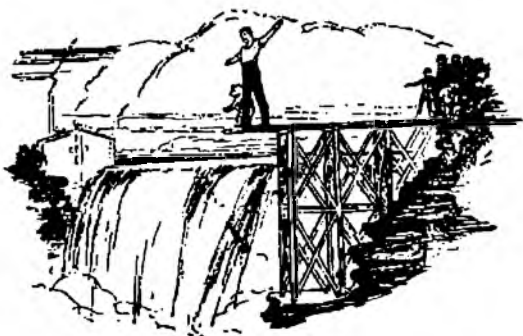
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SAM PATCH JUMPS—

One of the thrills of the early inhabitants of the village of Rochester was furnished by Sam Patch. He and his tame bear had already successfully jumped into the Genesee near the upper falls from a height of 96 feet.

But Sam was ambitious. He would jump from a platform 20 feet higher. This time he landed on his side with force estimated at 4,000 pounds. It was Sam's last jump (1829).

Fortunately, more sensible ambitions ruled the destinies of other Rochesterians. With an eye to the future of the community and its citizens, the leaders of the village—two years later—founded the Rochester Savings Bank (1831). For 103 years this Mutual Savings Bank has served the community.

We invite you to join our large family of depositors and learn with them why—

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THE FIRST BANK

Although the first settlers had arrived here in 1788, it was not until 1824 that the village of Rochester was privileged to have banking facilities of its own. Prior to that year, Rochester had been served by banks located in Geneva, Canandaigua and Batavia, all of whom looked upon this place as "their territory."

Finally, after three efforts, dating back to 1817, Colonel Rochester succeeded and the state legislature granted a charter to the Bank of Rochester, February 19, 1824. The capital of this bank was fixed at \$250,000. Its place of business was on Exchange Street.

Seven years later (1831) the Rochester Savings Bank was organized (the first Mutual Savings Bank west of the Hudson River) and "opened for business" with nothing more than a small window and sign in the offices of the Bank of Rochester. The first depositor was Harmon Taylor, who deposited \$13.00 on July 2, 1831.

From such a beginning—before Rochester became a city—this Old Bank has grown to a great institution of more than 100,000 depositors, with total savings of over \$58,000,000.

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NINE CHURCHES

Living largely upon faith and hope, the early settlers of Rochester soon turned to the organization of their churches.

The oldest religious society in Rochester, the First Presbyterian Church, was organized in 1815 when the population here was but 331. The second oldest is St. Luke's Church, founded in 1817. Then came the First Baptist, 1818; First Methodist, 1820; St. Patrick's, 1821; Brick Church, 1825; Third Presbyterian, 1826; St. Paul's, 1827; First Unitarian Society, 1829.

These churches were formed before Rochester became a city. They had their beginnings directly or indirectly in or near the 100-acre tract—the original Rochester.

For more than a century they have been neighbors of the Rochester Savings Bank, the Bank which like these churches, was organized before Rochester became a city.

Thousands of our depositors are members of these same century-old friends. We invite you to have a savings account, too. Learn why—

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AN ILLUSTRIOUS VISITOR

On June 7, 1825, the village of Rochester welcomed its first famous visitor—General LaFayette.

Coming on a canal boat from the West, a committee of eighteen leading citizens went to Lockport the day before to escort him here. "As the morning advanced, the flotilla came in sight, six boats leading, then a craft bearing the illustrious guest, then six other vessels."

In response to an address of welcome, General LaFayette said in part:—"On this western frontier . . . I enjoy a sight of works and improvements . . . chief among which is the grand canal." He stayed but a few hours and then left for Canandaigua.

This memorable event took place six years before the ROCHESTER SAVINGS BANK was founded, but its founders were among those on the LaFayette committee, our first depositors were numbered among the onlookers.

For 103 years this 'Old Bank' has served a growing community, helping thousands to save. We invite you to know too, that

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THE FIRST MAIL ROUTE

Prior to 1812 the main road from Canandaigua to the Niagara frontier was by the "Buffalo Road," which ran through Avon. In all that portion of the state north of the road, not a single post office had been established.

In that year, Dr. Levi Ward received authority to transport a weekly mail from Caledonia north to Charlotte. The plan was at once so successful that Dr. Ward received authority to locate "post offices in nearly all the country between Canandaigua and the Niagara River."

Dr. Ward's postal system was but one of many contributions he made to the growth of this community. In 1831, he was one of three who met to found the ROCHESTER SAVINGS BANK. Upon the Bank's organization, Dr. Ward was chosen its first president and served until 1842.

Today, thousands of our depositors bank by mail when it is inconvenient to come to the Bank personally. Nothing interferes with their regular deposits for they know

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A BANK BUILT ON THRIFT

THRIFT gathers momentum laboriously, but once started, its rapidity surprises. There could, perhaps, be no better example of this than the history of the Rochester Savings Bank, itself. Once Rochester began to appreciate the purpose of the Rochester Savings Bank, its deposits grew and grew. Formed, as its charter reads, for "the encouragement of thrift and the establishment of financial independence," the bank has grown as its depositors have grown in number and prosperity.

Opened for business the first week in July 1831, its physical existence at first consisted merely of a window set aside in the old Bank of Rochester on Exchange Street. Its first deposit was one of \$13.00, by Harmon Taylor, Rochester grocer and baker.

For the first three months after its organization, the business of the bank was represented by only nine accounts amounting in all to \$114.00. One can imagine that the founders might well have been discouraged at the "thriftiness" of their fellow citizens. Today, nearly 100,000 depositors have over \$58,000,000 on deposit with the bank. As depositors increased in number, the physical equipment naturally had to be enlarged. In 1842 a plain two-story building was erected by the Bank at number 47

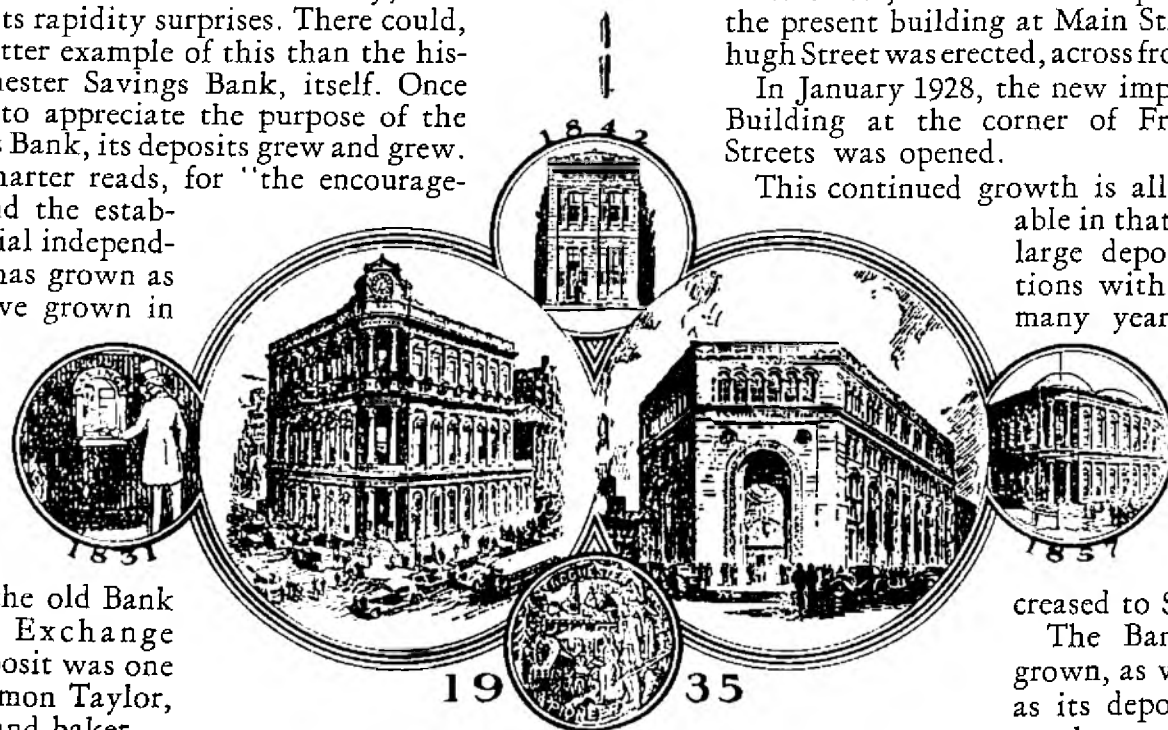
State Street, which was occupied until 1857 when the present building at Main Street West and Fitzhugh Street was erected, across from the Court House.

In January 1928, the new imposing Franklin St. Building at the corner of Franklin and North Streets was opened.

This continued growth is all the more remarkable in that there have been no large deposits, or consolidations with other banks. For many years the bank could not by law accept deposits greater than \$3,000—later, \$5,000—from any one depositor; and it is only very recently that this limit was increased to \$7,500.

The Bank, therefore, has grown, as we said before, only as its depositors increased in number and slowly added to their accounts. Your initial deposit may have been small, but undoubtedly it was as large as that made by the majority of our depositors when their accounts were first opened. It is not size which counts, but frequency and regularity of deposits.

We all hope that the account you have opened will be the beginning of many years of pleasant financial relationships between this old Bank and yourself.





The HOME OF EVERARD PECK

One of Rochester's most famous old houses was that of Everard Peck. It stood at the Southwest corner of Spring and South Fitzhugh Streets. Built in 1822, it stood for more than 100 years; it was torn down in 1929 to make room for a parking station.

It was in this old home that the seed of many projects was sown, the fruits of which we still reap today. The University of Rochester was supposed to have been first talked about in the library of this house. Mr. Peck was the organizer and owner of *The Gazette* a predecessor of the present *Times-Union*.

Everard Peck was one of the three founders of the ROCHESTER SAVINGS BANK. It was because he, with Jonathan Child and Dr. Levi Ward, recognized the need in this community of a mutual savings bank that the Rochester Savings Bank was founded "for the encouragement of thrift and the establishment of financial independence."

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COLONEL ROCHESTER

Colonel Rochester came here in 1818 at the age of 66. The recollection of those who knew him show the refinement of his character. They refer to him as a "true Southern Gentleman."

Colonel Rochester's own words show his philosophy; he once said, "If young people let the sun get the start of them in the morning, they never overtake him during the day." When setting out fruit trees he remarked, "I do not know that I shall eat any fruit from these trees . . . but I am eating fruit from trees that other people planted and so I ought to set out trees for others, since others set out trees to bear fruit for me."

Colonel Rochester lived to see the Rochester Savings Bank receive its charter. His son-in-law, Jonathan Child, was one of this bank's founders.

These pioneers believed in preparing for the future. A growing savings account will be of inestimable value to your future. Start one today.

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THE HOME OF COLONEL ROCHESTER

Colonel Rochester's house stood at the corner of Spring and Washington Streets. Built in 1824, it stood for eighty-four years as a symbol of the man who gave this place his name. In 1904, the house was torn down to make way for the Bevier Building of the Mechanics Institute.

In this house, the "Father of Rochester" lived for eight years, while he watched "his" village grow. He witnessed the development of his hundred-acre tract and the rise in power of the "Four Corners."

In April, 1831, he heard the "news" that the Rochester Savings Bank, the first mutual savings bank west of the Hudson River, had received its charter.

For one hundred and three years the "Old Bank" has served the community which Colonel Rochester founded. It has helped thousands to obtain financial security. More than 100,000 depositors have their savings accounts with us today.

We invite you to join Rochester's greatest banking family and to save regularly in Rochester's oldest Bank.

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THE POST CHAISE

A familiar scene to Rochesterians in village days was the departure of the coaches, or "post chaise" from in front of O. Adams & Company.

The pilot coach office was opposite the Eagle Tavern, at Buffalo and Carroll Streets (where the Powers Building now stands). It was a lively place, for even a short journey was "quite an adventure" in those early days. The Adams advertisements of the period announced a "post chaise" daily for Avon, one for Lockport, twice daily for Albany via Canandaigua, and three times a week for Palmyra and Syracuse, as well as for Batavia and Buffalo. "Through in one day" was the sensational claim for the Buffalo coach.

During those days the Rochester Savings Bank had already started its long career of service to this community. The depositors then, as now, were using this bank to attain financial security.

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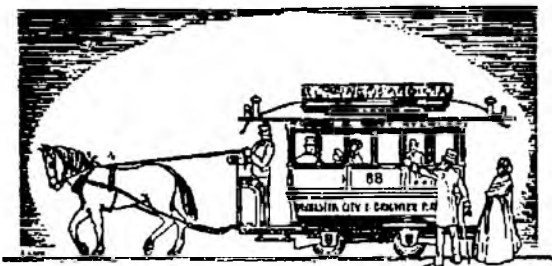
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The First Street Car

The first street cars to run in Rochester were horse cars. This was in 1860, when the Rochester City and Brighton Railroad Company was organized. It gave this city for the first time means of mass transportation.

The cars were of wood and ran on four wheels over very light rails, with motive power supplied by "Old Dobbin," who plodded ahead. Speed was maintained at a rate equal to a man's walk.

By 1890 this primitive mode of travel was crowded out by the advent of the electric car.

When the first horse car appeared, the Rochester Savings Bank had already rendered nearly thirty years of service to this community. Being organized in 1831, the "Old Bank" has served for one hundred and three years, helping thousands of its depositors to attain financial security.

We invite you to have a savings account, too, and to learn with others that—

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The First Railroad Station

The first train shed in Rochester was built in 1840 by the Auburn Railroad, now the Auburn Branch of the New York Central. It was located at the corner of Mill Street and what is now Central Avenue. The shed was a rough wooden structure, entered only from the east, and was the terminal of the line.

Thirteen years later, 1853, another depot was built on the same site by the New York Central Railroad, and became Rochester's principal station on the main line. It was from the platform of a rear car at the west end of this station, shown above, that Abraham Lincoln spoke early in the morning of February 18, 1861, when on his way to his first inauguration.

When the first station was built (1840), the Rochester Savings Bank was already nine years old. When the second station was opened (1853), the Bank was twenty-two years old.

For more than a century the "Old Bank" has served this community. Thousands have attained financial security through regular systematic saving.

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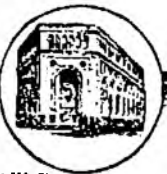


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Artist's Conception of First School House

Rochester's First School

The first school in Rochester was established in 1813. There was no school building, but one was adapted out of Enos Stone's barn on South Avenue. The teacher was Miss Huldah Strong, a sister-in-law of Abelard Reynolds, Rochester's first Postmaster.

The school was attended by fourteen or fifteen pupils. Long drills in the "Three R's" were their daily schedule.

To attend this school, a tuition was charged. There were no free public schools, and no provision was made for those who could not afford to pay.

In 1841, Rochester's Free Public School law was passed, and all children were offered the opportunity of attending schools, supported by general taxation.

Although subjects taught in the schools were enlarged with the growth and demands of the community, it was not until recent years that it was thought necessary to teach thrift. In 1915, School Savings was inaugurated in Rochester, at the suggestion of Mr. Howard A. Barrows, in co-operation with the Rochester Savings Bank.

Since the beginning of School Savings more than two million dollars have been deposited by the boys and girls of Rochester. They are learning early their lessons in thrift and the sure way to financial independence.

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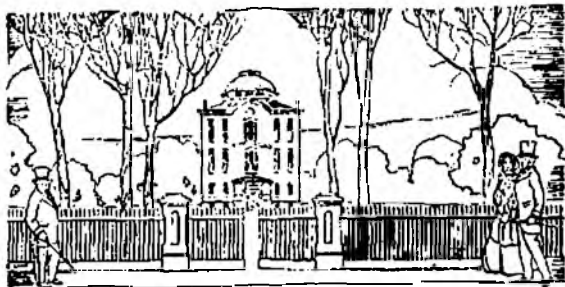
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Rochester's First Hospital

In 1847, as a result of a movement started by the Rochester Female Charitable Society, Rochester's first hospital, the Rochester City Hospital—now the Rochester General Hospital, was chartered. Its first Board of Directors included Mayor Child and the first President of the Rochester Savings Bank—Dr. Levi Ward, Jr. In 1910 the name of the hospital was changed to the Rochester General Hospital.

To the new institution the city appropriated a small fund and gave a piece of land on West Main Street, formerly owned by a Cemetery Association. The Charitable Society also raised funds by public subscription, but the hospital progressed very slowly.

Great trouble was experienced in clearing title to the site, as many of the owners of burial plots had died or refused to surrender their leases. This necessitated a legislative act in order to secure perfect title. It was not until January 28th, 1864, that the first building, shown above, was finally completed.

Of the original Board of Directors of the Hospital in 1847, ten were also Trustees of the Rochester Savings Bank. Today, eight of the Bank's present Board of Trustees are now Directors of the Rochester General Hospital.

For 87 years the General Hospital has continuously served in caring for the sick and pioneered both in the protection and promotion of health in this community. For 103 years, the "Old Bank" has served those who seek financial independence by regular systematic saving.

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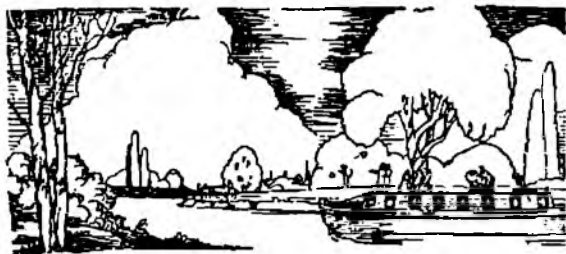
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PACKET BOATS

Years before the automobile and good roads, the old Erie Canal offered to pleasure seekers and shippers alike facilities which were the marvel of a hundred years ago.

The "Union Line" had a fleet of packet boats which transported passengers and freight on the Canal. These packet boats were considered palatial, and many were the gay parties that went for a ride on Sunday. Mules plodding ahead along the towpath furnished the motive power.

The old Rochester Savings Bank witnessed the heyday of the Canal and has seen it change from one of the most important influences upon the community to a mere memory.

However, the "Old Bank" continues to serve, for the encouragement of thrift and the establishment of financial security. More than one hundred thousand depositors call this Bank *their* Bank.

We invite you to have a savings account too, and to know that —

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 JOHN R. SIBLEY



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JAMES S. WATSON	Vice President
EDWARD HARRIS	Vice President and Attorney
CHARLES F. TURTON	Vice President
JOHN C. HOSKING	Secretary and Treasurer
FRANK L. NIBB	Assistant Secretary
ARTHUR H. LAUTERBACH	Assistant Secretary
CLYDE T. SUTTON	Assistant Treasurer
JAMES W. GRAY	Assistant Secretary
HARRY N. KENYON	Assistant Secretary
WALTER L. SCHMID	Assistant Secretary
GEORGE D. OLIVER	Cashier
GEORGE C. WILCOX	Assistant Attorney

