



# Perinton Historical Society HISTORIGRAM

18 Perrin Street  
Fairport, NY 14450

Vol. XLI • No. 4

December 2008  
585-223-3989

## *Early Housing Subdivisions In Fairport* **The Faircroft Subdivision - Part 3 of 3**

The Faircroft Subdivision was one of several housing subdivisions that had the fortune and misfortune of being built in the latter part of the 1920s. Fortunate for the buyer because the newly enacted building codes in 1924 made their new home much safer than houses built earlier in the century; unfortunate for the developer who unknowingly faced tough times in the future in selling houses and building lots during the Great Depression.

The Gowell-Parce Realty Company had high hopes when they incorporated in 1928. Times were good and the housing market was booming in the village of Fairport. Joseph F. Gowell, who was the president of the Gowell-Parce Realty Company, had recently moved to Fairport and lived in the old Thistlewaite property at 110 West Church St. He was the manager of the Rochester territory for the Johns-Mansville Company makers of asbestos roofing. Joseph had sold real estate with his father before the war.

Yale Parce was the secretary treasurer in this new enterprise. Yale was a life long Fairport resident who had worked for years as a developer and builder of homes mostly in East Rochester. Before joining up with Gowell, Yale Parce had built several homes on Miles Ave. and his own house at 41 Woodlawn Ave.

The company bought the old Nelson Lewis farm that bordered West Church St. from Mrs. Irene Clifford. This ten acre parcel was a remnant of the Lewis farm that stretched from Church St. to the Erie Canal. Nelson Lewis had subdivided part of his farm into building lots in 1888. The old Lewis farmhouse was part of the sale and was known as the Galusha House after the last owner Martin Galusha who lived there with his elderly mother Freda. Two streets Galusha and Clifford added to the subdivision were named after Irene Clifford and Martin Galusha.

The land was surveyed by Tracy B. Smith and laid out for 48 lots. Application was made to the village of Fairport and number A 18 was given out to the new subdivision. The subdivision was named Faircroft evoking images of the arts and crafts movement and small bungalow houses. Ironically only two houses in the subdivision have architectural details and roof lines associated with arts and crafts houses.

Faircroft was advertised in the newspapers as a "restricted subdivision." This meant that the developers could control what types of houses could be built, could limit the size of the lots, and control the scale of the houses in the subdivision so no one could build a house that dominated the rest of the neighborhood. The developers offered potential homeowners a variety of pre-designed floor plans and housing styles to choose from. Sometimes the developers would build a sample house or two from these plans as a show house and would later sell them.

The first lots were sold to John Rogan, Grant Kelsey, Harold Parce, Henry Jesse and W.A. Potter. Several of the lots were sold to other home builders.

### ≡ *Our Mission* ≡

*"The Mission of the Perinton Historical Society is to promote interest in preserving and sharing local history."*

One lot was sold to builder C.M. Lumbard who built a colonial revival house which stands today at 43 Nelson St. The house was built by Lumbard as an investment. After building the house he bought furniture for the first floor from Snow-Villere a local furniture store in the village. Fred Chesbro soon bought the house from Lumbard for \$8,500.

The 1937 Fairport directory indicates that all but 13 lots had a house built on them. Several of the houses that were built, however, were still vacant. By 1945, when our soldiers were returning from the second World War, 37 houses had been built and occupied on most of the original 48 lots.

- Series by William Keeler

### Applications for Permits and Transfers of Property in the Faircroft Subdivision in 1928

- Yale Parce for a new house at 33 Clifford St. Estimated cost of the house \$6,500.
- Yale Parce for a garage at 14 Clifford St.. Estimated cost \$300.
- Yale Parce for a new house at 11 Fifth Ave. Estimated cost \$6,500.
- Yale Parce for a new house at 20 Nelson St. Estimated cost \$6,500.
- Frank Borden for a new house on Nelson St. Estimated cost \$5,000.
- J.L. Cornish for a new garage at 2 Clifford St.. Estimated cost \$200.
- Yale Parce for a new house at 11 Nelson St.. Estimated cost \$6,300.
- Yale Parce for a new house at 18 Nelson St. Estimated cost \$6,500.
- Yale Parce for a double garage at 11 Fifth Ave. Estimated cost \$500.
- Yale Parce for a house (no address given). Estimated cost \$8,000.
- Transfer of a new house on the corner of Fifth and Galusha Streets to Clarence F. Grabb for \$7,000.

#### *December meeting...*

### Christmas at the Museum

Join us as we celebrate the Joy of Christmas with a very talented group of Fairport Middle and Senior High School musicians. The students will be performing traditional Christmas songs on violins, violas and cellos.

The meeting and concert will be in the Merriman-Clark room downstairs in the Fairport Museum at 7:30 p.m. on Tuesday December 9. It is requested that you bring a small plate of 6 to 12 cookies to pass. Coffee will be supplied by the society.

So come to the museum and enjoy a pleasant evening listening to music and eating cookies.



#### *January at the Fairport Public Library...*

### Adventures at the Strong Museum of Play

If you missed Christopher Bensch's slide show and lecture on Historic Lighting Devices last October, you have a chance to catch Christopher in January with a lecture on his adventures at Strong Museum. Christopher Bensch is the Vice President for Collections at Strong Museum of Play and has many amusing stories about his job.

Strong Museum has gone through a transformation of sorts as it has established itself as one of the premier children's museum in the country. In this humorous presentation, Chris will tell us about the time the museum acquired 1,500 Barbie dolls with all her associated accessories. And the time in 2004 when the museum staff set up a traveling toy display at New York's American International Toy Fair and Chris ended up appearing on the Tonight Show to demon-

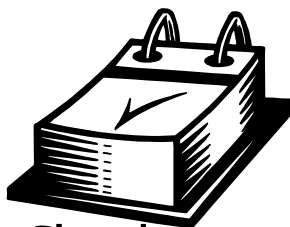
*(continued on page 3)*

strate the hula hoop. The presentation will be a mix of lecture, video and a demonstration of cooking on an "Easy Bake" oven.

This should be an entertaining evening. The meeting and presentation will be at the Fairport Public Library the first Tuesday in January the 6 at 7:00 p.m. The meeting is free and open to the public.

## PHS Society Meetings, Events & Museum Schedule

- ~ **December 9** - Annual Society Christmas Party - orchestral music performed by Fairport students - 7:30 p.m. at the museum.
- ~ The Fairport Museum 1st floor will be closed for visitors and researchers in December so that new lights can be installed and the building will be closed in January and February because of the weather. Museum can be opened for research or meetings by appointment. Call 223-3989 and leave a message.
- ~ January 6 - Christopher Bensch speaking about the Strong Muesum of Play, *Bushels of Barbies, the Toy Hall of Fame, and Jay Leno Too: Adventures at Strong Museum*; 7:00 p.m. at the Fairport Public Library.
- ~ February - Jean Keplinger's PowerPoint presentation on South Main Street *Then and Now*.
- ~ March - speaker to be decided
- ~ **Spring** - Release of the new book *Then and Now: Fairport and Perinton* by William Keeler and Keith Boas
- ~ **April** - Annual House Tour
- ~ **May** - Annual Society meeting and picnic



Check Your  
Calendar

## Early Housing Subdivisions in Perinton

Subdivisions in the town of Perinton were hard to establish in the early part of the 20th century. In 1902 there were no registered subdivisions in the town. Perinton was very rural and made up largely of hundreds of small farms. By 1928 there were eight proposed subdivisions and one re-subdivision.

It was difficult to market housing subdivisions in the town because of the lack of services. Much of rural Perinton had no sanitary sewers, electricity or piped in water. Several housing subdivisions were on the outskirts of the village of Fairport so basic services could be extended to these houses. Rochester Fair Gardens was built in between Jefferson Road and the village line and the subdivisions of C.E. Marlet and Whitney Place both on Whitney Road bordered the village line to the north. At Midvale off Baird Road next to trolley stop 11, the owner George Higbie, hooked up his new subdivision with electricity from the Rochester Railway and Light Electric Company whose electric power lines followed the route of the Rochester, Syracuse and Eastern Electric Railroad. Midvale had some of the first houses in the town of Perinton that had electricity.

Transportation in rural areas was always a concern for residents of these new developments. The automobile was beginning to enter the life of some Americans but it was still considered a luxury. Many people took public transportation in the form of trolleys or trains. Midvale was one of three bungalow communities established in the Rochester area by the L.D. Woodworth Real Estate Company that were built near trolley stops. Stop #11 was established on the edge of the Midvale subdivision by the RS&E Electric Railroad and served the workers who lived in Midvale and the surrounding area.

Some applications for subdivisions never made it off the drawing board. The Whitney Place Subdivision was approved for eight lots on part of the former 200 acre Levi DeLand estate. The lots would have bordered North Main Street and Whitney Road and would have included the DeLand house. At the time, the Monroe County Baptist Home owned the property, was using the land for an orchard and farm, and the house as a retirement home. The subdivision was

---

never built and the land was later used for additional buildings for the Baptist Home. At Midvale there were plans by George Higbie to expand his seventy six lot subdivision farther west onto another fifteen acres he owned bordering Irondequoit Creek. Application for this subdivision was never made and the land remains vacant today.

### **Locations of Early Subdivisions in Perinton**

- ~ Rochester Farm Gardens Subdivision. Half way down the east side of Jefferson Road extending to the Erie Canal.
- ~ Midvale Subdivision. Off Baird Road near Whitney Road.
- ~ Midvale Re-Subdivision. Lot numbers 18 & 19 from the original Midvale subdivision.
- ~ C.E. Marlet Subdivision. Northwest corner of N. Main St. and Whitney Road.
- ~ Whitney Place Subdivision. Northeast corner of N. Main St. and Whitney Road.
- ~ The Orchards Subdivision sections A & B. Both sides of Fairport Road near Lincoln Road.
- ~ Kreag Farm Subdivision. Just off Kreag Road next to the trolley stop of the Rochester and Eastern Rapid Railroad on Ketchum Road.
- ~ George Harris Subdivision. Near the Rochester, Syracuse and Eastern Electric Railroad stop #14 between the West Shore Railroad and the Barge Canal off Macedon Center Road.
- ~ Schake Subdivision owned by the Harris-Becker-Campbell Corporation. Located just off Marsh Road next to the West Shore Railroad.

**Note:** If you would like to see the subdivisions on a map go to the Rochester Public Library web site and click on Rochester Images. From there search for "Perinton 1924."

The fifth image will be a map of Perinton. You can enlarge certain sections of the map to locate and examine specific subdivisions.

### **Clothes-Pounder Patent**

If you would like to see the entire patent application along with a photo, go to Google Patents and search for Patent No. 162,548.

## **Invented in Fairport: Improvement in Clothes-Pounders.**

Patent No. 162,548 held by  
Chauncey B. & George W. Hart,  
4/27/1875

Chauncey Hart lived in Fairport in the 1870s and worked at various trades. At one time he worked in a local meat market, then as a peddler, a manufacturer of soft soap, an inventor, and later in life he was an agent for the Howe Sewing Machine Company. The improved clothes-pounder was invented by Chauncey with his brother George who lived in Medina, Michigan. At the time of his invention, Chauncey was 41 years old, married to Jenny, and had a daughter by the name of Hattie.

Before the electric washing machine, women did their families laundry by hand using various devices. A popular way of doing laundry was in a wash bucket with a dasher. This method involved a long stick with a metal cone shaped device that would be used to submerge the laundry in the tub of soapy water and brought back up again to repeat the process. This action acted like the modern day agitator in today's washing machines. This was a labor intensive operation in which the woman would be constantly lifting and plunging the dasher into the tub of laundry several dozen times to get the clothes clean.

Chauncey and George Hart's clothes-pounder was essentially a dasher in the form of a large cone shaped spring housed in a cylinder which slipped over a wash tub. There were air valves on the top of the cylinder that would close when the dasher was pushed down. The closed valves would create air pressure that forced water into the clothes to get them clean and the spring brought the dasher back up so less effort was needed by the operator. The result was cleaner clothes with less effort.

In June of 1874, Chauncey Hart opened up a new business manufacturing soft soap which was used to wash clothing. Both the soft soap and the clothes-pounder were sold off his peddler's cart when Chauncey went door to door selling his wares to farmer's wives in the country.

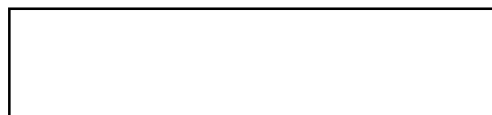




Perinton Historical Society  
18 Perrin Street  
Fairport, NY 14450

Non-Profit Organization  
U.S. POSTAGE PAID  
Permit #149  
Fairport, NY 14450

Forwarding Service Requested



## FAIRPORT HISTORICAL MUSEUM

18 PERRIN STREET, FAIRPORT, NY 14450

### REGULAR HOURS

Sunday	2 p.m. - 4 p.m.
Tuesday	2 p.m. - 4 p.m.
Thursday	7 p.m. - 9 p.m.

The first two Mondays of every month the Archives open for Researchers only.  
The Fairport Museum will be closed December through February

Visit our website:  
[www.angelfire.com/ny5/fairporthistmuseum](http://www.angelfire.com/ny5/fairporthistmuseum)

*Group tours, presentations and special projects by appointment.  
Call 223-3989 and leave a message.*