



Perinton Historical Society Hisorigram

18 Perrin Street
Fairport, NY 14450

Vol. XLV • No. 6

March 2013
585-223-3989

Memories of Roselawn Avenue

By Jean Whitney

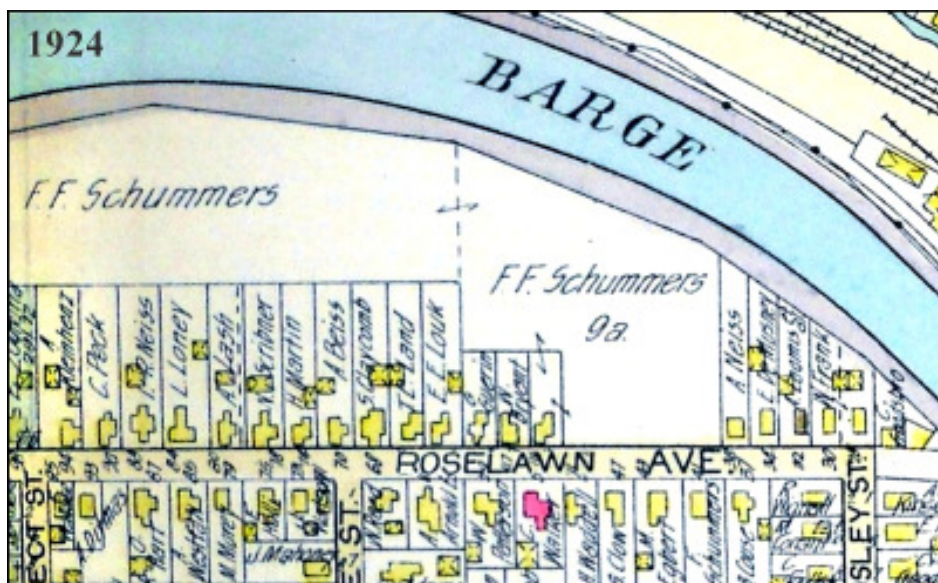
*P*retend it's 1950. You live on Roselawn Avenue in Fairport, and the whole summer of fun is ahead. Judy Sharp Gordon, who has lived on Roselawn Avenue most of her life, tells great stories about her childhood. "We had a dock, a diving board, and a rope swing. We would swim in the canal all summer. Girls whose parents wouldn't let them swim in the canal wore their gym suits."

The best fun was when the tugboat captains would pull us in inner tubes to the Fullamtown Bridge. Then we would swim back. The boys had forts where we had bonfires. A neighbor had a shack where she kept her swimming suit and all summer; she'd cut through our lot and swim—sometimes with my mom."

Another summer event was the Firemen's Carnival held on the land between Roselawn Avenue and the canal, where Packet Boat Drive is now. There were horse shows, a Ferris wheel and, to the horror of parents, gypsies camped there when the carnival came to town.

Judy spent her youth in the house next door to where she now lives. Her childhood lot still runs back to the canal."My dad made us promise never to sell the back part of the lot to a developer," Judy said. As a result, Packet Boat Drive ends behind Judy's house at 94 Roselawn. The developer of the new street wanted to use her west side lot to connect Packet Boat Drive through to Roselawn, which would connect to Prospect Street. "Never!" said her dad.

Roselawn was called North Street until the early 1900s. Marjorie Merriman's archives at the Fairport Historical Museum indicate that John Smith owned a 70-acre farm between the canal and North Street in 1836. John's daughter Maria Lousia married Jeremiah Chadwick. Maria and Jeremiah may have built the house at 94 Roselawn or just lived in it. There was no central heating when Judy moved there in the mid-1970s. An interesting feature is that the



second floor ceilings are only six feet high. One doesn't notice it because the rooms are so big!

An old triangle-shaped building still stands at the east end of Roselawn Avenue. It is residential property now, but once was a soap factory, making a product called Knocks Out Dirt Soap, known as K-O-D. "In the 1950s, it was completely surrounded by a high fence and we were scared to go there," Judy remembered. It was built in 1911 to manufacture products for the Doctor Weare Medicine Company. A year later, the canal was widened, bringing it very close to the building. An article in the *Fairport Herald Mail* from 1930 describes a lady who was from Fairport and wanted her store in Kansas City to carry

Continued on page 3



Comments from your President

As I begin to share some thoughts with you this month, Mother Nature has covered all the surroundings with new, fresh snow. I can't remember a more beautiful snowfall in my lifetime. My granddaughter calls it Vitamin N and encourages everyone to get outside for a dose of Mother Nature's vitamin. We have tried

it and it works wonders. However it did cause me to bring my snow blower to the museum to clear the drive and walkway, as there was a Children's Program planned for that Sunday.

~ *Bob Hunt* ~



A couple takes a snapshot in the snow along the towpath, just west of the lift bridge.

Photo by Keith Boas ~ February 10, 2013

To accommodate some changes in board member's schedules, board meetings will now be held on the fourth Tuesday of the month, starting at 7:30 pm at the museum. Members are welcome.

Preparations are underway for the spring museum opening. We have scheduled a docents/volunteer training session for the 24th of February. Our training goal is to have our volunteers and docents better educated and prepared to be of assistance to our visitors. The board will also be looking at our hours of operation and how they might be altered to meet the needs of our community. Presently, starting on Sunday March 3rd, we will be open Sundays 2:00-4:00 pm, Tuesdays 2:00-4:00 pm and Thursdays 7:00-9:00 pm. We are also considering expanded hours during the summer. However, we are limited to the time available from our volunteers. Again, I reach out to you to consider giving a few hours a month to your museum to help us with expanded hours.

Don't forget to put on your calendar the PHS annual

meeting and picnic, to be held May 21st at Perinton Park in the enclosed building, starting at 6 pm. We provide the burgers, hots and beverages, and ask attendees to bring a dish to pass. It's always a wonderful evening, with great fellowship and delicious food, so please plan to attend.

Thanks and we will chat again next month,

Bob

rhunt1@rochester.rr.com 585-415-7053



HISTORIGRAM

Published monthly by the Perinton Historical Society

Editor: Bill Poray

Layout: Keith Boas

Production & Distribution: Jim Unckless

Perinton Historical Society

EXECUTIVE COMMITTEE

<i>President</i>	Bob Hunt
<i>Vice President</i>	Vicki Profitt
<i>Secretary</i>	Doug Whitney
<i>Treasurer</i>	Linda Wiener
<i>Communications</i>	Joan Alliger

TRUSTEES

Ray Buchanan	Sean Delehanty
Bill Poray	Jim Unckless
David Wild	George Wolf

MUSEUM

<i>Curator</i>	Bill Keeler
<i>Director</i>	Vicki Profitt



Find us on
Facebook

The Perinton Historical Society is now on Facebook!
"Like" us to learn about upcoming programs and events.
Search for "Perinton Historical Society"
and tell your friends!

"Roselawn" continued from page 1



Cement-stone house at 32 Roselawn Avenue

K-O-D-Soap. She said "her friends believe that K-O-D Soap is the best for all household purposes that may be obtained and it may well be said in 'Fairport, Where Quality Dominates.'"

In addition to Judy's house, there are several other homes of historic interest on the street. Judy recalls that the home at 32 Roselawn, built around 1910, was the last house on the street when she was a child. This beautifully maintained home is one of only three in Fairport built entirely of cement-stone. According to the 1976 Landmark Society Survey of Fairport, concrete "developed as a workhorse material in the second half of the Nineteenth Century and... was used to make artificial stone."

Appendix D of the survey also says, "In 1868 George A. Frear patented a process for making a 'cheap and yet elegant and durable building material... the best building stone ever yet used.'" Several homes in Fairport were built using "Frear Stone" or cement stone.

The house at 53 Roselawn, owned by Bob and Cindy Hunt, is a rare Fairport example of a brick Gothic Revival home. The front and side gables are adorned with open lacy verge boards. The carriage barn in the back was built in 1895, when Harvey and Fanny Silver resided here. Mr. Silver was an undertaker. Calling hours were held in the front parlor of the home, and the barn was used for embalming. The mounting block and hitching posts near the street are reminders of an early form of transportation in Fairport.

Peter's Burying Ground is also mentioned when reading about North Street. A map published by Beers in 1872 indicates that the home of William Peters was on the south side of the street, about two lots west of Cole Street. Many years ago, town historian Helen Butler discussed Peter's Burying Ground in two *Fairport Herald* articles on cemeteries in Perinton. She said the word cemetery means "sleeping place before going to heaven." When a mother lost a child, burying the child close by allowed the mother to continue to feel near her lost child. Peter's Burying Ground may have been this type of cemetery. There are no known records of burials in Peter's Burying Ground.

Roselawn Avenue has lots of history with its beautiful, well cared-for homes. Judy Sharp Gordon's memories bring this history to life.



The Fairport Historical Museum Opens for the Season

Sunday, March 3, 2:00-4:00 pm

We invite you to stop by, visit our docents and see what's new at your museum!

The FHM is pleased to welcome many of our veteran volunteers back this season, and extend a warm welcome to our newest volunteers. Please contact Vicki Profitt at vprofitt@rochester.rr.com or 585-233-1204 if you would like to volunteer as a docent. Just a few hours a month of your time allows us to keep the museum running smoothly so we can continue to share wonderful exhibits and fascinating programs with our members and community.



Photo by Vicki Profitt

Postcards and the United States Post Office

By William Keeler

Curator, Fairport Historical Museum

If you were to walk into any post office today, you would not only find stamps and a place to mail letters and packages but also cardboard packing boxes, tape, wrapping paper, and greeting cards. You could also make an appointment to have your photo taken for a passport. For many years, the United States Postal Service has tried various ways of earning revenue beyond the sale of stamps and delivery service.

Beginning around 1900, the US Postal Service began to promote a new fad, the postcard. These were small cards typically 3 1/4" x 5 1/4" with a colorful picture on the front and room to write a short note and address on the back. The post office encouraged their production and use and gave them a special postal rate to send. They were called penny postcards in the early days, and pre-stamped blank cards could be bought that were produced by the post office. The first postcards were produced in Germany and were color tinted. Later, printing houses in the United States began making these cards and would often compete to see who could make the more colorful postcard. The most popular subjects were local scenes of buildings or parks. They were sold in the communities where they were taken and just about every shop would have a standing display of these cards. At one time, when you sent your snapshots off to Kodak to be developed, you could get them back as black-and-white photos mounted on postcard stock, so you could send them to friends and relatives. These are the most sought after cards by collectors because of their limited run. When traveling out of town or to another country, it was traditional to purchase a local postcard and send it to the folks back home, usually with a short note, such as "The weather is fine, wish you were here."

There is a subcategory of postcards known as novelty cards. They were produced with humorous scenes or sayings on them. Some depict a fisherman hauling a giant fish out of the water; others feature a curt bawdy saying on them. One popular postcard in our museum gift shop, copies of which are framed and for sale, is of a man in a straw hat with a grin on his face sitting next to a prim, blushing young girl. Written under the picture is "The Girls Can Keep Things to Themselves in Fairport, N.Y., That's Why They're Popular."

The golden era of the postcard was in the first twenty years of the 20th century. They were still popular into the 1930s and 40s but have waned in recent years. The size is a little bigger today, supposedly so they can go through the post office's canceling machinery better. You can still get postcards in gift and specialty shops, but they now cost 32 cents to send.

The Fairport Museum has several fine collections of post-



Two circa 1908 Fairport postcards, from the Addis V. Adams Collection of the Perinton Historical Society. The postcard with flowers was made in Europe and hand lettered. The other is a novelty postcard with a stock photograph made in the US.

cards. In the 1930s, there was a local lawyer, Addis Adams, who collected postcards of Fairport. He went to flea markets and antique shops and bought up as many cards as he could find. His collection contains nearly 600 postcards of Fairport, many of them duplicates. After he died, his son donated them to the museum.

One very touching collection of postcards is from a young girl, Miss Elizabeth Fisher, who lived in Fairport. There are several dozen postcards from various people she knew in the United States who sent her postcards of the places they visited. Her father was a traveling salesman and was away from home much of the time. From every city that her father stayed, he would send his little girl a postcard with a brief note.

The Fairport Museum will be having a major exhibit on the United States Postal Service from April to September of 2013. On display will be samples of our postcard collection along with first-day covers, postage stamps and carrier route books from our own Fairport Postal Carriers.



An Event for Kids

First Kids: Life at the White House

Sunday, March 10, at 2:30 pm
At the Fairport Historical Museum

Almost 200 children have lived in the White House! Come hear how children have made the White House their home over the years, from playing soldier in the Cabinet Room to riding a pony up to the Oval Office.

Learn about *First Kids* from President Lincoln's children during the Civil War to Sasha and Malia Obama today.

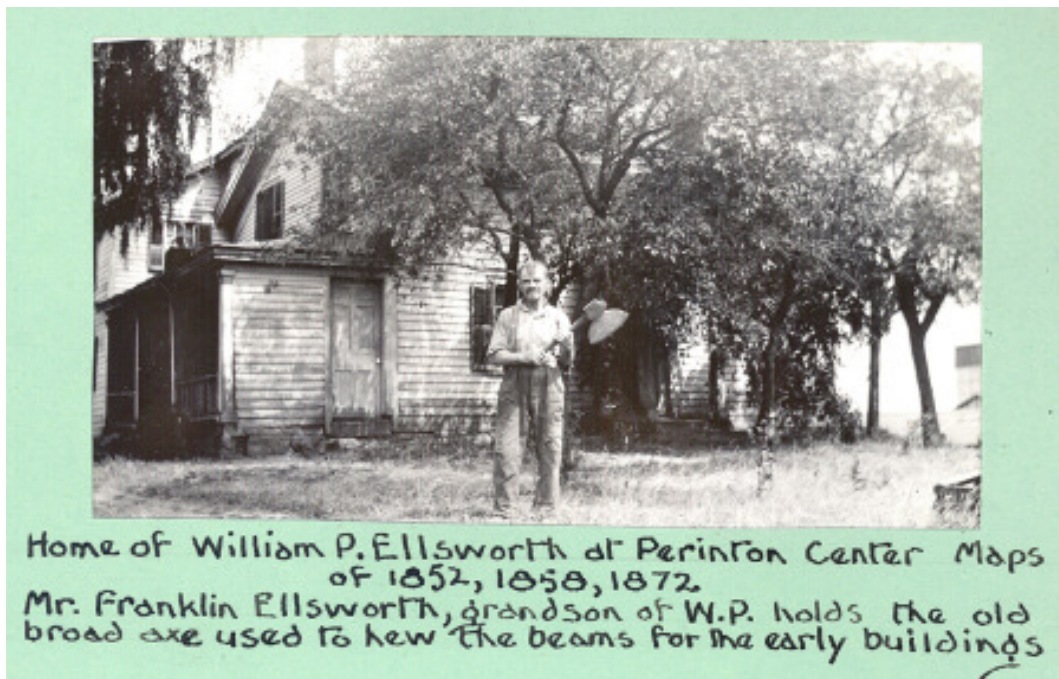
Design your own room in the White House and come up with your Secret Service code name, too!

Scout Troops and Adults Welcome

Children in grades K through 6 are invited to attend this FREE children's history program, with an adult in attendance.



President Benjamin Harrison with his grandchildren and Old Whiskers, the goat



From the Merriman Collection of the Perinton Historical Society

In the 1940s, Marjorie Snow Merriman photographed important properties throughout the town of Perinton and the village of Fairport. She then noted the owners of each property, based on historic maps in the PHS collection. These photographs and notations are a valuable reference for researchers. The farmhouse shown in the above photo was located near the southeast corner of Turk Hill Road and Ayrault Road.

Familiar Building Designated Local Landmark

By Bill Poray



was not met with universal support. The Village Board heard spirited pleas, both against and in favor of new gas stations. In a letter to the editor, one writer attempted to thwart construction when he referred to the Pure Oil project as “a damnable desecration, an insult to the memory of the public spirited citizen who built what is called the Green Lantern Inn.”

Probably in the name of progress, the Pure Oil station became part of the village landscape. And now, 79 years later, the little white building has achieved landmark status itself, even as it stands wedged between two of Fairport’s most prominent landmarks, the Green Lantern Inn and the First Baptist Church of Fairport.

Mr. Peterson’s design of this building is referred to as “English Cottage” and is of brick construction. Several architectural features are of note, including the arched entry door and complimentary accompanying window. A wrought iron entry railing and canopy supports are also original features, as are the original terracotta roof tiles, which received a blue glaze from the factory. The color was a visual reminder of the presence of the Pure Oil Company, which used the same color in its product packaging and signs.

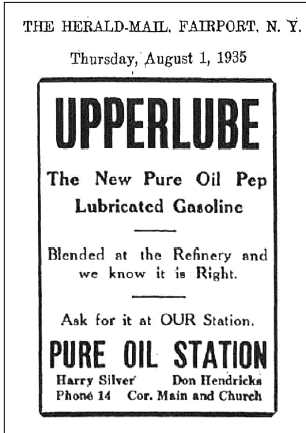
On at least two occasions, the building has been expanded in size. Shortly after initial construction of the building, the service bay on the north side was added, providing a place for automotive service under protective cover. In the late 1970s, another section was added to the southeast corner, providing additional office space for the insurance business.

Prior to construction of the gas station, the property was the front yard of the Green Lantern Inn. During the depression, the owners of the inn, Walter and Ethel Haight, were approached by the Pure Oil Company, who had an interest in leasing the land. In the midst of the Great Depression, Mr. and Mrs. Haight agreed to lease the property.

William D. Peters ran the station from 1936 until his death in 1961. Ethel Haight also died that year, and her estate sold the property. After several owners, in the late 1970s the building was purchased by Jean Lauder and converted to an insurance office. Jack Lauder, and later his son-in-law, Jim Brown, ran the office for many years. The Fairport Office of Community and Economic Development (OCED) purchased the property in 2012, and is very supportive of the historic designation of the building.

At least two examples of the Pure Oil English Cottage design can be found on the National Register of Historic Places, providing an indication of the importance of early gas station architecture, and specifically, the work of Carl August Peterson. We are fortunate that the Fairport example retains its important design elements, and is in very good condition.

The little white building is recognizable to anyone regularly passing through Fairport’s prominent intersection of Church and Main Streets. It is now one of the village’s newest landmark buildings. At the January meeting of the Fairport Historic Preservation Commission, 99 South Main Street officially became a landmark building by meeting three of the five criteria for designation.



In the early days of the automobile, little thought was given to the appearance or style of “filling stations.” In many cases, gas pumps were simply placed near the street curb in front of existing structures. As the population of automobiles skyrocketed, it became clear that more permanent facilities would be required. In Fairport, several entrepreneurs recognized the opportunity. In 1922, A.B. Hupp opened a Ford dealership and sold gas on South Main Street, in the building currently owned by the First Baptist Church of Fairport, known as the Deland Center. In 1924, Merritt A. Russell opened a station at the southeast corner of Church and Main Streets. Remarkably, a service station has existed on this spot ever since.

Fairport’s Pure Oil service station was designed by Carl August Peterson in 1934. Mr. Peterson is widely regarded as “the father of gas station architecture.” He created this design for the Pure Oil Company. The Fairport building started its life as a Pure Oil service station; however, by 1939 its affiliation changed to the Gulf brand. The construction of this station



Coming Events

Tuesday, March 19, 7:30 pm
At the Fairport Historical Museum

An Evening with President Abraham Lincoln

Presented by Terry Darrow

The Perinton Historical Society is pleased to announce a visit from President Abraham Lincoln on March 19th.

President Lincoln, as portrayed by Terry Darrow, will give his famous Gettysburg Address, which will be followed by a question-and-answer period.

Terry Darrow is a Civil War re-enactor and a member of the Sons of Union Veterans of the Civil War.

A native of Marion, New York, Mr. Darrow currently resides in Macedon with Kathleen, his wife of 38 years. They are the parents of three daughters and have nine grandchildren.

Mark your calendars as we celebrate this visit from the 16th President of the United States. The program is FREE and takes place at the museum.

Terry Darrow, as
President Abraham Lincoln



Coming to the Fairport Historical Museum in April:

A special exhibit featuring costumes from the collection of the museum, inspired by the recent, hit PBS television show, *Downton Abbey*

Maggie, our mannequin, wears one of the beautiful costumes from the museum's collection.

*Photo by
Vicki Profitt*



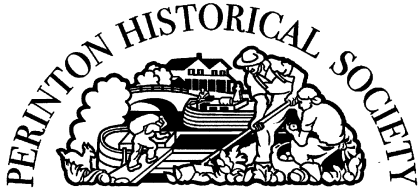
WE WANT YOU!

The Fairport Historical Museum is looking for volunteer docents.

If you have just two hours a month to donate your time, we want you!

Please contact Vicki Profitt

vprofit@rochester.rr.com
or **585-233-1204**



Preserving History Today for Tomorrow

18 PERRIN STREET, FAIRPORT, NEW YORK 14450

FORWARDING SERVICE REQUESTED

Non-Profit Organization
U.S. POSTAGE PAID
Permit No. 149
Fairport, NY 14450



Fairport Historical Museum

18 Perrin Street, Fairport, NY 14450

The Fairport Historical Museum is open to the public Sundays, Tuesdays and Thursdays, on the hours listed below. If you want to do research or have other needs at the museum on other days and/or times, you may make an appointment. Please call and leave a message at 223-3989.

Regular Hours Resuming in March

Sunday 2:00-4:00 pm
Tuesday 2:00-4:00 pm
Thursday 7:00-9:00 pm

Group tours, presentations and special projects are by appointment.

www.PerintonHistoricalSociety.org



In 1907, the Town of Perinton completed the construction of this familiar landmark on South Main Street. It served the community as the Town Hall until 1931, when it was sold to the village of Fairport. Since then, it has functioned as the Fairport Village Hall. The original cupola was replaced with a clock tower in 1978.

Photo by Keith Boas ~ December, 2012