

Suburban Brighton

50 Years A' Growing - 1914 to 1964

At the close of the First World War, Brighton was still largely rural and its life was largely dominated by the concerns of agriculture, the focus of the past. Then two prosperous periods refocused Brighton life, the 1920s and the 1950s, changing the character of Brighton from rural and agricultural to suburban and residential.

In 1926, Marjorie Rawlings moved from New York City to Brighton with her husband to take a job as a reporter. Sources differ on whether she wrote for the *Rochester Journal* (favored by Wikipedia) or the *Rochester Times Union* (favored by her poetry editor Rodger L. Tarr). It took her a while to get settled. Her in-

laws were developing a new kind of housing project and the Rawlingses were among the first to take advantage of it. It promised a new way of living that Marjorie Rawlings began to record in short rhymed and metered poems. They detailed a wholly new way of living. Her house had three bedrooms, a bathroom, kitchen and living room with a real wood-burning fireplace. It stood on a third of an acre lot.

She moved into the 3 bedroom dream, a lovely suburban home, right near a trolley stop and ideally designed for modern living. There

was no room for a horse. Instead, her house had a one-car garage. She planted flowers and ornamental trees in the yard. She had no children herself, but she watched children playing safely in the streets, protected from any but the traffic of neighbors whose garages were set in the back of the house so the streets

the grand movie palaces of downtown Rochester. Transferring to the regional lines, she could have a day at Roseland Park in Canandaigua or go fishing in Sodus Bay.

This idyllic suburban life was a new model of existence and starting in 1926, Rawlings published a poem a

day for a local newspaper under the banner *The Songs of a Housewife*. She rapidly gained an audience in Rochester. People wanted to know more about this exciting new way of living. Soon she found her homely poetry syndicated in 43 other cities. It seems she had caught the edge of a trend.

Think of it. Here was a woman working her own job and living a wholly new life. Her street was served by pressurized water service, (no more pumping), and buried sewer lines eliminated the need for smelly, unsanitary outhouses. Each house was set on a small but therefore manageable lot with trees and sidewalks. It was a kind of earthly paradise by comparison to the messy, sprawling farm world we had left behind after World War I.



Rawlingswood tract as it looks today.

were clear.

She was living the suburban dream life that was emerging during the "roaring twenties." Within easy walking distance of her house was the trolley stop at Clover Street and East Avenue which let her ride cheaply and safely to downtown where she worked and shopped. She shopped at Sibley's, McCurdy's or the National. Anything too large to carry home could be delivered on sleek delivery vans and moved right inside.

On the weekends, the trolley lines took her to the beach at Charlotte or

Brighton...1914-1964 ...by Mary Jo Lanphear....Town of Brighton Historian

Transportation advances brought great change to Brighton's third fifty-year span. By 1914, the private automobile provided greater flexibility in destination and scheduling than the electric streetcar and railroad lines. One could live at a distance from the city yet still take advantage of its offerings for shopping, entertainment, and employment just a few minutes away. The closing of the Rochester Brick & Tile Company along Monroe Avenue made available for housing vast stretches of land in central Brighton. The Rose Lawn and Bel-Air neighborhoods arrived at about the same time as the Georgian Court, Westminster Court, and Bel-Air Manor apartment buildings on the north side of Monroe Avenue. Private homes and several two-story buildings with businesses on the first floor and apartments on the second added to the residential/commercial mix. The Town of Brighton moved its offices to 1795 Monroe Avenue in 1928, the town's first official Town Hall.

On the east and west sides of town similar growth patterns saw farm land converted to housing developments in the post-World War I time period. Houston Barnard laid out his signature subdivision on Ambassador Drive and Sandringham Road. C. Storrs Barrows and Emil Muller brought housing to the Rawlingswood and Highland Village streets. The Kodak Employees' Real Estate Corporation developed Meadowbrook as home sites for Kodak executives. Growth was slower on the west side until the completion of the Mount Morris Dam in 1952 brought an end to the almost-annual Genesee River floods.

Post-World War II housing added Hemingway Drive, Southwood Lane, and the Penhurst tract, to name a few. By the 1950s, Brighton was the premier suburb of Rochester. It was also in the path of mid-century super highway development. The 1929-1956 Rochester Subway with its eastern turnaround at Rowlands in Brighton became part of 47 North, later I-490. Estate-sized houses east of the intersection of East Avenue and Winton Road gave way to Route 47 North and the Can of Worms in 1959.

In 1964, Brighton celebrated its sesquicentennial with a large and long parade of vehicles. Stagecoaches and wagons led modern automobiles and fire trucks along Monroe Avenue. A float commemorated an Erie Canal boat and scores of children rode decorated bicycles, all in acknowledgement of the growth of the town brought about by transportation advances throughout its 150-year history.

Historic Brighton President...Speaks!...by: David Whitaker

To Friends of Historic Brighton

We are well along into the celebration of Brighton's bicentennial year. Events have been held every month and Historic Brighton has been instrumental in two of those events: the reenactment of Brighton's first board meeting of April 5, 1814 at the Stone-Tolan House and a bus tour of historic designated properties in the town which was held on May 4th with 240 attendees.

Take a look at the Stone-Tolan event on YouTube. Just enter Brighton200:Reenactment in the search box. It is well worth your time.

At the May 14th Brighton Town Board Meeting, we were all honored to be presented with a PROCLAMATION from the Town of Brighton's supervisor, William W. Moehle. In part the document, which was signed by all board members, states:

"Now, Therefore, we the Brighton Town Council do hereby declare May as Historic Preservation Month in the Town of Brighton and in commemoration of our bicentennial year, pay honor and thank Historic Brighton for all they have done and continue to do to protect and preserve our community's rich history for our residents and our future generations."

Your continued support and participation help us to continue our good work.

Correction: In the previous newsletter [Vol. 15 No. 2 P. 7.], we said that "In 1916, the Cunningham Company was the first to create a V8 engine in America." An informed reader, John Ward of Canandaigua, has pointed out that Cadillac was producing V8 engines starting in 1914 and Glenn Curtis experimented with a V8 powered motorcycle as early as 1907.

Note of Appreciation: Historic Brighton is grateful to CANANDAIGUA NATIONAL BANK for their continuing support and for underwriting the publication of this newsletter.

Founded 1999

Historic Brighton

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Town of Brighton Historian

In 1914, C. J. Brown decided to sell 300 acres of his nursery property to the Browncroft Realty Corp. with himself as president. He built houses in what came to be known as the Browncroft Neighborhood from 1914 through the end of World War II on Browncroft Blvd., Corwin Rd., Windemere Rd., Dorchester Rd., Gramercy Park, Ramsey Pk., Newcastle Rd., Yarmouth Rd., and Beresford Rd.

1914 The heirs of Electa Curtis sold 46 acres of land, formerly her family farm, to the Beverly Hills Inc. for development as a residential area. The developers prohibited the keeping of cattle and hogs, but chickens were permitted. Houses had to cost at least \$5,000. Scattered home construction began between 1914 and 1920.

In 1914, George M. Keller was appointed as Truant Officer. He was paid \$3 a day, but could only work one day a week except for "special occasions."

In 1914, the City of Rochester annexed about 41 acres east of Goodman Street and south of Raymond Street. This area is now occupied by the Colgate-Rochester Divinity School.

In 1914, the Friendly Home, having dropped the name the Home for the Friendless, purchased 20 acres of land near the intersection of East Avenue and Landing Road for future development.

1915 The Penfield Road and Landing Road Lighting District was established by the Town Board. These lighting, sewer and water districts were slowly creating the basis for modern suburban life in Brighton.

At the end of 1915, Brighton's financial report for the year showed it took in \$47,704 and spent \$43,870 thus creating a surplus for the year. The population declined to 2974 due to annexation. In 1916 the town income jumped to \$58,081 and the expenditures were \$55,851. Still in the black.

On **June 26, 1917**, William Porter Surgenor, long time Town Clerk, was killed in a trolley accident where the Allen's Creek trolley line

1848 on Edinburgh Street as a home for destitute women, expanded as a home for elderly women at the corner of Alexander and East Avenue, and moved to a 20-acre site at East Avenue and Landing Road in 1917.

1918 The Town undertook to create sidewalks at a cost of \$35,724. Brighton spent a great deal of money developing infrastructure to support residential development.

In 1919, the Monroe Avenue Land and Improvement Co. bought 135 acres from Rochester Brick & Tile Manufacturing Co. for residential development. Houses in the Roselawn tract were sold with 15-year deed restrictions which prevented anyone from selling, leasing or renting to any person "of an undesirable race or character whose residence might provide a detriment to the property." Brighton today is the most diverse community in the county.

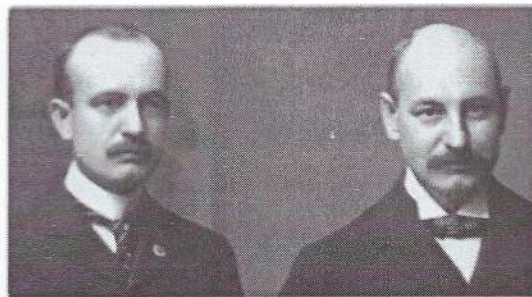
By 1920 Home Acres at the SE corner of Monroe Ave. and Highland Ave. was subdivided into 194 lots and developed in the Craftsman, Tudor and Colonial styles. It was attractive because of sidewalks, street lighting and trees.

1920-1926 Many great mansions were built during this period of unprecedented growth by the developers of the Houston Barnard Tract which included Sandringham Rd., Esplanade Dr. and Ambassador Dr. But many lots remained vacant until after the Second World War when the housing boom started up again.

1921 A Sears Roebuck catalog house was built at 2176 Westfall Road in the Arts & Crafts Bungalow style.

C. J. Brown

was a nurseryman by trade, but in 1914, he subdivided his nursery to create residential lots. To attract the best buyers, he poured cement sidewalks, installed sewer and utility lines, and landscaped the parkways. A parcel was set aside for a neighborhood school and Christmas lights in 1923 attracted over 10,000 visitors. By 1926, the original tract was almost sold out, so Brown extended the project by 500 lots. However, the Great Depression caught C. J. Brown over-extended and strapped for cash. He died in 1933.



Brown Brothers - Robert & Charles Brown

crossed the Syracuse and Eastern railroad line. This sort of accident was not uncommon because there were few crossing gates.

November 6, 1917 The general election determined that the "right of suffrage was granted to all citizens of the State without regard to sex." Women finally achieved the right to vote in New York, but it took until 1919 before this right extended to the entire nation.

1917 The Friendly Home was built at 3156 East Avenue. It began in

In 1922, the Town adopted building ordinances and regulations to govern the construction of new properties in the town thus creating a measure of control over quality and style.

In 1922, \$12 million dollars was raised to construct a subway in the old Erie Canal bed abandoned when the Barge Canal bi-passed Rochester to the south.

1923 Rochester annexed about 600 acres of land between the Barge Canal, Elmwood Avenue, the old railroad tracks and South Avenue.

1923 The first Fire Station was built at the intersection of East Avenue and Landing Road.

1923 Sidewalks were built on Monroe Avenue from Highland Avenue through what is known as the Roselawn Sidewalk District.

1923 Grosvenor and Pelham Roads were included in the East Avenue Lighting District. Being included in a lighting district changed life a lot. Before electricity, gas lights or kerosene lamps provided illumination. The risk of fire was higher and they needed much more maintenance and supervision.

1923 The Brighton Awning and Tent Company opened its doors located at 1595 Elmwood Avenue. It employed 6 workers in the summer and 3 in the winter.

In March, 1924, the Struckmar and Bel Air subdivisions gained access

to sewers. This meant the end of outhouses and the health hazards they brought with them.

1924 The Council Rock Estates Water District was established thus ending the need to draw water by hand from a well. Before the year was out, part of Clover Street and Greenfield Lane were included in this Water District. The same year, Council Rock District had sidewalks installed on several streets.

1924 Gould Street, Grosvenor Road, Felham Road, Thackery Road, Council Rock Avenue and Esplanade Drive were paved, thus

1925 George E. Gordon, Town Constable, was equipped with a motorcycle. Brighton Town population reached 4586.

In August 1925, a big fire devastated Westfall Heights subdivision.

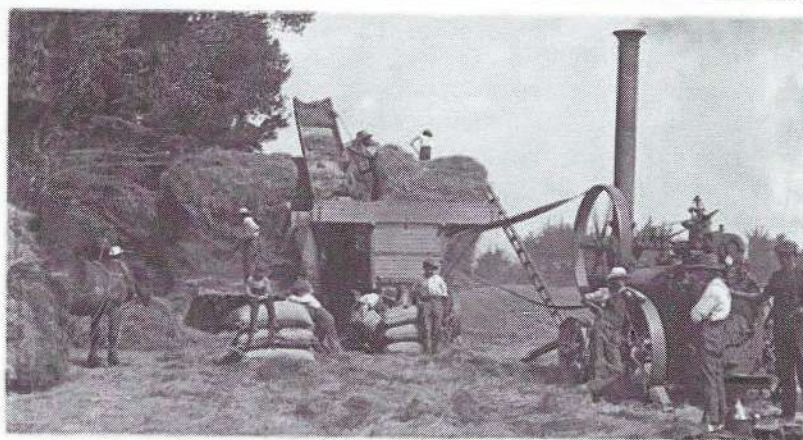
1925 William D. Rowland was appointed Town Truant Officer at a rate of \$5 a day, a \$2 a day increase over his predecessor in 1914.

1925 The Brighton Fire Department was reorganized replacing the 3 Brighton Actives that each served different parts of the town.

1926 The Kodak Employee's Realty Corps. coupled with Eastman Savings & Loan, developed Meadowbrook as a way to relieve the severe housing shortage for Kodak employees. The land, which was previously owned by the Buckland family, is located SW of Elmwood and Winton Rd. at 12 Corners and eventually grew to include 371 homes.

1926 The Washington Heights subdivision was surveyed into 155 residential lots later known collectively as Ellison Park Heights. The land was acquired from Edward and Estella Welkley who used it as grazing land for their dairy herd.

1926 The West Brighton Fire Department operated from the River Park Hotel before the No. 1 Firehouse was built. They answered calls in a modified 1924 Model T Ford with hand-me-down helmets and just 1 axe.



From the turn of the century, grain was threshed by means of steam powered machines set up in open fields. They puffed and tooted and ran leather belts from the power station to the thresher. In West Brighton, old-time threshers included John H. Behnkes, the Schillingers, the Whitman family, the Spracher brothers, John Uniman, Fred and Irving Betteridge, and Hans and Fite Miller.

reducing dust and noise. The next year, Highland Avenue was paved at a cost of \$61,785.

1924 The Town Supervisor employed the services of legal counsel to fight against the further annexation of the portions of the Town of Brighton known as the Canal Lands by the City of Rochester.

1926 Residents of the Rowland Tract and the Browncroft Subdivision renewed efforts to eliminate the grade crossing of the New York Central main line and Penfield Road on the grounds that it was the site of many accidents. The curve in the tracks made it hard to hear on-coming trains. They discussed building either a tunnel or a bridge.

1926 The State Legislature overruled the Town Board's decision to block the further annexation of Brighton land by the City of Rochester, thus permitting the annexation into Rochester of the so-called "Canal Lands" south of the 21st Ward. This 96-acre parcel completed Rochester's ownership of Genesee Valley Park.

1926 Harley School was built as a private school. The school was begun in 1917 to create an educational experience for 4-year-olds, but by 1926 the school had expanded to include many more grades and had grown beyond the space available at its original location at East Avenue and Oxford Street.

1927 The Town purchased 2 acres of land on Elmwood Avenue for the use of the Town Highway Department to house snowplowing and paving equipment.

1927 The old Erie Canal bed that ran through Brighton was converted to a subway track.

1927 The Town authorized the erection of street and road signs thus making it easier to visit friends and receive mail. Unlabeled streets were hard for police and firemen to find.

1927 Following a new State law, Brighton established an official town map which identified the names of each street, road and park.

1927 Brighton created a Planning Board consisting of town citizens empowered to review all new construction in the interest of public safety.

1927 Rose Park was dedicated in the Roselawn tract which was so named because its streets and boundaries roughly resembled a rose. The curved nature of the streets created triangular pieces of land which developers preserved as parks.

1928 A. Emerson Babcock, the Town Supervisor, received a salary

On **October 1, 1929**, a special meeting of the qualified voters was called to discuss raising \$60,000 to purchase land at the corner of Monroe Avenue and Winton Road for use as a Town Hall. Total votes cast 318: 52 for, 255 against, 11 void. Measure failed. It was probably all for the best. The great stock market crash of 1929 occurred on Black Tuesday, October 29th.

In **1930**, the salary of the Town Supervisor was reduced from \$10,000 a year to \$6500 a year in recognition of hard times. Claribel

Knell was appointed as Public Health Nurse. Town Court was established in a rented portion of School #4. Rent was just \$30 per year including heat and light.

1930 The Allyn's Creek Garden Club undertook to beautify the park at the intersection of East Avenue and Clover Street.

In **1930**, Brighton consisted of 9,916 acres with a total assessment of \$23,852,400. As of 2013, Brighton's total assessed valuation was estimated at \$2,574,006,133, roughly

112 times larger than it was 83 years earlier. Brighton registered a population of 9065 of which 4305 were male, 4762 were female. These numbers do not add up unless two people were registered in both categories.

1931 The grade crossing at Clover Street and the New York Central Railroad main line, right near Rawlingswood housing tract, was closed.

March 10, 1931 Deputy Sheriff George Gordon was honored by the Town for his bravery and good judgment during an encounter with 3 suspicious characters, during which he was badly wounded.

Frank T. Ellison



is best known for donating the land which became Ellison Park. He made his money in real estate, first as Vice President of Millham Realty and then as President of Rochester Investor Inc. which was responsible for the construction of many large buildings in the city. For many years he farmed 110 acres at the head of Irondequoit Bay. In 1926 he promised to give 470 acres to the county for a park in honor of his father, Nathaniel. On **October 1, 1926**, 220 acres were dedicated toward the establishment of Ellison Park.

of \$10,000 per year. Brighton's population shot up to 9065, double what it was just 3 years earlier.

1928 Mercy High School was founded by the American Sisters of Mercy at 1437 Blossom Road and Clover Street. The building was designed by noted Rochester architect J. Foster Warner.

1928 The Town of Brighton established its offices at 1795 Monroe Avenue, the first official Town Hall. Space was rented where Malek's Bakery is located today for all town officials and departments.

1929 the Office of Tax Collector was abolished, and the Town Clerk took over that responsibility.

BRIGHTON FARM LOTS DEVELOPED

Neighborhood	Opened	Note	Original Owner
#1...Westfall Heights	1911	41 one acre lots	Norman Westfall
#2...Home Acres	1911	.3 to .6 acre lots	Ellwanger-Barry
#3...Roselawn	1919		Roch. Brick & Tile Co.
#4...Rawlingswood	1924	all .12 acre lots	Rawlings
#5...Evans Farm	1955	350+ homes	Joseph Edward Evans
#6...Meadowbrook	1928	370+ homes	Abner Buckland
#7...Bel Air	1920	430+ homes	Gideon Cobb
#8...Huston-Barnard	1920		Hooker Nursery
#9...Struckmar	1923	.45 acre lots	Amasa Drake
#10...Brighton Browncroft	1927	.4 acre lots	Brown Bros. Nursery

Farm to Suburb

The average family farm was about 100 acres. This was a practical limit for a farming family. Managing care for land, crops buildings and family was limited

Builders were buying a single family farm to advance the Brighton suburbs.

Stucco...The introduction of the m... the 20th century, plus the improvement as a building material. Beginning stucco was associated with certain builders took advantage of this

D&C Ad. January 29, 1911

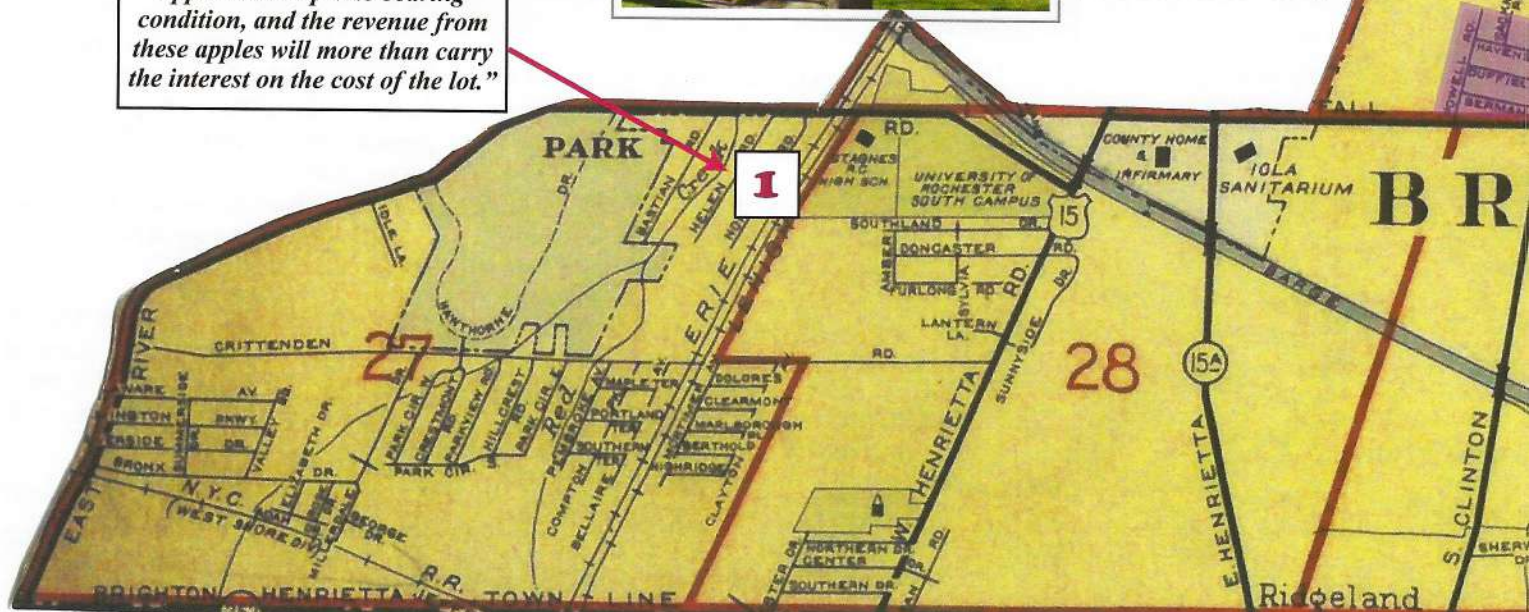
Westfall Heights

"The new suburban residence section adjoining South Park, about forty one-acre lots, is offered to the public at the price of \$300 and upwards per acre. About eight of these lots contain apple trees in prime bearing condition, and the revenue from these apples will more than carry the interest on the cost of the lot."



Meadowbrook Suburb

This photographed house, @ 259 Bonnie Brea, another "Storybook House" look.



SUBURBAN BRIGHTON...with... STORYBOOK STRUCTURES

Winding streets, landscaped property, storybook houses, all in close proximity to the city of factories and of rail access, allowing people greater time to enjoy the fresh air of Brighton with family and friends, free

AS ILLUSTRATED

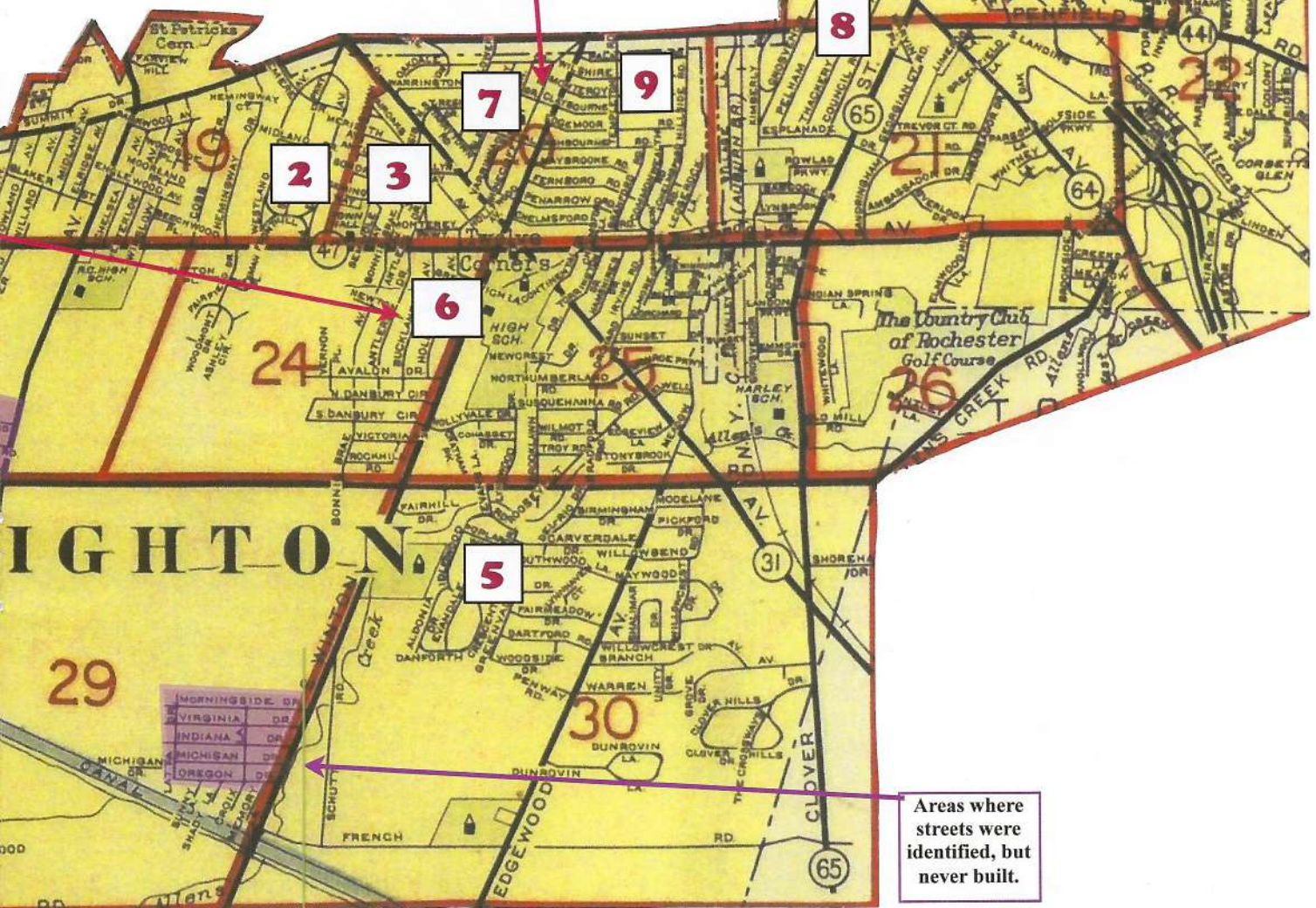
BY 1959 Map



Bel Air Suburb

This photographed house, @ 35 Varinna Drive, represented the "Storybook House" look that the suburbs tried to present within the developing suburban tracts as compared to City living.

By the revival styles of architecture around the turn of the century, the use of Portland cement, resulted in a craze for stucco. About 1890 and gaining momentum into the 1930s, the use of stucco in historic architectural styles. Brighton suburban architect used stucco as a material to develop the "Story-Book" house look.



ES..... Designed to be different!

ices. Workers transported by electric rail, the new automobile, subway or of the intensity of city life. A new approach....this life in the suburbs.

1931 After long debate, the Town Board decided to use the Budget System to guide all future financial transactions. The new system required public hearings, abolished the fee system and placed all town officials and employees on a salary.

On **September 4, 1931**, Brighton Town Constable Fred Sova was shot and killed while trying to apprehend a burglar.

On **October 7, 1931**, The Town Board authorized funds for the construction of a Town Building Code to unify standards of construction for all new buildings.

1931 B. Foreman, together with A. Emerson Babcock and others, sought to preserve the Council Rock on East Avenue from destruction by the New York State Department of Transportation.

1932 The Brighton Police Department was organized under Chief Vincent Conklin in the old Town Hall on Monroe Ave. near Hollywood Ave.

1932 The residents of Greenaway Tract and Rawlingswood Tract petitioned the Town to stop "obnoxious whistling" occasioned by the grade crossing at Clover Street and the New York Central Railroad main line. Residents expressed the desire that a bridge be built to make pedestrian traffic safer.

At the **end of 1932**, the Town Clerk, George E. Gordon, wrote in the Town Minutes, *I entered this new work with a slogan, 'For when The One Great Scorer comes to write against your name, He writes not that you won or lost, but how you played the game.'*

1933 Fruit farmer David Bell died at the age of 88. He was the owner of the Pear Valley Farm on East Henrietta Road which at one time cultivated 47 varieties of fruit. As long-time farmers like him died off, their land was being converted to residential development.

In **May 1933**, The *Meadowbrook Dandelion*, a neighborhood newsletter, made its first appearance. Then, as now, it conveys news of interest to Meadowbrook neighbors.



Sheehan's 12 Corners Baseball Park by Leo Dodd.

1935 The long-awaited and much-discussed Penfield Road underpass was finally constructed after years of public protest that the grade crossing was far too dangerous.

1936 In the depths of the Depression, the Town Supervisor's salary has been again reduced to \$6000. The Town applied for a Federal grant to build a permanent Town Hall.

1936 A. Dal Webster was installed as the Commander of the newly-formed Indian Landing Post of The Veterans of Foreign Wars.

1937 Brighton Police Commissioner reported that his constables made 550 arrests in that year.

1937 Local real estate broker Virginia MacQueen of Sylvan Rd. began her real estate business on Monroe Ave.

1938 The ABCO Realty Corp. advertised that homes in the Ellison Park Heights subdivision off Penfield Road could be built for as little as \$5,390 with taxes of less than \$80 per year.

1938 Brighton had two sewage treatment plants: the Allen's Creek Plant located to the north of Linden Avenue just east of the NY Central RR underpass processing 884,000 gallons of water for the use of 10,000 people per day, and the Rich's Dugway Disposal Plant located at the foot of Dugway hill, processing 576,000 gallons of water for the use of 800 people per day.

1938 A number of Special Town meetings were called at School #1 to discuss designating a new Town Hall somewhere on Monroe Avenue.

1938 The elm leaf beetle was destroying so many trees that the town took measures to protect the 1193 elm trees that lined town roads.

On **July 9, 1938**, the dedication of Fort Schuyler at Ellison Park was jointly conducted by A. Emerson Babcock, former Town Supervisor, and J. Sheldon Fisher of the Rochester Historical Society. This log cabin replica commemorates a 1721 trading post built by the British on this site to trade for furs with the Senecas.

1938 The Town of Brighton had 2969 homes using electricity and 2233 using gas. 4030 homes have a telephone. There were 32 dentists, 85 lawyers and 55 physicians living in the Town of Brighton.

1939 Houses in Colonial Village tract off Penfield Road, were shown by women in ante-bellum gowns carrying parasols. Such sales methods were needed to sell houses with prices as high as \$7,400, if you chose the option with the first floor powder room.

1939 The Town of Brighton had 5 fire companies employing 12 firemen who coordinate the work of 145 volunteers. The Police Department had 5 regular constables, 1 special constable, and 1 chief.

1939 The Town of Brighton had 7 public and parochial schools serving 2163 students and 5 nursery schools serving 215 students.

1939 The Town of Brighton had 9 parks and playgrounds.

1939 Brighton Town residents consumed 163 million gallons of water.

1939 The Town of Brighton had 6,551 vacant parcels of land.

1939-1945 A total of 55 Brighton citizens died in the Second World War in a wide variety of conflicts all over the world. Just 17 Brighton citizens died in the Civil War.

July 17, 1940 Plans were begun for the construction of a Howard Johnson's Restaurant at 12 Corners.

In the **1940s** a pitched baseball rivalry developed between the residents of Glen Manor and Ellison Park Heights. Each summer the annual game was held at Ellison Park cheered on by guests and neighbors.

1940 Local contractor Emil Muller built the first shopping center in Monroe Co. at 12 Corners. It was designed by architect C. Storrs Barrows as a 13-store commercial

December 18, 1941 Wegmans opened its first suburban grocery outlet at the 12 Corner's Plaza. It remained in business until 1965 when Wegmans moved to Pittsford Plaza.

April 2, 1942 Brighton Kiwanis Club was organized as a volunteer public service organization.

July 23, 1943 Fire gutted the little red schoolhouse at Cobb's Hill, known as Brighton District #8 School.

1943 The builders of Colonial Village subdivision rented properties to stave off bankruptcy, but when the banks started closing in, they offered renters the option of purchasing their properties at reduced prices. The post-war building boom of the 1950s came a little too late.

1944 Brighton appointed its first official Town Historian. Laura Holton Benedict was doing the work of Town Historian as early as 1921. When she died in 1929, A. Emerson Babcock served without

appointment until the town made an official appointment in 1944.

December 1944 and early January 1945 Heavy snowfall severely tested the capacity of the Town Highway Department to keep open all 90 miles of town roads.

Icebox to Refrigerator



The horse-drawn ice wagon was a regular feature of Brighton residential life. Ice delivery to the home cost about \$7 to \$8 a month depending upon the size of the blocks, but as industrial waste polluted local waters, ice had to be harvested from farther away increasing the cost. Mechanical refrigeration in the home became

possible with the advent of widespread electrification and the invention of safer refrigerants, but for many families the icebox did not disappear until after World War II.

crescent. It included Wegmans groceries, Neisner's 5 & 10 Store, Altiers Shoes, Critico's Crossroads Restaurant and Earl's Drugs.

1940 Brighton's official population was 13,132 up 44.8% from 1930. By 1950, it grew to 18,036, a 37% increase. By 1960, the population was 27,849 a 54% increase over 1950.

July 1945 A rabies epidemic broke out at the same time that hordes of crickets invaded.

1946 Alliance Realty advertised residential lots for sale in the Ferndale Manor tract off Penfield Road near Landing Rd. N. for \$1650 to \$3500.

1946 The Town prohibited the sale of any milk not Grade A and Pasteurized

1946 The Kiwanis Club sought to establish a Teen-age Club as soon as a suitable location could be found.

March 4, 1947, a spring thaw caused an ice block to lodge in the narrow bridge at Edgewood Avenue causing flooding all along Stonybrook Dr.

June 4, 1947 Lois Eilers, 13, was walking home with her friend from school along Edgewood Avenue when she saw a "doll" in Allen's Creek. When they came closer, they saw it was Lois' 2 year old brother. Fast work by a workman from a nearby house and then the Brighton Police saved the boy's life.

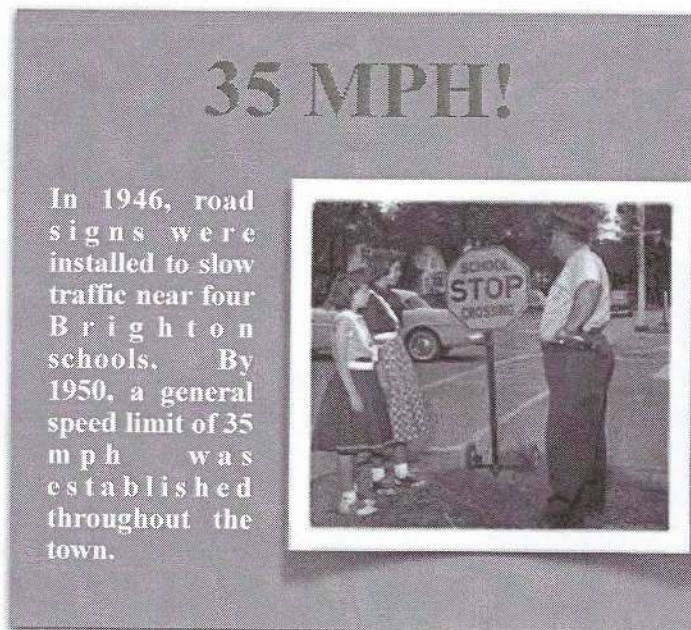
1948 The Sisters of St. Joseph opened Our Lady of Lourdes School on Rhinecliff Dr. for 270 children in 8 grades plus kindergarten.

1949 The "new" Indian Landing School was opened to grades K through 8 with 600 students in attendance. The school featured a large auditorium and a spacious library with a fireplace before which the principal read to assembled students from a rocking chair. Polio vaccine was issued here as well.

1949 Sheriff's Department boats had to rescue residents of Park Circle Road and Crittenden Road in

West Brighton when the Genesee River and Red Creek flooded.

1950 The architectural firm of Carpenter & Barrows was retained to draw up plans for a new Town Hall to be constructed on the Twamley property north of Elmwood Avenue. This 9 acre plot was purchased for \$13,000. Mrs. Edward H. Cumpston, Town Historian, vigorously advocated for inclusion of the public library in the new plan.



In **1950**, the human population of Brighton was 18,813 up from 1940 when it was 13,132, an increase of 43%. The same year, there were 2083 registered dogs living in Brighton.

In the **1950s**, New York State claimed a portion of the eastern section of the Browncroft Neighborhood for the Seabreeze Expressway, now Interstate 590.

In the early **1950s**, the Currewood Tract, consisting of Lynnwood Dr., Cohasset Dr., Hollyvale Dr. and Currewood Circle was built on the site of the former Rowland Farm by 3 successive builders. The project was begun by Donald Wood, who completed 19 homes, the firm of

Erdle and Graves which completed 3, and Schantz Homes Inc. which built the remainder.

1951 Dutch Elm Disease endangered so many town trees that a study was commissioned to devise methods to counteract it.

February 1951 After many years of discussion, ground was broken for a new Town Hall to be built on Elmwood Avenue by Supervisor Roy C. Draper. The Allyn's Creek Garden Club offered to landscape the grounds. A free public library was established with 5 library trustees.

On **September 21, 1951 at 1:15pm**, while Rochester Gas & Electric repairmen were working at the 12 Corners, a gas reducing value ruptured sending highly pressurized gas into many Brighton homes. 3 people were killed and more than 25 injured. 16 homes were leveled and another 22 were severely damaged. The *Brighton Blast* left many unanswered questions.

1952 The building of the Mount Morris dam brought an end to the almost-annual flooding of the Genesee River.

1953 The Brighton Memorial Library opened in a 1000 square foot room in the basement of the Town Hall. During the first year, it lent out 15,813 books based on a book stock of 3,349 volumes.

1953 Ground was broken for McQuaid High School on S. Clinton Ave. at a cost of \$2.5 million.

1953 The Trinity Reformed Church moved from the corner of Scio and Lyndhurst Street in the city to 909 Landing Road N. into the old #7 school house after the Indian Landing School was built at 702 Landing Road N.

Sunday, **March 22, 1953** On this bright sunny day, the long-awaited Brighton Town Hall was dedicated at 2295 Elmwood Avenue with 19,000 square feet of offices and a 300-person auditorium. Raymond Keople, Town Historian, called it "A dream come true." On **April 27, 1953**, the new Brighton Town Library opened on the first floor.

1954 The City of Rochester annexed yet another portion of Brighton, south of Westfall Road and south of the Genesee Valley Park Golf Course. From its inception, Brighton has lost 75% of its land to annexations.

September 1955 McQuaid admitted students into its first class on the Brighton campus.

1956 Brighton had 17 police officers under the direction of Chief Conklin. The Fire Department had 150 volunteers.

In **1956**, Howard Meath purchased land in Corbett's Glen.

1956 An era ended when the Rochester Subway closed down. The old subway track was replaced by a highway which eventually became I-490.

1956 Albert Michaels announced that he was closing the popular Chateau Restaurant at Monroe Avenue and Winton Road.

1957 The Home Acres Association was formed to dissuade New York State from demolishing a number of homes in the district to build an entrance ramp to the Eastern Expressway. "We needed to speak with one voice," said J. Coyne O'Brien, first President. They succeeded.

1959 The so-called Can of Worms was built to facilitate the continuous flow of traffic.

In the early **1960's** New York State built the Seabreeze Expressway and Interstate 590. Together they took a large swath of residential homes from Brighton and divided a number of neighborhoods.

1960 Fuller Brush needs responsible married man with car to service customers in the Brighton-Henrietta vicinity. \$95 weekly to start; advance to \$115. Phone Lu 6-0788.

1960 Sept. District School #1

Kenneth Keating

who lived at the corner of Greenaway and Clover Streets, served as US Representative and US Senator for New York from **1947** to **1965**. He was well

known as a Kennedy advisor in the Cuban Missile Crisis. Although he was a Republican, he refused to endorse Barry Goldwater in the **1964** election campaign because he believed he was too conservative and unpopular with his constituents. He later served as US Ambassador to India and Israel before his death in **1975**.



Superintendent Fred B. Painter received many phone calls from irate parents when the price of elementary school books went up from \$7.50 - \$10 to \$10 - \$12.

1960 The *look of tomorrow* was on display at Brighton Town Hall Fashion Show. Style-conscious women watched local models showing off clothes from the Lita Shop on Monroe Ave., furs from Bernard Held and special hair stylings by Mr. Johnson.

1960 Wanted, books for kids to help establish a library for the Brighton District No. 2 School, sponsored by the Brighton Lion's Club.

1960 The Brighton School Board announced a \$400/yr raise for

Brighton No. 1 School teachers plus an additional \$10 for those who have served more than 5 years. This increase brought starting salaries to \$4600/yr. - the highest in the area.

1960 The musical *South Pacific* opened at Brighton High. The show ran for 3 nights, starring Joan Markwood, Richard Kroll, Stewart Balkin and Lana Gitlin.

1960 150 boys and parents of Boy Scout Troop 199 celebrated the 50th Anniversary of Boy Scouting by holding a pot luck supper in the High School cafeteria.

1960 Members of the Brighton High Parent Faculty Group held a square dance in the gym on Saturday night.

1960 John Webster, 13, of Antlers Dr. and a student at Allendale School and his partner Maureen Trainer, 12, of Norton Village and a student at St. Celia's School, won second place in the Junior Pairs Competition at the Eastern Figure Skating Championship in Lake Placid.

1964 The Brighton Police Department under its Chief Carlton L. Fitch had grown to have 2 lieutenants, 4 sergeants, 1 detective and 19 patrolmen, plus 12 school guards and 4 desk clerks. The force had 7 squad cars and 2 motorcycles.

1964 The Brighton Fire Department under Fire Chief Donald DeHollander had 3 fire houses, 6 fire trucks, 31 paid firemen, and 105 volunteers.

1964 The Brighton Sesquicentennial was celebrated all summer including a parade with a reviewing stand, a Band and Drum Corps. Concert at the high school, an Historic House Tour, a Rally and Pageant, and a Grand Ball with the Glen Miller Band attended by 1500 people!



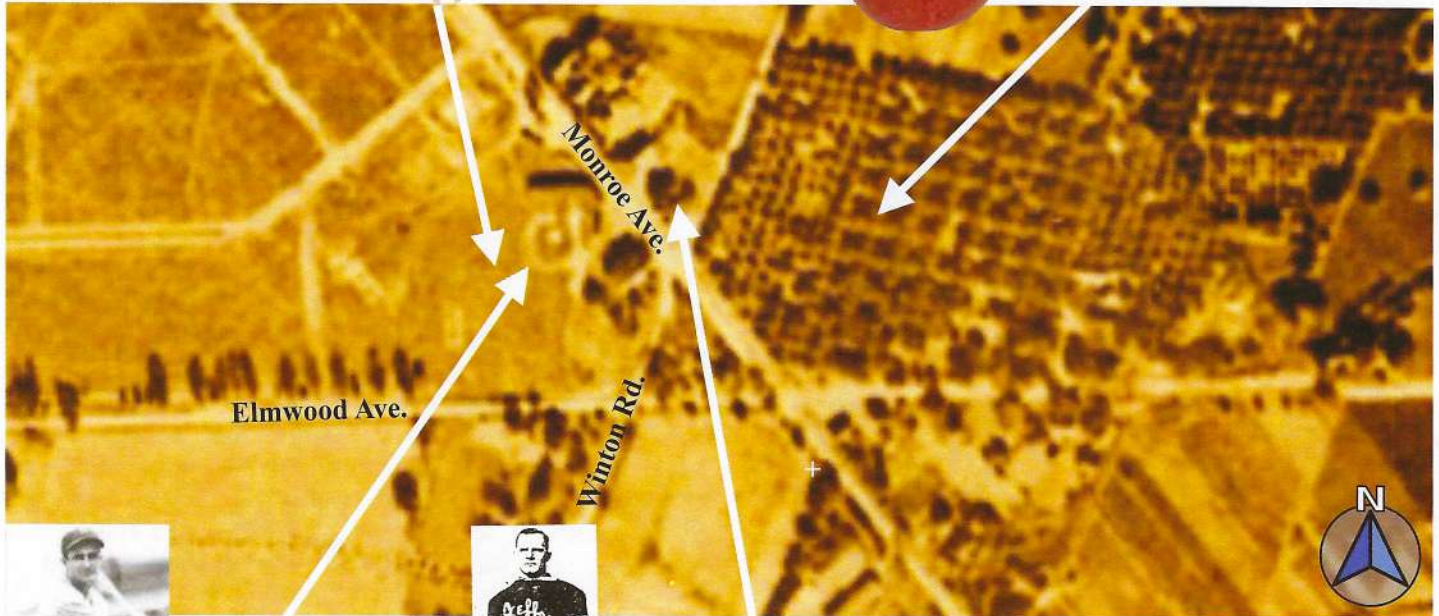
Twelve Corners Comparison Aerial Views of 1920-1961



For several weeks in August of 1919
Filip Bjerkland flew a Max-Smith
airplane from Sheehan's Field.



50-acre Peck family
Apple Orchard.



1920 Aerial Photograph by US Air Service



Location of
Sheehan's Field.
Where Football, Soccer,
& Baseball were played
in the early 1900's.
Also location of
Tierney's Super Duper.



Location of Sheehan's Hotel
& Restaurant later "The
Chateau" where Brighton
friendship was dispensed
and game results discussed.



1961 Aerial Photograph / Monroe County NY