

A CELEBRATION
OF
FIRST NATIONAL BANK'S



- ◆ New Headquarters
- ◆ Four Corners Banking Office
- ◆ The Powers Historic Gallery

October 1994



First National Bank
You. First.™

WELCOME TO
FIRST NATIONAL BANK
AND ITS
POWERS HISTORIC GALLERY



First National Bank
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FIRST NATIONAL BANK'S PROUD HISTORY

The doors of the former Monroe County Savings Bank were re-opened on November 8, 1965 as First National Bank. Many Rochesterians doubted whether the new bank would remain viable even for a year. Today, under the leadership of First National Bank President and CEO R. Carlos Carballada, First National Bank is the community's only locally owned, full service bank. It is THE hometown bank committed to your local priorities.

In selecting a home for its headquarters, the historic Powers Building was a perfect choice. Since 1832 there has been a hometown bank on this site. This building is the result of Daniel Powers' vision and industry. He was a hometown banker, who encouraged culture, business and community dialogue within the building which bears his name. Today, First National Bank honors this past as it works to keep this tradition alive.

OUR BUILDING AT 35 STATE STREET



Monroe County Savings Bank established its presence in 1862 when it purchased this State Street site and built a two story cast iron front structure.

In 1924, following several enlargements and expansions, the original structure was torn down and the current, one-story building was built in the Classical Revival tradition. Designed by Mowbray & Uffinger, it cost \$500,000. Georgian marble was used to create the imposing front, the four fluted marble columns, and bird and floral carvings. The twelve murals on the ceiling were painted by Ezra Winter, noted New York artist, who also painted the Eastman Theatre's ceiling. Each of the bank's murals represent industries in which many of the depositors earned their living. In 1985, the bank building was placed on the National Register of Historical Buildings.

THANKS TO YOU. FIRST.

It has been an exciting time for First National Bank to solidify its internal strength and expand its outreach efforts to the community. We deeply appreciate your ongoing commitment to us. Your support enables our hometown priorities and sensitivities to grow.

We are delighted to share with you the beauty of this Powers Building. It represents within one building the best of our heritage enabled by community re-investment, vision, and diversity of people and pursuits. Within this structure, there were significant historical highlights:

- ◆ The building was known as Power's Folly until it was completed; then it became the jewel of downtown. It was one of the country's first fireproof buildings and was Rochester's tallest and most distinctive structure. Outside of NYC, it held the first elevator (or vertical railroad) in America.
- ◆ The first beauty parlor in the United States was started in this building by Martha Matilda Harper. Ultimately, she became a millionaire with over 500 Harper Method franchises in the U.S.
- ◆ Daniel Powers created the world famous Powers Art Gallery with over 1,000 works of art, including copies of many masterpieces designed to bring culture to Rochesterians.
- ◆ Banking was a prominent business in this building, with the Powers Banking House being the first to occupy the space of First National's four corners banking office. Since 1832, there has always been a bank at this corner.
- ◆ In February 1881, several ladies organized the Art Exchange in the building, for the purpose of encouraging young artists, as well as all lovers of art, who wanted to meet and sell their work.

As we launch the Bank's new era, we treasure your support and honor our glorious heritage.



R. Carlos Carballada

THE HISTORY OF POWERS' SITE

- 1812 Nathaniel Rochester sold land (part of 100 acre tract) to Henry Skinner (ancestor of Al Skinner, former County Sheriff). Hamlet Scrantom (linked to Scrantom's store) moved into a log cabin on this site on July 4th. It was the first house built west of the Genesee River.
- 1818 Ensworth Hotel was built on this site. Scrantom Cabin was moved and became a stable for the new hotel. A public room in the hotel's attic was used for concerts, balls, lectures, and theatre performances.
- 1829 The hotel was torn down and replaced by the Eagle Hotel & Tavern which ultimately was five stories high. It had several owners and was a major meeting place.
- 1832 Bank of Monroe occupied the corner of Main and State where the First National banking office is now located.
- 1850 Powers Banking House takes over the space held by the Bank of Monroe.
- 1863 Daniel Powers buys the Eagle Hotel for \$60,000.
- 1868 Powers tears down most of Eagle Hotel, but continues to operate the Powers Bank in the bare remains of an office. Construction of the corner building begins.
- 1870 Corner building and remaining State and Main Street buildings are completed.
- 1871 First phase of building completed at a cost of \$392,000. Building contained 6 million pounds of iron, 9 million bricks, and 80,000 yards of plaster. There is a mansard roof on corner building only.

- 1872 Mansard roof around Main & State Streets; brick tower added.
- Tower opened to the public for 10 cent admission fee.
- 1875 October 23rd -The Powers Art Gallery opened; there was a 25 cent admission fee.
- 1879 A grand music box, the Dufner Orchestrion, was placed in the Reception Room at a cost of \$12,000. Free daily concerts were given. The Orchestion, 13 1/2' high and 8 1/2' wide, weighed 16,000 lbs. with its 60 cylinders.
- 1882 The Art Exchange began on the fifth floor.
- The second mansard roof was added to accomodate more galleries.
- 1890 A taller steel tower and a third mansard roof were added to maintain its status as Rochester's tallest building.
- 1897 Powers wins lower assessment on building. City levies amusement tax on Powers Art Gallery; City written out of Powers' will to inherit the gallery.
- Daniel Powers dies leaving everything to his family.
- 1899 Artwork from Powers Gallery auctioned off at American Art Galleries, Chickering Hall, New York City.
- 1994 First National Bank's Headquarters, Four Corners Banking Office, and Powers Historic Gallery established in Powers Building.

VISIT OFTEN

Enjoy the building today and come back often to visit the Bank, as well as the newest historical exhibit in town, the Powers Historic Gallery.

GROUND FLOOR

The Powers Historic Gallery opens in the lobby near the elevators on the ground floor. Look up and feast your eyes on the majestic Power's Grand Salon where hundreds of artworks were displayed for the public.

Since Powers charged a 25 cent admission fee to the Gallery, in 1893, the City applied an amusement tax to the Gallery. It is said that Powers was so furious at this action, he changed his will and took the City out as the beneficiary of the Art Gallery when he died. As a result, nearly 300 pieces of artwork were auctioned off in 1899, with few pieces remaining in Rochester. The auction yielded far less than Powers had originally paid for the pieces. The fate of the remaining pieces remains unknown.

Immediately to your right, are two glass doorways, through which you will find the First National Four Corners Banking Office. As you enter, you will be greeted by a pictorial history of the Powers Building site from 1812 to today. Notice the evolution of the area from a humble cabin where Hamlet Scramtom first lived, to the public houses of various hotels, taverns and banks.

When the Eagle Tavern was on this spot, the Bank of Monroe became the first bank to actually operate here. Since then, there has always been a bank on this site. In 1850, the Powers Banking House occupied this space until it emerged in 1898 as the Fidelity Bank.

Notice the stages of the Powers Building. Daniel Powers paid \$234,800 for all the original properties and buildings. He then tore them all down. The corner building was begun in 1868, but the entire building was not finished until 1871 at a cost of \$392,000. (Be sure to see the photo showing the Powers Bank still operating in what remained of the Eagle Tavern during this construction with a sign "*Powers Still Open.*") In 1872, the building

had one mansard roof. Later, in order to remain the tallest building in Rochester (the Wilder building was growing), two additional roofs and a taller steel tower were added. See the photo with the steel tower on the ground and the carriage next to it. Powers is sitting in the carriage observing the work!

You will see various early pictures of the building in the Manager's office as well as in the customer assistance area. Notice the pictures of the Banking Houses on this site. As you look at the west wall by the banking counter, you will see pictures of two hometown bankers, Daniel Powers, representing yesterday's influence, and R. Carlos Carballada, representing today's leadership.

In the corner display case, you will see various memorabilia from Martha Matilda Harper and her Harper Method Beauty salons. She created a 500 franchise operation which made her Rochester's first female millionaire entrepreneur. She was also the only female founding member of the Rochester Chamber of Commerce.

Also notice the contemporary photos of the interior and exterior of the building. The exterior shot was taken by Richard Margolis from the fourth floor of the Wilder building and the interior was taken by Andrew Olenick. Their photos are included in two recent local history books, *Rochester: A Pictorial History* and *200 Years of Rochester's Architecture and Gardens* which are for sale here in the banking office.

THIRD FLOOR

*(The Art Gallery & Celebration * The Executive Suite, Trust Division, Finance, Legal, Audit, Compliance, Asset Protection, Operations Administration, Lunchroom)*

As you step off the elevator, you will take a step back into history. Look to your right and the Powers Art Gallery is recreated for you with breathtaking photos of the 30 rooms that made up the Art Gallery. In total, there were nearly 1,000 works of art, including 39 books of engravings, 71 watercolors, 571 modern paintings, 137 old master paintings, and 17 statues. According to Powers, the businessman and community citizen, the Art Gallery paid, "in satisfaction...it pays the community in enjoyment and culture." Professor Morey of the University of Rochester said, "Rochester has long been known as the home of the Powers Art Gallery, and its repu-

tation depends to a considerable extent upon that fact." According to a newspaper account, at its height of popularity, over 40,000 visitors came to the Gallery annually.

When Daniel Powers died, his family concluded it could not continue to subsidize the Gallery and sold off a third of the pieces in an 1899 auction in New York City. The \$148,000 derived was far less than its original cost.

Notice the photo showing a large orchestrion (a grand music box) in the Reception Room. Unfortunately, this orchestrion was destroyed in 1951 when an upgraded elevator was installed. There were other orchestrions in the Gallery; their fates are unknown.

It was Craig Smith's search for these orchestrions that led to the discovery of these wondrous art gallery photos and artifacts. Smith's contact with former Powers Building custodian Jake Minnamon was a key to preserving these treasures and sharing them with you today.

The walnut pediment now displayed above one of the photos once graced the entrance to one of these galleries. The two huge sculptures you see are still in Rochester at the Memorial Art Gallery. One, *West Wind*, created by Thomas Ridgeway Gould in 1876, was discovered by Isabel Hertel, Museum Curator, when the Museum decided to have an exhibit on the Powers Art Gallery. She believed it was still in the Powers Building, although the owner insisted it wasn't. After much fruitless searching, Ms. Hertel asked one of the cleaning ladies if she had seen it. She immediately pointed behind a phone booth next to the base of the grand staircase. There it was! It had been there for years.

Savor more of the Gallery rooms exhibited in the hallway as well as in the Trust area. See the third sculpture *Genius of Art* by Nicola Cantalamessa-Papotti in the hallway or Trust Conference room.

The display case highlights a wide variety of Powers memorabilia including a cover of the songsheet dedicated to Daniel Powers, paperweights, souvenir spoons of the Powers Hotel, and historic books about the building.

As you enter the Executive reception area, notice the brass fire alarm bell used to protect the original fireproof Powers Building. It is said that when this rings, the world responds. Continuing in the Board Room, enjoy more

gallery views. As you leave the Board Room, notice the northern wall of the hallway. It is filled with photos of Rochester in celebration day and night at the four corners. The Powers Building was always decked out. Be sure to look closely at the Tower and window ledges. Look how people sat on the ledges in order to have a great view of the parades.

Follow the hallways and you will find more Rochester history on the walls.

FOURTH FLOOR

*(Magic Powers Show, early Rochester History, the Landmark Society's traveling show of contemporary Rochester architecture * Business & Professional Lending, Business & Professional Real Estate Lending, Commercial Credit, Collateral, Documentation, Mail Room, Deposit Operations, and Loan Operations.)*

Stepping off the elevator, you relive the Powers Building restoration. Richard Margolis spent nearly two years doing a photodocumentation of the Building under reconstruction. The show *Magic Powers* captures the heart of the building and the people who brought it back to life. Also notice the sign to the Powers Tower. The keys are in the third floor display case.

Down the hallway you are treated to the Landmark Society's show *200 Years of Rochester's Architecture and Gardens*. Further on, you will enjoy the Landmark Society's turn of the century lithographs by Walter H. Cassebeer, and a collection of early City buildings. Be sure to look at the collage of downtown Rochester.



THANK YOU FOR COMING!

OUR THANKS

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Should you have other Powers Building material you would like to loan the Gallery, simply call 258-1677.