

Farms and Shoe Polish – A Kreag Road Story (Part 2)

The success of Adam Kreag Jr. in leading the Shinola Company afforded him with the resources to provide a very comfortable life for his wife and children. The family home was located at 88 Rutgers Street in Rochester, a convenient location for Kreag's daily commute to the Shinola operations at the corner of Jay and State Streets.

After the death of his father in 1902, Adam Kreag Jr. took control of his childhood home on Kreag Road near Bushnell's Basin, and renamed it Shinola Farms. The family summered on the farm, where Adam raised prize Hereford steers. Trips to the stockyards of Chicago resulted in large purchases of cattle. One such trip in 1911 brought 116 steers to Shinola Farms, which became a popular social gathering spot for invited guests from neighboring towns.



Shinola delivery car and most likely, Adam Kreag Jr.

In 1918 an enormous fire engulfed the Shinola factory in Rochester, and although the building was repaired, the business was eventually consolidated with the Gold Dust Company and moved to Indianapolis. By 1926 Adam Kreag Jr. retired from business and sold Shinola Farms, but continued the charitable work which for many years benefited from his effort and contributions. He was a founding member of the Big Brother's Club, and helped to organize the first parish of Rochester's Blessed Sacrament church, a short walk from the Kreag home on Rutgers Street. He also served as a Director of the Rochester Catholic Charities, and led the drive

to raise \$225,000 in only ten days for the construction of a home for nurses at St. Mary's Hospital in Rochester.

Adam Kreag Jr. died unexpectedly at his home on Rutgers Street in 1927, only one year after his retirement from Shinola. His wife Mary Sullivan Kreag was tragically killed ten years later in an automobile accident after visiting her daughter and family in Spring Lake, New Jersey. The Shinola farm began a new chapter, as the Crump farm.

Elliot S. Crump was a nationally renowned grower of hydrangea, and operated a nearby nursery on Pittsford Victor Road, called Ketchum Road at that time. His son Robert R. Crump took charge of the former Kreag farm in 1926. The beef cattle were replaced by dairy cows, and oats, corn, and wheat were also grown on the one hundred acre farm. A 1964 newspaper article described the scene at the Crump farm on Kreag Road: "...a still usable well, and a compact, but picture-book arrangement of barns, silo, corn crib, and windmill, professional models have been brought to the Crump door to be photographed by advertising agencies and modeling services." It was the kind of farm scene that could be featured in a calendar.

Conclusion: A lost farm, and the seeds of historic preservation

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