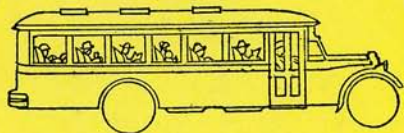


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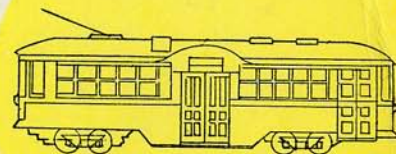
ROCHESTER

"A BEAUTIFUL CITY IN THE
HISTORIC GENESEE VALLEY"





THE
NEW YORK
STATE RAILWAYS
ROCHESTER LINES

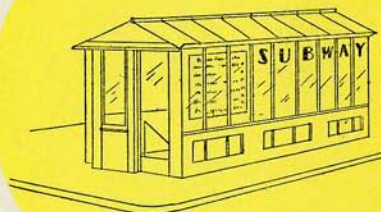
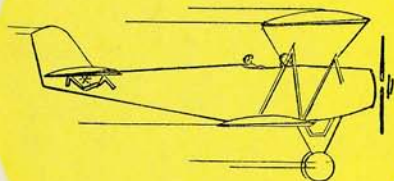


A GUIDE TO
PARKS
BEACHES
AMUSEMENT RESORTS
HOTELS
BUS LINES
TROLLEY LINES
SUBWAY
THEATRES
GOLF COURSES
ETC.

Map on Pages 6-7

PUBLISHED BY THE
PASSENGER DEPT., NEW YORK
STATE RAILWAYS

OFFICE: 267 STATE ST.,
ROCHESTER, N. Y.
PHONE MAIN 4200



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Bridge Crossing the Genesee River



One of Rochester's Beautiful Thoroughfares

FOREWORD

SIX MILES from the shores of Lake Ontario, the city of Rochester is located in the beautiful Genesee Valley, famous throughout the country for the abundant fertility of its soil, the variety and quality of its agricultural products and the beauty of its scenery.

The fruitful promise of the country which surrounds the city is borne out in the city itself, for here you find a thriving commercial metropolis whose products are known in every corner of the world, in a setting unique among industrial cities.

The first buildings in the community were a saw mill and a gristmill, built in 1789 by Ebenezer Allen. There were very few settlers in this country at that time, and not until 1811 did the community begin to add to its members. In 1817 the settlement was incorporated as the village of Rochester-ville, and its favorable location on the falls of the Genesee resulted in what was for those times a rapid growth, and in 1873 the village became the city of Rochester with a population of 12,252. In less than a century, Rochester has grown to a population of almost 350,000

people.

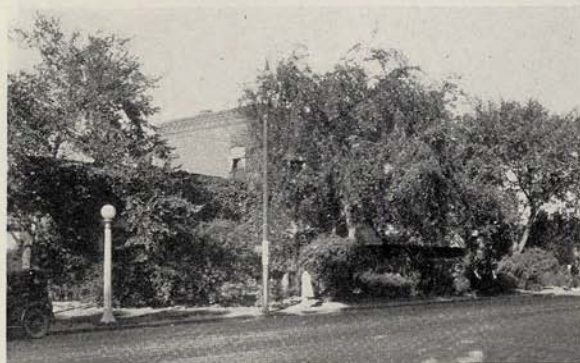
The river falls 260 feet within the city limits, and its lower course runs between heavily wooded banks for a distance of 3 or 4 miles. Two parks, Maplewood on the West side and Seneca on the East side, include these river banks in their area and preserve the natural beauty of this spot forever.

Known for many years as a "City of Homes," Rochester leads all cities of its size east of Rocky Mountains in home ownership, and the result has been the building of a city remarkably free from unpleasant crowding and tenement districts. Ride or drive in any direction from the business center, and pleasant streets with well-kept lawns and shade trees are the rule, whether the houses are modest cottages with tiny grass plots or spacious homes with acres of ground.

The industrial plants in Rochester are unusually well situated, many of the larger plants are concentrated along the river and on the river flats below the level of the city proper. This results in an ideal manufacturing district, and the airplane view of this district reproduced here shows



Looking into the Business District

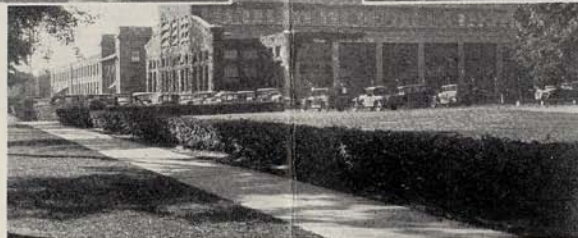


an atmosphere remarkably free from the pall of smoke which usually hangs over an industrial center. Rochester manufacturers have for years cooperated with local authorities in diminishing the smoke nuisance; and as a result, in spite of the large volume of manufacturing carried on in the city, Rochester has and deserves the reputation of being one of the cleanest cities on the Atlantic seaboard.

Other industries have located on the outskirts of the city in semi-restricted districts, and have built factories in every respect consistent with the reputation of the city.

The three photographs shown above are of factories located on University Avenue, an outlying industrial district. Each of these factories is a world leader in its line, and these three plants alone employ thousands of skilled workers. These pictures prove conclusively that an industrial district need not be ugly, although we believe that Rochester is unique in this respect, as there are very few cities with industrial districts as attractive as these in Rochester, where the reflection of quality and fine workmanship is as evident outside of the factories as within.

It frequently occurs that visitors point out to us advantages which we enjoy and which we too often take as a



University Avenue Section

matter of course. It is certain, however, that we are all interested in the impressions of those who visit here, and all Rochesterians share a genuine desire to make the traveller's visit in Rochester an incident which will be pleasantly remembered.

The country surrounding Rochester offers a variety of scenery which is seldom found within the boundaries of one state. Northeast lie the Adirondack Mountains, thousands of acres of which are included in the State Park system and are thus preserved forever in their natural beauty. Here is a unique opportunity for rest and recreation within a day's drive or an overnight ride from Rochester.

To the east lies the Mohawk Valley country rich in Indian and historical legend, and interesting in its own right for the variety of its scenery.

Southward, the fertile Genesee valley with Letchworth Park, and the high banks of the Genesee offering views which world travellers have pronounced well worth seeing.

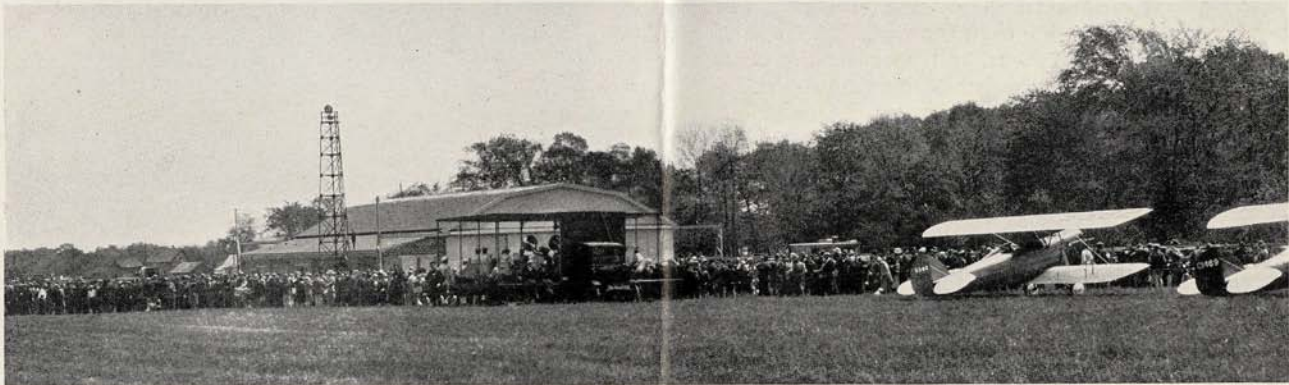
To the west, the Honeymoon Trail to Niagara Falls, a Mecca of travellers from all parts of the country.

And for those to whom water offers the utmost in pleasure, northward is Lake Ontario for a day's cruise or a month's vacation.



Airplane View Industrial District

TRANSPORTATION



Rochester Municipal Airport

EVERY city alert to improve the present opportunity, and interested in the full development of its future has established or is building an adequate airport. Rochester's Municipal Airport is rapidly developing into an airport of the first class, and is one of the important stations on the Cleveland, Albany air mail route.

In line with the latest developments in modern transportation, the operation by the New York State Railways of Bus service in Rochester, supplementing and in some cases replacing regular trolley service, is being rapidly pushed to the point where every part of the city can be quickly and conveniently reached. The coordination of bus and trolley service is the logical answer to the demand for a complete and comprehensive transportation system, serving the newer suburban developments as well as the older residential portions of the city. Busses are fast, comfortable and convenient, and the New York State Railways are developing Bus lines in connection with the present trolley lines, which will give to the city of Rochester and suburbs, transportation facilities within the city equal to those of any city of its size. See page 6-7 for city bus routes.

The municipal subway operated by the New York State Railway's Rochester Lines is a monument to the progressive spirit of the City of Rochester. It is safe to say

that no other city of its size has been foresighted enough to plan and construct a subway for rapid transit facilities, against the time when the ultimate growth of the city will make such transportation a vital necessity. The subway constructed largely in the bed of the old Erie Canal runs through the city, from south east to north west and already serves a large number of people. The subway is also an important factor in industrial development as it serves all manufacturers located along its route, giving them a belt line switching service connecting with all five of the railroads entering Rochester, without extra charge for this service. The convenience of this service is already attested by the amount of freight handled daily by the subway belt line.

The main station, the Subway at City Hall is the terminal of all of the interurban trolley lines which enter the city, and travellers can board cars for Syracuse, Geneva, Canandaigua, Lockport, Buffalo and intermediate points at this convenient station. See page 11 for routes of interurban trolleys and busses.

Almost every point of interest and all hotels, parks, bathing beaches and theatres may be reached by trolley and bus. The map on page 6-7 shows the locations of these points and indicates the trolley and bus lines to be used in reaching various destinations.

Trolley cars and busses

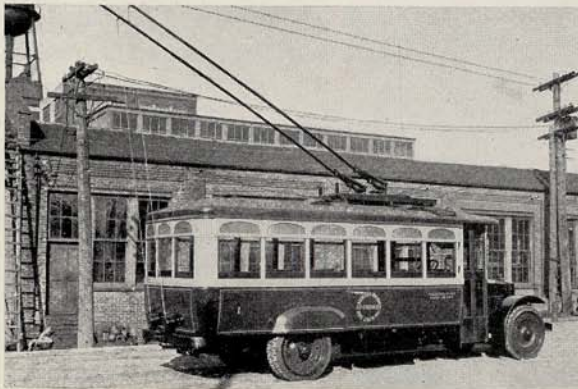


Modern Passenger Bus

may be chartered for many purposes, and the great convenience of this special service appeals to many people who find it a solution of what might otherwise be a vexatious transportation problem. The bus being more flexible than the trolley lends itself to any desired arrangement, and your requirements as to time, place and number of persons to be accommodated can be exactly met by chartered bus service. Call Main 4200, passenger department, New York State Railways for further particulars and rates.

Trackless trolleys are a unique development in city transportation, serving as feeder and belt line routes, they afford transportation facilities to many riders who would otherwise be forced to walk considerable distances, or ride several miles in roundabout ways to get to destinations. The trackless trolley route in Rochester crosses seven main trolley routes in its two-mile cross-town run, and permits passengers in the northern section of the city to move in a direct route to destinations in that part of the city without riding down into the business district to reach a transfer point. Study the map on pages 6-7 and use the trackless trolley for greater convenience.

Street car and bus lines in Rochester are so routed that in most cases it is possible to travel from one point in the city to any other point, using only one transfer. Free transfers are issued between local coordinated bus and trolley routes covering the entire city.



Trackless Trolley



Subway Entrance

In many cities the increased use of privately owned automobiles has caused such a reduction in the number of trolley riders that income has dropped below operating expenses, and the trolley service has been curtailed to such an extent that the growth and prosperity of the city have been affected, and the majority of people who still use the trolleys have been inconvenienced.



Subway Station

Rochester is fortunate, in that the New York State Railways, in spite of the increasing use of privately owned automobiles, has not failed to provide adequate transportation service. A coordinated bus and trolley service has been organized, and as a result of this plan, Rochester has a trolley and bus service giving adequate and satisfactory transportation facilities to all parts of the city. New developments and older suburbs requiring transportation are served by bus lines which can be extended and routed at will. All of the rolling stock is kept repaired, clean and painted, and presents a pleasing appearance as well as affording a comfortable ride.

A city of three hundred and fifty thousand inhabitants, where transportation needs are served by trolley lines, busses and a rapid transit subway system, can look to the future without fear that its growth will in any way be hampered by lack of adequate transit facilities, and Rochester's transportation problem for the thousands who must use trolleys and busses is adequately and permanently solved.

BEACHES AND RESORTS



Sea Breeze Park

THE proximity of Lake Ontario affords unusual facilities for boating and bathing, and the number and variety of beaches and resorts offer unlimited facilities for pleasure and recreation.

One of the most popular beach resorts is Sea Breeze Park, Rochester's million-dollar playground, on the shore of Lake Ontario at Irondequoit Bay. Sea Breeze is reached by trolley from Main and North Streets and by automobile via Culver Road. At Sea Breeze a host of amusing things may be found, including roller coasters, merry-go-rounds, band concerts, free vaudeville, and many other features which make for a day of fun and entertainment.

The Natatorium at Sea Breeze Park is the largest salt water swimming pool in the world. It provides a depth of from one to five feet in the bathing area, and ten feet at the diving tower and spring boards.

Six thousand lockers, clean and pleasant rest rooms, an excellent restaurant, musical entertainment and a host of devices in the water, including a fast toboggan, smaller slides, a water wheel and a water merry-go-round make a visit to the Natatorium an event to be long remembered. The water is completely filtered, sterilized and re-salted three times daily, and on cool days a battery of heaters brings it

to the comfortable temperature of 70° F. Sanitary laundered suits and towels may be rented if desired.

Ontario Beach Park, located on the west side of the Genesee where it empties into Lake Ontario, offers exceptional facilities for bathing. The beach here is particularly fine, and a stretch of clean white sand extends for over half a mile along the shore. Public bath houses are maintained, and there are facilities for picnicking both in pavilions and out-of-doors. Merry-go-rounds and similar devices amuse the children, and thousands of visitors enjoy the facilities of this Park through the summer months. Trolleys run to Ontario Park at frequent intervals. Cars are marked Lake, and the map on page 6-7 shows route and where cars may be boarded.

At Windsor Beach, located on the east side of the Genesee at Lake Ontario, may be found the armory and boat house of the Naval Reserve Corp.; the Summer-ville station of the Coast Guard, and the Clubhouse and basin of the Rochester Yacht Club. Here, too, is the pleasant summer colony, appropriately named White City, where hundreds of Rochesterians spend the summer months. Cars for Windsor Beach run north on St. Paul Street, route No. 5.

Of all beaches and resorts Sea Breeze Park is the most popular.



Natatorium, Sea Breeze



Ontario Beach Park

HOW TO REACH POINTS IN ROCHESTER, N. Y.

DEPOTS

NEW YORK CENTRAL—Central Ave. between Clinton and Joseph Aves.
700, 1100, 1200
ERIE RAILROAD—Court St. between South Ave. and Exchange St.
100 and Bus Routes
BUFFALO, ROCHESTER & PITTSBURGH—Main St., west corner, Oak St.
Subway, 200 and Bus Routes
PENNA. RAILROAD—Main St. West, opposite Buffalo, Rochester & Pitts-
burgh Depot
200
LEHIGH VALLEY—Court St. between South Ave. and Exchange St.
100, 500 Subway and bus routes
CITY HALL SUBWAY, INTERURBAN TROLLEY STATION—Broad and Ex-
change Sts.
100, 1100 and Bus Routes

HOTELS

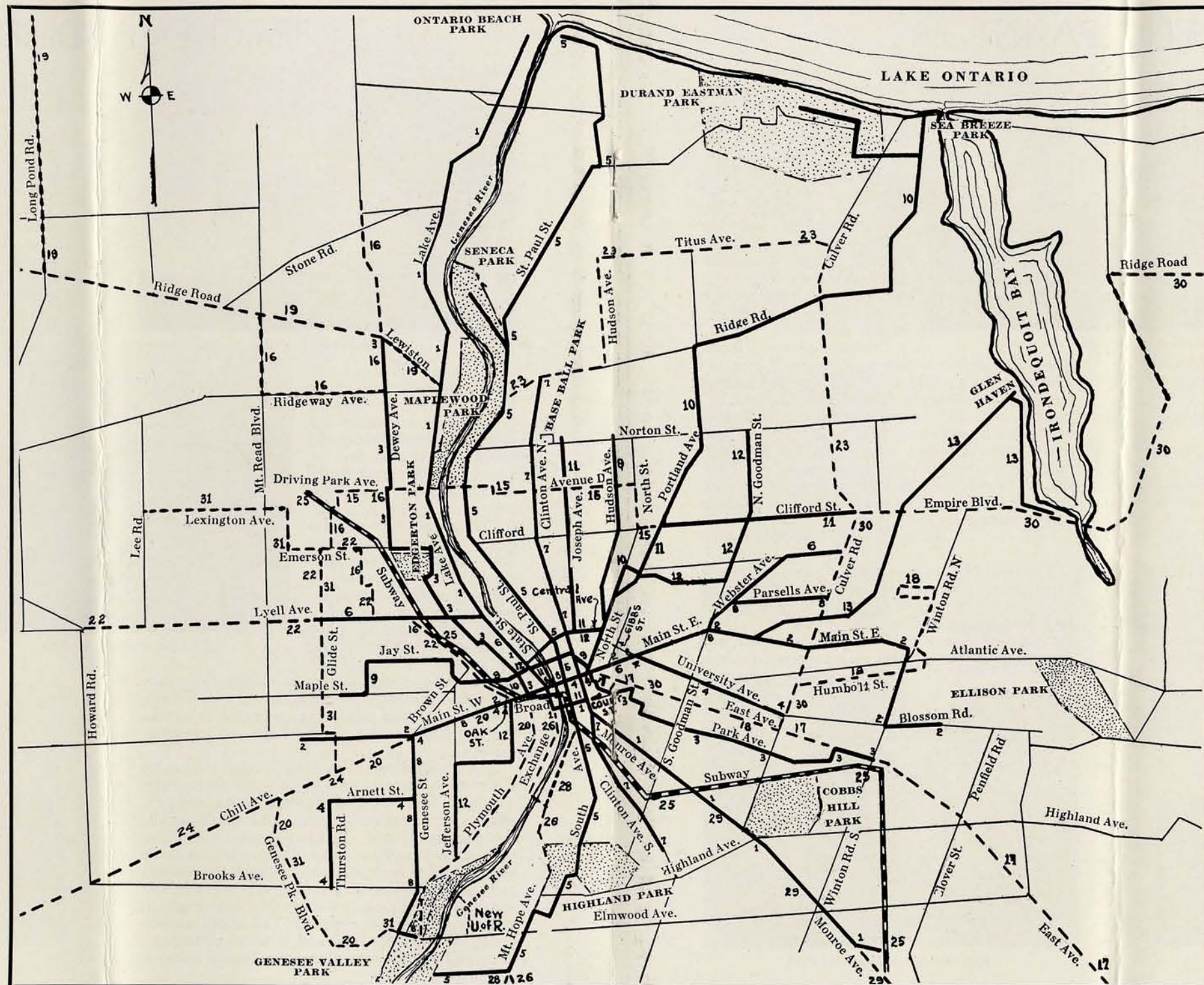
SAGAMORE—East Ave., three blocks east of Main St.
Bus Routes
SENECA—Clinton Ave. South, one block south of Main St.
700, 1100
ROCHESTER—Main St. West and Plymouth Ave.
300, 200, 800, 400, 1200 and Bus Routes
POWERS—Main St. West, one block west of State St.
200, 800, 300, 1000
HAYWARD—Clinton Ave. South, one block south of Main St.
700, 200, 800, 1100
FORD—Corner Elm and Court St.
300
CADILLAC—Chestnut St., near Elm
300
CLARIDGE—Clinton Ave. and Andrews St.
700, 1100, 900

THEATRES

EASTMAN—Main St. East and Gibbs
400, 200, 800, 600
LOEW'S ROCHESTER—Clinton Ave. South and Court
700, 1100
PICADILLY—Clinton Ave. North, one block north of Main St.
700, 1100
REGENT—East Ave., two blocks east of Main St.
200
LYCEUM—Clinton Ave. South, one block south of Main St.
700, 1100
TEMPLE—Clinton Ave. South, opposite Lyceum Theatre
700, 1100
KEITH ALBEE PALACE—Clinton Ave. North, two blocks north of Main St.
700, 1100

HOSPITALS

GENERAL HOSPITAL—Main St. West between Reynolds and Gleason Sts.
200, 800, 400 and Bus Lines
STRONG MEMORIAL HOSPITAL—MUNICIPAL HOSPITAL
Crittenden Park Blvd.—South Ave. car line
500
HIGHLAND HOSPITAL—South Ave. and Rockingham St.
500
PARK AVE. HOSPITAL—Park Ave., corner Brunswick St.
300
GENESEE HOSPITAL—Alexander St., north of Monroe Ave.
100, 300
ST. MARY'S HOSPITAL—West Ave. and Genesee St.
200, 800, 400 and Bus Lines
STATE HOSPITAL FOR THE INSANE—South Ave., near Elmwood Ave.
500, 2600
IOLA SANITARIUM—East Henrietta Road
2600



BUILDINGS, INSTITUTIONS, PARKS, BEACHES, ETC.

CHAMBER OF COMMERCE—St. Paul St., one block north of Main St. East
500, 200
NEW MASONIC TEMPLE—Main St. East, four blocks east of University
Ave.
200, 800, 600
Y. M. C. A.—Gibbs St., near Main St. East
200, 800, 600
Y. W. C. A.—Franklin St., near Andrews St.
700, 900
CONVENTION HALL—Corner Monroe and Clinton Ave. South
100, 700, 1100
WARD'S NATURAL SCIENCE MUSEUM—College Ave., near University Ave.
and Goodman St.
400
BASE BALL PARK—Clinton Ave. North and Norton St.
700, 1100
ROCHESTER MUNICIPAL MUSEUM—Edgerton Park on Dewey Ave.
Subway, 300
MEMORIAL ART GALLERY—University Ave., near Goodman
400
NEW UNIVERSITY OF ROCHESTER—Elmwood Ave., at Genesee Valley
Park
500, 2000, 3100
SEA BREEZE PARK—Lake Ontario at Irondequoit Bay
1000
ONTARIO BEACH PARK—Lake Ontario and Genesee River
100
GENESEE VALLEY PARK—South Ave., at Elmwood Ave.
2000, 3100, 800
HIGHLAND PARK LAMBERTON CONSERVATORY—South Ave. and Highland
Ave.
500
SENECA PARK—St. Paul St. and Genesee River
500, 2600
MAPLEWOOD PARK—Lake Ave. from Driving Park North
100
DURAND-EASTMAN PARK—Lake Ontario, west of Sea Breeze Park
1000
CENTRAL LIBRARY—Court St., between South Ave. and Exchange St.
100, 1100 and Bus Routes
EDGERTON PARK EXPOSITION GROUNDS—Dewey Ave. and Bloss St., also
may be reached from Lake Ave.
Subway, 300
Street car and bus routes passing these points indicated by numbers
under name. See index of street car and bus route numbers on this page.
Last two cyphers in route numbers are omitted on map.

BUS AND STREET CAR LINE NUMBERS

100—Lake and Monroe
200—Main and West
300—Park and Dewey
400—University and Arnett
500—St. Paul and South
600—Webster and Lyell
700—North and South Clinton
800—Parsells and Genesee
900—Hudson and Allen
1000—Portland Avenue
1100—Clifford and Joseph
1200—Central Park and Jefferson
1300—Glen Haven
1500—Crosstown (Trackless)
1600—Dewey and Ridge
1700—East Avenue Bus Line (Pittsford)
1800—Laurelton Bus Line
1900—Grand View Beach Bus
2000—Plymouth and Genesee Park Blvd.
2200—Lyell and Glide
2300—Irondequoit Bus Line
2400—Chili Avenue Bus Line
2500—Local Subway Line
2600—Exchange Street Bus Line (Iola)
2800—Rochester-Hornell
2900—Rochester-Holcomb
3000—Sodus Bay Bus Line
3100—Glide and Genesee Park Crosstown

NOTE: All bus routes except 3100, 1900, 1700 and 2300 leave from South Ave. and Broad St.

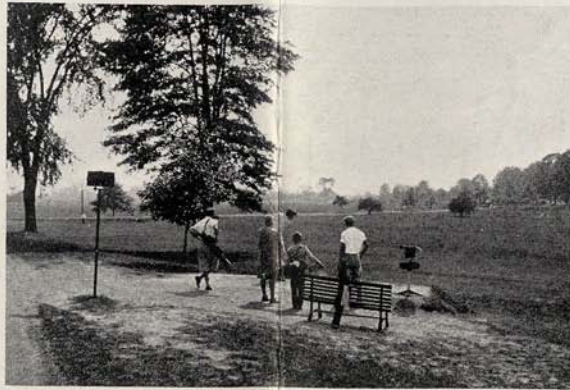
PUBLIC PARKS

ROCHESTER'S public park system is the result of fifty years of careful planning. A strong public interest in parks, and the unremitting effort of unselfish citizens who have given generously, both time and money, has built for Rochester a system of parks that has long served as a model for other cities.

Maplewood Park, on the west bank of the Genesee River, and Seneca Park, on the east bank, provide extremely interesting walks and some magnificent views of the lower river gorge. Maplewood Park is on the Lake Avenue car line, and Seneca Park on the St. Paul Street line. The map on page 6-7 will show how to reach these two parks.

Highland Park, reached by South Avenue cars, is situated on a high point, and the park pavilion affords an excellent view of the city and surrounding country. Here, also, is the arboretum and a world famous display of lilacs during the blooming season. Visitors from all parts of the country come to Highland Park to study and admire the beautiful collection of plants and shrubs which is gathered here. Highland Park is reached via the South Avenue car line.

Genesee Valley Park, the largest in the city, is reached by Genesee Street cars. Here are 637 acres of meadows, woods and rolling hills, all beautifully



Public Course, Genesee Valley Park

landscaped and extremely well kept. Canoeing and boating on the river are popular sports here during the summer, and numerous tennis courts have been built for the use of the citizens and guests of Rochester. Two eighteen hole golf courses are maintained here, and the use of these courses is extended to all upon the payment of a nominal fee. This park is reached by bus line. See map, page 6-7.

Durand-Eastman Park, situated on Lake Ontario between Sea Breeze and Charlotte, has a total area of 488 acres and extends for four miles along the shore of Lake Ontario. Improved roads, and an excellent municipal bathing beach, and a very sporty nine hole municipal golf course, together with a fine collection of wild animals, including Buffalo, moose, deer, and bear, make Durand-Eastman Park well worth a visit. Sea Breeze trolley cars run to Durand Eastman Park. (See map for route.)

Each one of Rochester's parks has a distinct individuality.

The men who are responsible for the upkeep and appearance of our public parks do their work quietly and efficiently. Their work often seems but slightly appreciated. Their real reward must lie in the satisfaction they get from the work itself, and the appearance of our parks makes this self-evident.



Durand-Eastman Park



Rhododendron's, Highland Park

HOTELS AND THEATRES



Hotel Seneca



Hotel Powers



Hotel Sagamore



Hotel Rochester

HOTEL accommodations in Rochester are adequate to every need. Eight large hotels, first-class in every particular, and a number of smaller hotels offer hospitality to the traveller, and accommodations to fit every purse and can be obtained at all times.

The Sagamore, Rochester's newest hotel, offers rooms from \$5.00 and up. The Hotel Seneca and Rochester, of the United chain, have rates from \$2.50. The Powers Hotel offers rates from \$2.50, the Hayward rates are \$2.00 up, and the Cadillac, Claridge, and Richford have rates from \$1.50 up. Any of these hotels will be glad to furnish the prospective guest with such further information as may be desired.



Hotel Hayward



Eastman Theatre

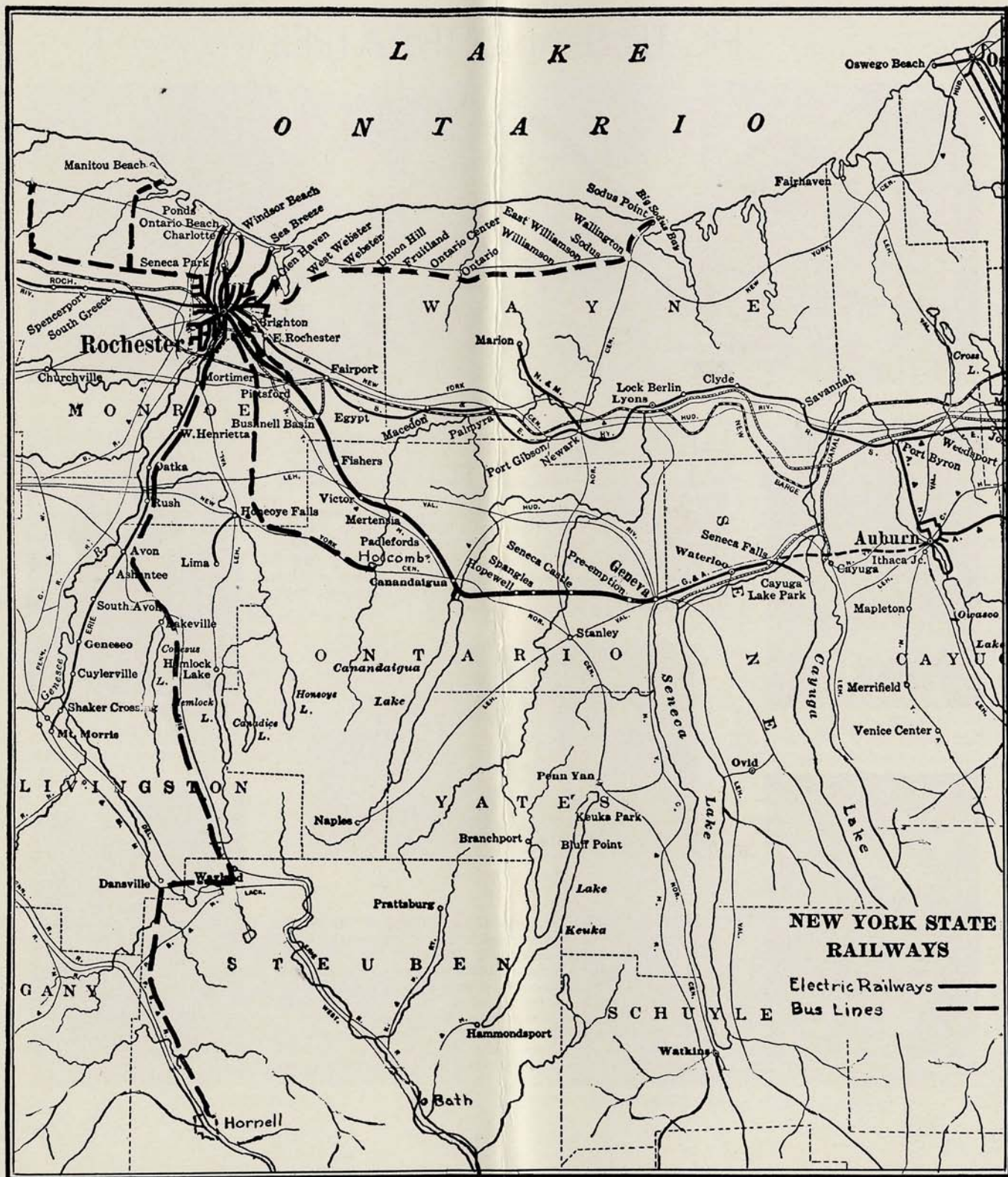


Rochester Theatre

THE Eastman Theatre, operated by Publix, built in 1922 by George Eastman "for the enrichment of community life," is an architectural masterpiece. The quiet and impressive beauty of this theatre has charmed thousands of visitors, and the enjoyment of an evening's entertainment is made doubly certain by the artistic appointments and interior decoration of the auditorium. Other motion picture theatres are Loew's Rochester, Regent, Picadilly, and Keith Albee Palace. The Lyceum and the Temple theatres offer legitimate productions of an excellent character, and numerous smaller motion picture theatres are located throughout the city.



Keith Albee Theatre



LOCAL AND INTERURBAN BUS AND TROLLEY ROUTES

The map opposite shows the routes of Interurban trolley and bus lines operated by New York State Railways, Rochester Lines.

LOCAL BUS LINE ROUTES

EXCHANGE ST. BUS LINE

ROUTE: From Broad St. and South Ave. to Iola Sanitarium via South Ave., Court St., Exchange St., Clarissa St., Mt. Hope Ave., East Henrietta Rd., to Westfall Rd. Return over same route to Exchange St. and Broad St., to Broad St. and South Ave.

LAURELTON BUS LINE

ROUTE (Eastbound): Via Plymouth Ave., East Main St., East Ave., Culver Rd., Humboldt St., Winton Rd., Dorchester Rd., New Castle Rd., Atlantic Ave., Merchants Rd., Winton Rd., Laurelton Rd. to Sheldford Rd. (Westbound): Via Sheldford Rd., Hurstbourne Rd., Winton Rd., Merchants Rd., Atlantic Ave., New Castle Rd., Dorchester Rd., Winton Rd., Humboldt St., Culver Rd., East Ave., Chestnut St., Court St., South Ave., Broad St. to Plymouth Ave.

LYELL AND GLIDE BUS LINE

ROUTE: From Broad St. and South Ave. to Lyell Ave. and Howard Rd. via Broad St., Lyell Ave., Myrtle St., Otis St., Santee St., Emerson St., Glide St., and Lyell Ave. to Howard Rd. Return over same route.

GLIDE ST. AND GENESEE PARK BLVD. CROSSTOWN

ROUTE: From Lee Rd. to Genesee Valley Park via Lexington Ave., Stenson St., Emerson St., Glide St., Buffalo Rd., West Ave., Gardner Ave., Chili Ave., Genesee Park Blvd., Winbourne Rd., Scottsville Rd., Elmwood Ave. to Plymouth Ave. South and Elmwood Ave. Return over same route.

CHILI AVE. BUS LINE

ROUTE: Broad St. and South Ave. to Hall's Station and Chili Center via Broad St., Main St. West and Chili Ave.

DEWEY AND RIDGE RD. BUS LINE

ROUTE: Broad St. and South Ave. via Broad St., Lyell Ave., Myrtle St., Otis St., Santee St., Emerson St., Curlew St., Lexington Ave., Wren St., Driving Park Ave., Dewey Ave., Ridge Rd., Long Pond Rd. to West Greece, Parma Corners, Parma Center and Hilton. Return same route. Busses signed "Long Pond Rd. via Ridgeway Ave." operate over same route from Broad St. and South Ave. to Dewey Ave. and Ridgeway Ave. to Mt. Read Blvd., Ridge Rd. to Long Pond Rd. Return same route.

Busses marked "Dewey Ave." operate over same route to Dewey and Ridgeway and continue on Dewey Ave. to Britton Rd. Return over same route.

IRONDEQUOIT BUS

ROUTE—St. Paul and Ridge via Ridge, Hudson Ave., Titus Ave., Culver Rd. to Clifford, returning by same route.

PLYMOUTH AND GENESEE PK. BOULEVARD

ROUTE—Broad and South via South Ave., Court St., Exchange, Broad, Plymouth, Elmwood Ave., Winbourne Rd., Genesee Pk. Blvd., Chili Ave., Main St. West and Broad St. to Broad and South. Busses operate around this belt in both directions.

OWL (ALL NIGHT) CAR SERVICE ON THE FOLLOWING LINES

Lake and Monroe Aves., Main St. East and West Ave., Park and Dewey Aves., University and Arnett, St. Paul St. and South Ave., Portland Ave., Clifford and Joseph. Call Main 4200 for schedule of owl cars and busses.

NOTE: Bus line routes will vary occasionally due to repaving or other street repairs and time tables will be changed when necessary for improved service. Persons not familiar with the city can obtain correct information on latest trolley and bus routes and schedules by calling Main 4200.

INTERURBAN BUSES

ROCHESTER—DANSVILLE—HORSELL

Rochester	Livonia	Springwater	Burns Corners
West Henrietta	South Livonia	Wayland	Arkport
East Avon	Conesus	Dansville	Hornell
Lakeville	Websters	Dotys Corners	

ROUTE—Broad St. and South Ave. to Exchange St., Court St., South Ave., Mt. Hope Ave., West Henrietta Rd. Return via same route.

ROCHESTER—PITTSFORD

ROUTE—Main and Elm Sts. via East Ave. to Pittsford, returning via East Ave. and Chestnut St. to Main and Elm Sts.

ROCHESTER—GRAND VIEW BEACH

ROUTE—From Lake and Lewiston Aves. via Ridge and Long Pond Rds. to Grand View Beach. Return via same route.

ROCHESTER—SODUS BAY

Rochester	West Webster	Ontario Center	Sodus
City Line	Webster	Ontario	Wallington
Power House	Union Hill	Williamson	Alton
Daytons	Fruitland	East Williamson	Sodus Point

ROUTE—Broad St. and South Ave. via Broad St., Exchange St., Court St., Chestnut St., East Ave., Culver Rd., Empire Blvd. to Webster Rd. Return via same route.

ROCHESTER—HOLCOMB

ROUTE—Broad and South via South Ave., Monroe Ave. to Pittsford to Holcomb.

INTERURBAN TROLLEY SERVICE

ROCHESTER—GENEVA

Rochester	Victor	Canandaigua	Geneva
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LOCAL TROLLEY LINE ROUTES

See map pages 6-7

LAKE—MONROE: From Rowlands Station, Monroe Ave., through Monroe Ave., Clinton Ave., South Ave., Court St., Exchange St., State St., Lake Ave. to Beach Ave., Charlotte.

EAST MAIN—WEST: From Blossom Road, City Line, through Blossom Rd., Winton Rd., Main St. East, Main St. West, and West Ave. to Lincoln Ave.

PARK—DEWEY: From East Ave. at Probert St., through East Ave., Colby St., Alexander St., Gardiner Pk., South Union St., Court St., James St., Chestnut St., Elm St., Main St. East, Main St. West, Plymouth Ave. North, Commercial St., Jones St., Jay St., Saratoga Ave., Bloss St., Backus Ave., Emerson St., Dewey Ave., Driving Park Ave. and Dewey Ave. to Lewiston Ave.

UNIVERSITY—ARNETT: From Culver Rd. and University Ave., through University Ave., Main St. East, Main St. West, Genesee St., Arnett St., Thurston Rd. to Brooks Ave.

ST. PAUL—SOUTH: From Genesee Valley Park and Crittenden Pk., through Crittenden Pk., Mt. Hope Ave., Stewart St., South Ave., St. Paul St., to Seneca Park and St. Paul Blvd. to terminal at Summerville.

WEBSTER—LYELL: From Culver Rd., through Bay St., Webster Ave., North Goodman St., Main St. East, State St. and Lyell Ave. to Glide St.

NORTH—SOUTH CLINTON: From Ridge Rd. and Clinton Ave. North, through North Clinton Ave. and South Clinton Ave. to terminal south of Field St.

PARSELLS—GENESEE: From Culver Rd., through Parsells Ave., Webster Ave., North Goodman St., Main St. East, Main St. West, Genesee St. and Elmwood Ave. to Genesee Valley Park.

HUDSON—ALLEN: From Norton St., through Hudson Ave., North St., Franklin St., Andrews St., State St., Allen St., Campbell St., Grape St., Jay St., Ames St. and Maple St. to Oren St.

PORTLAND AVE.—SEA BREEZE LINE: From Oak St. and Main St. West, through Main St. West, Main St. East, North St., Draper St., Portland Ave. to Norton St. (City Terminal.) Through Portland Ave., Ridge Rd. to Culver Rd., private right-of-way to Sea Breeze.

CLIFFORD—JOSEPH: From Clifford Ave. and Culver Rd., through Clifford Ave., Portland Ave., Draper Street, North St., Central Ave., Clinton Ave. North, Clinton Ave. South, Court St., Exchange St., State St., Central Ave., Joseph Ave. to Norton St.

CENTRAL PARK—JEFFERSON: From Goodman St. at Norton, through Goodman St. North, Central Pk., Portland Ave., North St., Central Ave., State St., Allen St., North Plymouth Ave., Main St. West, Clarissa St., Bronson Ave. and Jefferson Ave. to Cottage St.

GLEN HAVEN LINE: From Oak St. and Main St. West, through Main St. West, Main St. East, to East Main Station, thence over private right-of-way to Glen Haven Junction and Schaller's Stop at Empire Blvd.

TRACKLESS TROLLEY CROSSTOWN LINE: From Pierpont St. and Driving Park Ave., through Driving Park Ave., Avenue E, Conkey Ave., Avenue D, North St. and Clifford Ave. to Portland Ave.

LOCAL SUBWAY LINE: From Rowlands Station, at the eastern terminal, to Driving Park Ave. at the western terminal. Subway passenger Stations at Rowlands, Elmwood Ave., Highland Ave., Winton Rd., Colby St., Culver Rd., Monroe Ave., Meigs St. and Goodman St. South, Court St., City Hall, Main St. West, Lyell Ave., Edgerton Park, Emerson St., Lexington Ave. and Driving Park Ave. An additional rush hour service operated from Dewey and Lewiston Aves. through Dewey to Emerson on the surface, then through the subway to Rowlands.

GENERAL INFORMATION

GOLF COURSES

PUBLIC courses—two eighteen hole courses in Genesee Valley Park and one nine hole course in Durand-Eastman Park. Genesee Valley Park courses reached by cars of the Genesee St. line, and Durand-Eastman Park by cars of the Sea Breeze line. A fee of fifty cents is charged for the use of these courses.

STEAMSHIP LINES

The two car ferries of the Buffalo, Rochester & Pittsburgh R. R. Co. sail daily from the Port of Rochester for Cobourg and Port Hope, Canada. Daily sailings of the Canada Steamship Line steamers from Municipal Dock at Summerville offer delightful trips of one to three days, calling at Toronto, Thousand Islands, Montreal and Quebec. Inquire at Company office 705 Temple Bldg. Phone Stone 5680 for schedule.

WHERE TO SHOP

Four large department stores, Sibley, Lindsay & Curr Co., McCurdy & Co., E. W. Edwards & Son, and Duffy Powers Co. serve the city and surrounding trade area. Numerous specialty shops make it possible to select merchandise of the highest quality with a minimum of time and effort. Lower East Avenue is rapidly developing into a shopping center which will rival any in the largest cities.

WHAT TO SEE IN ROCHESTER

WHAT to see depends somewhat upon the length of your stay and also upon your inclinations and interests. Theatres are usually included in any itinerary of pleasure; and, if you have time for only one, by all means see the Eastman Theatre. Parks are always a source of pleasure, and the variety of scenery offered in Rochester parks will repay a visit to all of them if you have the time. If you can see only one, Durand-Eastman is probably the most interesting both for the variety of its scenery and the recreation facilities. A visit to the Eastman Dental Clinic on East Main Street, if you are interested in what may be done to improve the general health of children through an agency of this kind, is well worth while. At Edgerton Park you will find an excellent collection of coins and medals known to numismatists throughout the

land. Here you will also find a collection of early Americana and an interesting collection of Indian relics from all of Western New York. Ward's Natural Science Museum is an institution of great interest to those who delight in investigating rare and curious phenomena of nature.

If you are interested in industrial matters, a trip to the Chamber of Commerce publicity bureau will reward you with a wealth of information pertaining to Rochester industries, and trips through some of the largest plants of their kind in the world may be arranged through this bureau.

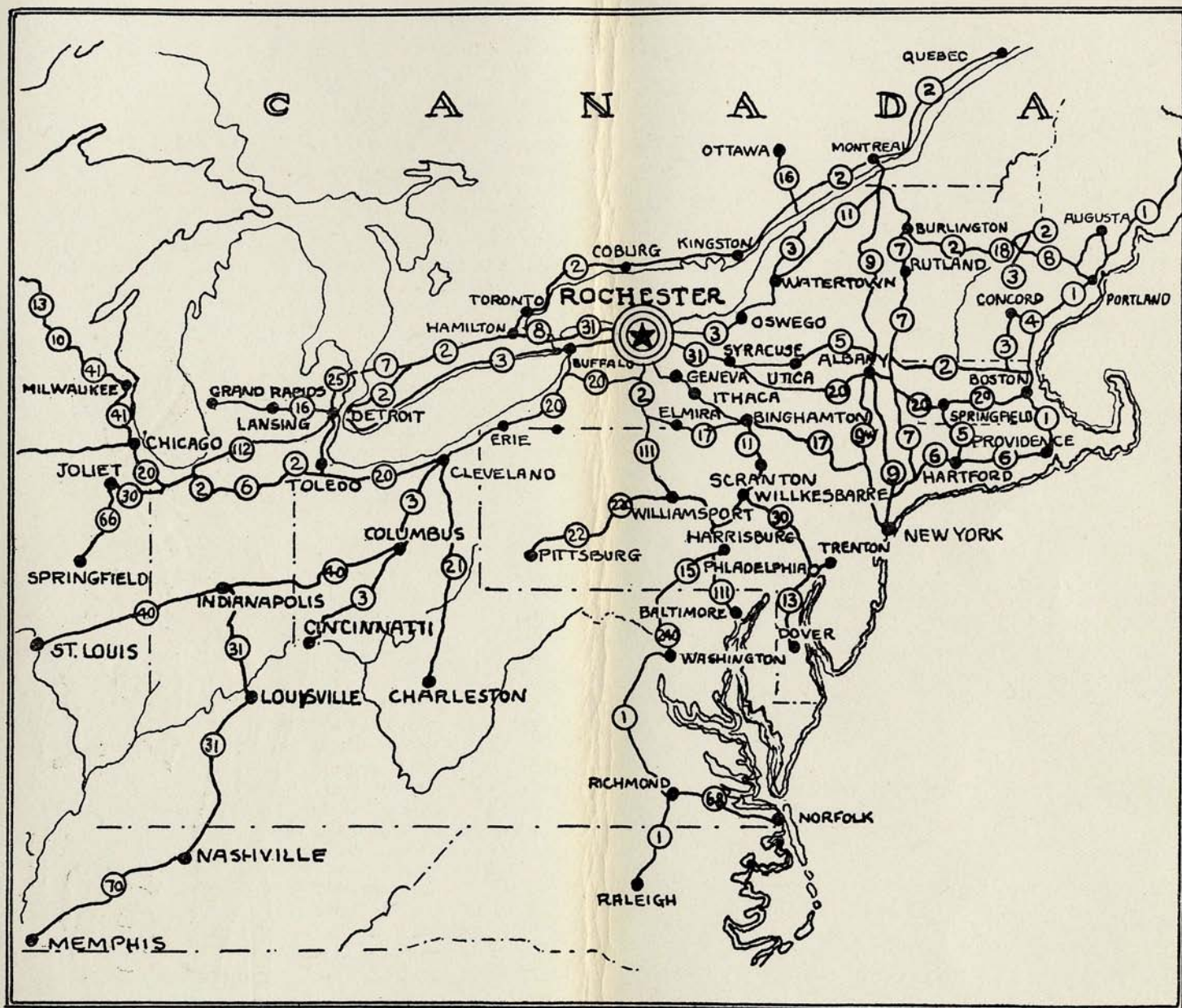
The arboretum at Highland Park, together with a vast collection of shrubs and trees throughout the park, will interest those whose bent is for flowers.

A ride through East Avenue on the Pittsford bus will take you for miles through a beautiful street whose giant elms and fine residences are world famous.

If you are to stay for some time in Rochester, you will find it an excellent headquarters for trips through the Genesee valley. The finger lakes region affords a never ending panorama of rolling hills, beautiful lakes and verdant countryside. Letchworth Park, forty miles southwest of Rochester, is worth an entire day. Here the Genesee River falls 300 feet and runs between sheer banks of rock a thousand feet high. Facilities for camping and picnicking are provided at Letchworth Park, and an entire day is not too much to give to this trip. Be sure that brakes are in good condition before driving through, as scenery of this kind is not to be found without steep grades and sharp curves.

We cannot list all of the spots which are worth while, but the traveller-tourist will find at the Automobile Club of Rochester, or at the publicity bureau of the Chamber of Commerce courteous hospitality, and a generous fund of information regarding places to visit in Rochester and the Genesee Valley.

If you visit Rochester during the summer months, a trip to the Natatorium, the largest salt water swimming pool in the world, at Sea Breeze Park will be an enjoyable event.



MOTOR ROUTES TO ROCHESTER

Five railroads enter the city—The New York Central R. R., Buffalo, Rochester & Pittsburgh R. R., Erie R. R., Lehigh R. R., and Pennsylvania R. R. Three interurban trolley lines—Rochester & Eastern, Rochester, Lockport & Buffalo and Rochester &

Syracuse. Boats of the Canadian Steamship Lines run from Rochester to Toronto, Cobourg, Kingston and Montreal. Buffalo Rochester & Pittsburgh car ferries sail twice daily to Cobourg.