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
## INDEX

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOREWORD—<em>Rochester’s Early History and Growth</em></td>
<td>1–2</td>
</tr>
<tr>
<td>TRANSPORTATION</td>
<td>3–4</td>
</tr>
<tr>
<td>BEACHES AND RESORTS</td>
<td>5</td>
</tr>
<tr>
<td>MAP—Trolley Lines—Bus Routes—Subway—Places of Interest</td>
<td>6–7</td>
</tr>
<tr>
<td>PUBLIC PARKS</td>
<td>8</td>
</tr>
<tr>
<td>HOTELS—THEATRES</td>
<td>9</td>
</tr>
<tr>
<td>MAP—Suburban Bus and Trolley Service</td>
<td>10</td>
</tr>
<tr>
<td>LOCAL AND INTERURBAN TROLLEY AND BUS ROUTES</td>
<td>11</td>
</tr>
<tr>
<td>GENERAL INFORMATION—What to See in Rochester</td>
<td>12</td>
</tr>
<tr>
<td>MAP—Auto Routes to Rochester</td>
<td>13</td>
</tr>
</tbody>
</table>
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 grist mill, 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 Rochesterville, 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...
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 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 traveler’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 travelers have pronounced well worth seeing.

To the west, the Honeymoon Trail to Niagara Falls, a Mecca of travelers 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.
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
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.

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.

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, buses 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.
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 Summerville 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.
HOW TO REACH POINTS IN ROCHESTER, N. Y.

DEFINES

New York Central—Central Ave. between Clinton and Joseph Avs.

700, 1100, 1200

East Railroad—Court St. between South Ave. and Exchange St.

100 and Bus Routes

Northern Railroad—Main St., west corner, Oak St.

Subway, 220 and Bus Routes

Pennsylvania Railroad—Main St., West, opposite Buffalo, Rochester & Pitts.

Lehigh Valley—Court St., between South Ave. and Exchange St.

100, 500 Subway and bus routes

City Hall Subway—Interurban Trolley Station—Broad and Exchange Sts.

300, 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.

200, 800, 400, 1000 and Bus Routes

Powers—Main St. West, one block west of State St.

300, 100, 200, 400

Heidenreich—Main St. South, one block south of Main St.

300, 500, 800, 1000

Four—Cornell Dr. and Court St.

300

Canvass—Chester St., near Etna

200

Colby—Clinton Ave. and Andrews St.

300, 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 Genesee Sts.

300, 500, 400 and Bus Lines

St. Mary’s Hospital—Mount Hope—Rochester

140, 800

Memorial Hospital—Mount Hope—Rochester

140, 800

St. John’s Hospital—Main Ave. and Grove St.

140, 800

St. Joseph’s Hospital—Lowell Ave.

140, 800

John Dewey Hospital—East Ave.—near Elmwood Ave.

800

HOMESTEAD—East Henrietta Road

1899

BUILDINGS, INSTITUTIONS, PARKS, BEACHES, ETC.

CHAMBER OF COMMERCE—St. Paul St., one block north of Main St.

200, 800

New Masonic Temple—Main St., East, four blocks north of University Ave.

900, 330

Y. M. C. A.—Giles St., near Main St.

900, 330

Y. W. C. A.—Franklin St., near Andrews St.

300

Crouse Hall—Corner Monroe and Clinton Ave.

300, 700, 1100

Westman Natural Science Museum—College Ave., near University Ave.

1100

Rochester Memorial Hospital—Elm Park on Dewey Ave.

300

Museum of Fine Arts—University Ave., near Goodman

400

New University—Robertson—Robertson Ave., at Genesee Valley Park

3000, 2100

Bus Denver Park—Lake Ontario at Irondequoit Bay

300

Oak Park—Rochester Park—Lake Ontario and Genesee River

300

Genesee Valley Park—South Ave., at Elmwood Ave.

3000, 1100, 800

Henrietta Park—Lamond–Genesee–Highland Ave.

100

stony Point—St. Paul St. and Genesee River

400

Marine Park—Lake Ave., from Driving Park North

100

Dacon–Eastman Park—Lake Ontario, west of Bus Bronze Park

1913

Central Library—Court St., between South Ave. and Exchange St.

500

and Elmwood St., also

3100

Other points south of city limits indicated by numbers

Two tachometers in each module included on map.

BUS AND STREET CAR LINE NUMBERS

100—Lake and Monroe

100—Main and Washington

100—Park and Darwin

100—University and Livingston

100—St. Paul and Street

100—Norton and Chestnut

100—Pembroke and Grenson

100—Hudson and Genesee

100—Irondequoit

100—Clifford and Joseph

100—Central Park and Jefferson

100—Falls and West

100—Starr and Tricolor

100—Riverside and Ridge

100—East Avenue Bus Line (Primrose)

100—Lancaster Bus Line

100—Chili Bus Line

100—Park and Genesee

100—Elmwood and South

100—Genesee and General Park Blvd.

100—South Park and Genesee

100—Center and South

100—North and South

100—Highland and Girls

100—Park and South

100—Exchange Street Bus Line (John)

100—Colorado Bus Line

100—School Bus Line

100—Lake and Genesee Park Country

NOTE: All bus routes except 1000, 1900, 1900 and 2000 leave from South Ave. and Broad St.

Central Library of Rochester and Monroe County · Historic Monographs Collection
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 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.
HOTELS AND THEATRES

Hotel Powers

Hotel Sagamore

Hotel Seneca

Hotel Rochester

Hotel Hayward

Eastman Theatre

Rochester Theatre

Keith Albee Theatre

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.

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.
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., Charleroi St., Mt. Hope Ave., East Henrietta Rd., to Weaflad Rd. Return over same route to Exchange St. and Broad St., to Broad St. and South Ave.

LAURELTON BUS LINE


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., Olitt St., Sante St., Emerson St., Glide St., and Lyell Ave. to Howard Rd. Return over same route.

GLIDE ST. AND GENESEE PARK BLVD. CROSSSTOWN

ROUTE: From Lee Rd. to Genesee Valley Park via Lexington Ave., Stemson St., Emerson St., Glide St., Buffalo Rd., West Ave., Gardner Ave., Chili Ave., Prospect St., Lake Ave., Genesee St., Ridge Rd., Winton Rd., Scottsville Rd., Volwood 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., Olitt St., Sante St., Emerson St., Curie Rd., Lebanon Ave., Wren St., Driving Ave., Dewey Rd., Ridge Rd., Long Pond Rd. to West Greece, Parma Corners, Parma Center and Hilton. Return same route. Buses marked "Long Pond Rd. via Ridge Ave." operate over same route from Broad St. and South Ave., to Dewey Ave. and Ridge Ave. to Mt. Read Blvd., Ridge Rd. to Long Pond Rd. Return same route. Buses marked "Dewey Ave." operate over same route to Dewey and Ridge, and continue on Dewey Ave. to Britton Rd. Return over same route.

IRONDEQUOIT BUS

ROUTE—St. Paul and Ridge via Ridge, Hudson Ave., Tita 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., Winton Rd., Genesee Pk. Blvd., Chili Ave., Main St. West and Broad St. to Broad and South. Buses operate around this belt in both directions.

OWL (ALL NIGHT) CAR SERVICE ON THE FOLLOWING LINES

Lake and Monroe Ave., Main St. East and West Ave., Park and Dewey Ave., University and Arnett, St. Paul Ave. and South Ave., Porthord Ave., Clifford and Joseph. Call Main 4000 for schedule of owl cars and busses.

NOTE: Bus line routes will vary occasionally due to repairs 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 4000.

INTERURBAN BUSSES

ROCHESTER—DANSVILLE—HORNELL

Rochester...Livonia...Springwater...Burns Corners

West Henrietta...South Livonia...Warlwood...Arkport

East Avon...Canasville...Dorns Cove

Lakeville...Weathers...Dorns Corners

ROUTE: Broad St. and South Ave. to Exchange St., Court St., South Ave., Mt. Hope Ave., West Henrietta Rd. Return over 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 Ave. via Ridge and Long Pond Rd. 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...Wallington

Dayton...Fruitland...East Williamson...Sodus Point

ROUTE: From 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—GRANDVIEW

INTERURBAN TROLLEY SERVICE

See map pages 6-7

ROUTE—PEAK: From Broad St. and South Ave., to Lyell Ave., and Howard Rd., via Broad St., Lyell Ave., Myrtle St., Olitt St., Sante St., Emerson St., Glide St., and Lyell Ave. to Howard Rd. Return over same route.

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

ROUTE—DANE VALLEY: From Broad St. and South Ave., via Broad St., Lyell Ave., Myrtle St., Olitt St., Sante St., Emerson St., Curie Rd., Lebanon Ave., Wren St., Driving Ave., Dewey Rd., Ridge Rd., Long Pond Rd. to West Greece, Parma Corners, Parma Center and Hilton. Return same route. Buses marked "Long Pond Rd. via Ridge Ave." operate over same route from Broad St. and South Ave., to Dewey Ave. and Ridge Ave. to Mt. Read Blvd., Ridge Rd. to Long Pond Rd. Return same route. Buses marked "Dewey Ave." operate over same route to Dewey and Ridge, and continue on Dewey Ave. to Britton Rd. Return over same route.

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

ROUTE—CROSSSTOWN: From Lee Rd. to Genesee Valley Park via Lexington Ave., Stemson St., Emerson St., Glide St., Buffalo Rd., West Ave., Gardner Ave., Chili Ave., Prospect St., Lake Ave., Genesee St., Ridge Rd., Winton Rd., Scottsville Rd., Volwood Ave. to Plymouth Ave. South and Elmwood Ave. Return over same route.

ROUTE—CROSSSTOWN: From Lee Rd. to Genesee Valley Park via Lexington Ave., Stemson St., Emerson St., Glide St., Buffalo Rd., West Ave., Gardner Ave., Chili Ave., Prospect St., Lake Ave., Genesee St., Ridge Rd., Winton Rd., Scottsville Rd., Volwood Ave. to Plymouth Ave. South and Elmwood Ave. Return over same route.

ROUTE—CLIFFORD: 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.

ROUTE—CENTRAL PARK: From Central Park Station, at the eastern terminal, to Glen Haven Junction and Schalfer's Stop at Empire Blvd.

ROUTE—GLEN HAVEN: From Oak St. and Main, St. West, through Crittenden Pk., Mt. Hope Ave., Stewart St., St. Paul Ave., to Summerville.

ROUTE—LOCAL SUBWAY: From Rowlands Station, at the eastern terminal, to Glen Haven Junction and Schalfer's Stop at Empire Blvd.

ROUTE—Sodus Point: From 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.

ROUTE—GRANDVIEW BEACH: From Lake and Lewiston Ave., via Ridge and Long Pond Rd. to Grand View Beach. Return via same route.

ROUTE—PEAK: From Broad St. and South Ave., to Lyell Ave., and Howard Rd., via Broad St., Lyell Ave., Myrtle St., Olitt St., Sante St., Emerson St., Glide St., and Lyell Ave. to Howard Rd. Return over same route.

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

ROUTE—DANE VALLEY: From Broad St. and South Ave., via Broad St., Lyell Ave., Myrtle St., Olitt St., Sante St., Emerson St., Curie Rd., Lebanon Ave., Wren St., Driving Ave., Dewey Rd., Ridge Rd., Long Pond Rd. to West Greece, Parma Corners, Parma Center and Hilton. Return same route. Buses marked "Long Pond Rd. via Ridge Ave." operate over same route from Broad St. and South Ave., to Dewey Ave. and Ridge Ave. to Mt. Read Blvd., Ridge Rd. to Long Pond Rd. Return same route. Buses marked "Dewey Ave." operate over same route to Dewey and Ridge, and continue on Dewey Ave. to Britton Rd. Return over same route.

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

ROUTE—CROSSSTOWN: From Lee Rd. to Genesee Valley Park via Lexington Ave., Stemson St., Emerson St., Glide St., Buffalo Rd., West Ave., Gardner Ave., Chili Ave., Prospect St., Lake Ave., Genesee St., Ridge Rd., Winton Rd., Scottsville Rd., Volwood Ave. to Plymouth Ave. South and Elmwood Ave. Return over same route.

ROUTE—CLIFFORD: 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.

ROUTE—CENTRAL PARK: From Central Park Station, at the eastern terminal, to Glen Haven Junction and Schalfer's Stop at Empire Blvd.

ROUTE—GLEN HAVEN: From Oak St. and Main, St. West, through Crittenden Pk., Mt. Hope Ave., Stewart St., St. Paul Ave., to Summerville.

ROUTE—LOCAL SUBWAY: From Rowlands Station, at the eastern terminal, to Glen Haven Junction and Schalfer's Stop at Empire Blvd.

ROUTE—Sodus Point: From 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.

ROUTE—GRANDVIEW BEACH: From Lake and Lewiston Ave., via Ridge and Long Pond Rd. to Grand View Beach. Return via same route.
GENERAL INFORMATION

GOLDFIELD 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