

**What to do and
Where to go
in
Rochester**

**Second Annual
Industrial Exposition
Oct. 11 to 23, 1909**

What to do and where

For You

We issue this booklet that all may be well informed as to this city, its attractions and the store which extends to you a most cordial invitation.

Rochester was incorporated as a city in 1834, and because of its extremely desirable location, environments, natural advantages and hustle, has grown to be the most up-to-the-minute city in the entire country.

The Exposition is fully explained in the program issued at the Exposition buildings.

Visit Scrantom's

**The Store
that has
Grown with
Rochester**

On May 30, 1868, Scrantom, Wetmore & Co. opened for business at 10 State Street as a book and stationery store.

At the time of the store's inception, Rochester had a population of about 62,000. It is now a municipality of the first class, and has a population approximating 210,000. The store has more than kept pace with the progress of the city and now enjoys the reputation of being one of the largest of its kind in the entire country, as well as the most unique.

During the past forty odd years of business life the firm has been compelled from time to time to seek larger quarters, and now occupies a large portion of the ground floor space of the big Powers Building, and enjoys a large trade in books, stationery, office supplies, athletic goods, toys, art goods, etc., among the most discriminating.

to go in Rochester 1909

City's Parks

How to get there and what to See

Genesee Valley Park (South Park)

How:—Take the Genesee Valley Park car at any point on St. Paul Street or South Ave. Plymouth Ave. car at any point on Main Street, east of the Main Street bridge.

See:—The Genesee River, which runs through the park and affords miles of beauty; navigated by canoes and launches. On the western side of the river athletic field, tennis courts, base ball diamonds and childrens' play grounds. On the east side of the river beautiful groves, rustic bridges, perfect macadam roads, shell band stand, free golf course and polo grounds.

Highland Park

How:—Take Genesee Valley Park car at any point on St. Paul Street or South Ave. Get off at Reservoir Ave.

See:—Reservoir with superb fountain, beautiful flower beds and hedges. Many delightful wooded walks. Pavilion overlooking city and commanding a view for miles around. This is the highest point in Rochester and in season a veritable sea of flowers.

Seneca Park

How:—Take St. Paul Street car from any point on South Ave. or St. Paul Street.

See:—Zoo containing animals from every clime. Trout Lake (artificial), winding river gorge, swimming pool, springs, old Indian trails, miles of macadam roads, and beautiful scenery at every turn.

Maplewood Park

How:—Take Lake Ave. car from any point between Convention Hall and our store, as indicated on map.

See:—Two pavilions, tennis courts, childrens' play grounds, old Indian trails, beautiful view of the Lower Falls and river gorge.

What to do and where

Theatres

New National Theatre

Oct. 14-15-16, "The Witching Hour".
Prices, 25 cents to \$1.50. Matinee
Saturday.

Lyceum Theatre

Week of Oct. 11th, "Ben Hur". Prices,
50 cents to \$2.00. Matinee Wednesday and
Saturday.

Oct. 18th to 21st inclusive, "Girl from
Rectors".

Prices 25 cents to \$1.50. Matinee
Wednesday.

Friday and Saturday Matinee and Night.
Mrs. Fiske, "Salvation Nell".

Cook Opera House

Vaudeville. Prices, Matinee (daily), 25 cents
to 75 cents. Evening, 50 cents to \$1.00.

About Nov. 15th, Vaudeville will go to the
new Temple Theatre, and Starr & Haviln's
Melodramatic Attractions and Musical Comedies
will be presented at the Cook Opera House.

Baker Theatre

Week of Oct. 11th, "Our New Minister".

Week of Oct. 18th, "Charlie's Aunt".

Matinee Monday, Wednesday, Friday and
Saturday. Prices, Matinee, 10, 25 and 35 cents;
Night, 15, 25, 35 and 50 cents.

Corinthian Theatre

Burlesque. Week of Oct. 11th, "Queen of
Jardin de Paris".

Week of Oct. 18th, "Follies of Moulin
Rouge".

Matinee (Daily) 10 to 50 cents. Even-
ings, 15 to 75 cents.

Amateur Night, Friday.

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Points of General Interest Outside of the City's Parks

Ward's Natural Science Museum—76 College Avenue.

Erie Canal Aqueduct—Over Genesee River, south of Main Street.

Reynolds Library—150 Spring Street.

State Law Library—Court House.

Monroe County Penitentiary—End of South Avenue car line.

Eastman Kodak Chimney, Kodak Park—Lake Avenue car. May be seen from any high point on a clear day. 366 feet high and the third tallest chimney in the world.

University of Rochester—University Avenue car line. University Avenue corner Prince Street.

West High School, Genesee Street—Genesee or Arnett car line.

East High School, Alexander Street—University or East Main car line.

St. Bernards Seminary, Charlotte Boulevard—Lake Avenue car.

Theological Seminary, corner Alexander and East Avenue—Park Avenue car line.

Reynolds Arcade—Oldest business block in Rochester, built in 1828.

Rattlesnake Pete's Museum—Mill Street.

Court House—One of the finest municipal buildings in the country.

Soldiers' and Sailors' Monument—Washington Park, facing Exposition Buildings.

Statue of Frederick Douglas—Douglas Square, Central Avenue and St. Paul Street, near New York Central Depot.

Schiller Memorial—Riley Triangle, intersection of University and Main Street East.

Granite Building—Scene of Rochester's \$1,000,000 fire in 1903.

Cobb's Hill Reservoir—End of Monroe Avenue car line.

New York State Armory—East Main Street opposite Birch Crescent, East Main and Parsells car line.

See night illumination.

What to do and where

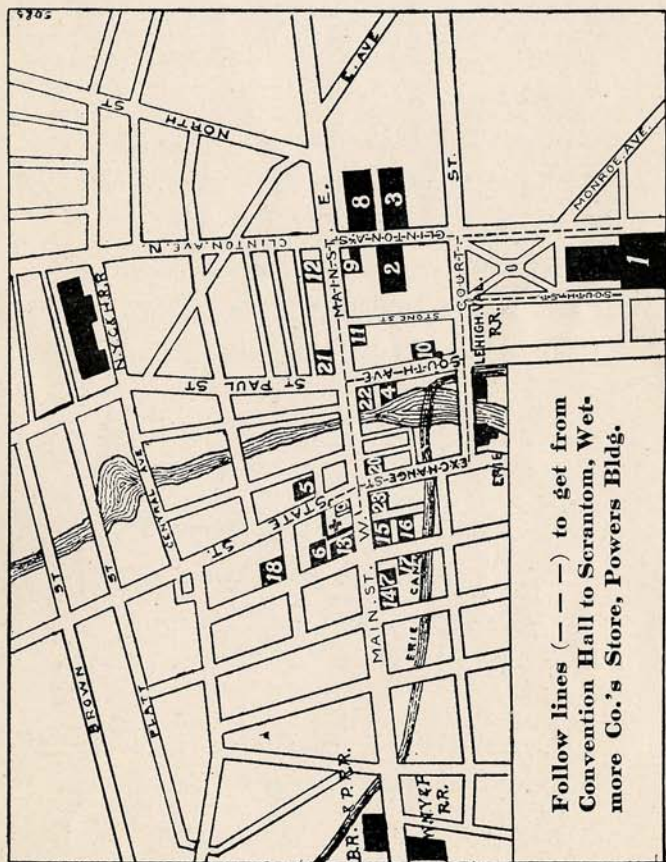
State
Street
Entran-
ces



Main
Street
Entran-
ces

to go in Rochester 1909

- X Scrantom Wetmore Co.
- 1 Convention Hall
- 2 New Temple Theatre
- 3 Lyceum Theatre
- 4 Cook Opera House
- 5 Corinthian Theatre
- 6 Baker Theatre
- 7 New National Theatre
- 8 Seneca Hotel
- 9 Whitcomb House
- 10 Osburn House
- 11 Hotel Eggleston
- 12 Jackson's Hotel
- 13 Powers Hotel
- 14 Hotel Rochester
- 15 Court House
- 16 City Hall
- 17 Municipal Building
- 18 Government Building
- 19 Powers Building
- 20 Wilder Building
- 21 Granite Building
- 22 Chamber of Commerce
- 23 German Insurance Bldg.



Follow lines (— — —) to get from
Convention Hall to Scrantom, Wet-
more Co.'s Store, Powers Bldg.

What to do and where

Prominent Clubs

- Masonic Club—85 Clinton Avenue North.
Genesee Valley Club—East Avenue and Gibbs Street.
Rochester Club—78 East Avenue.
Country Club—East Avenue, Brighton.
Oak Hill Country Club—Wolcott Street.
Elks' Club—105 Clinton Avenue North.
Rochester Whist Club—40 N. Fitzhugh Street.
Pinnacle Recreation Club—Monroe Avenue and Field Street.
Columbia Rifle Club—Reynolds Arcade.
Rochester Athletic Club—72 Clinton Avenue N.
Rochester Automobile Club—Hotel Seneca.
Rochester Canoe Club—Irondequoit Bay.
Rochester Yacht Club—Ontario Beach.
Genesee Valley Golf Club—Public Links, South Park.
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Falls of the Genesee

Where to See Them

Upper Falls—From Platt St. bridge. Take Lake Ave., Lyell or St. Paul St. cars. Height, 100 feet.

Lower Falls—From Driving Park Ave. bridge. Take Lake Ave. or St. Paul St. car. Height, 85 feet.

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ROCHESTER leads the world in the production of office filing devices, buttons, thermometers, canned goods, seeds and nursery stock, sterilizing outfits, high grade ready-to-wear clothing, wood and paper boxes, machinery, optical instruments, Kodaks and cameras.

Rochester makes \$25,000,000 of ready-made clothing every year and \$20,000,000 of shoes, and the total annual manufacturing is estimated \$200,000,000. The Eastman Kodak Co. uses more silver (for their instruments) than any other institution in the entire country, with the exception of the United States mint.

The falls of the Genesee provide 30,000 horse power with a possibility of 50,000.

Rochester has the greatest park area per capita than any other city in the United States.

Rochester has forty-five hotels, and next year forty-seven conventions are booked for **Rochester.**

What to do and where

What you will find at Scrantom, Wetmore & Co.'s Store

A writing room set aside for your use, provided with the best stationery in all correct sizes; parcels checked free; bureau of Information; and above all a friendly spirit of welcome.

All departments are closely connected, making shopping here most convenient.

To make our store exceptionally attractive for the visitors, we have arranged on our counters beautiful novelties in brass goods, leather goods, art goods, pictures, books, etc., suitable for gifts.

One of the largest book departments between New York and Chicago is to be found in the center of our store.

Conveniently located near the State Street entrance is a beautiful assortment of post card views from one cent up, giving many handsome views of this city and from many large cities from all over the world. Send these to your friends from our writing room.

A complete store directory will be found just inside each entrance, enabling visitors to find without delay every department.

Won't You Come?



There may be a better city than Rochester, one prettier, one livelier, and one you could take more pleasure in, but it must be in Mars. In this world it is undiscovered.

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Depots

New York Central—Central Avenue and St. Paul Street. West Shore, R. W. & O. and Toronto, Hamilton & Buffalo run trains into the Central depot.

Lehigh Valley—Court Street bridge.

Erie—Court Street, near Exchange Street.

Buffalo, Rochester & Pittsburg—62 West Avenue.

Western New York & Pennsylvania—81 West Avenue.

Electric Roads

Rochester & Sodus Bay Railway—Union depot at Court and Exchange Streets. Cars leave at 5:50 A. M., 7 A. M. and every hour thereafter.

Rochester, Syracuse & Eastern Railway—Depot, University Avenue and Culver Road. Eastbound cars leave every hour.

Rochester & Eastern Electric Railway—Union depot, Court and Exchange Streets. Eastbound at 6:30 A. M. and every hour thereafter.

Buffalo, Lockport & Rochester Railway—Depot terminus of Lyell Avenue street car line. Westbound, 15 minutes after the hour.

Special Attractions

Saturday at Genesee Valley (South Park), Oct. 16th, at 2 p. m., automobile owners of the city will have a series of contests, such as obstacle races, balancing, and various amusing stunts.



*The character of our
stocks and service makes
this an ideal store to
patronize.*