



The PARK SYSTEM of ROCHESTER

LAKE ONTARIO

BEACH AVE

ONTARIO BEACH PARK

LAKE SHORE BLVD

ST. PAUL BOULEVARD

DINE GROVE AVE

DURAND EASTMAN PARK

LAKE AVE

SENECA PARK



US 104

RIDGE ROAD W.

RIDGE ROAD E

MAPLEWOOD PARK

NORTON ST

DRIVING PARK AVE

CLIFFORD AVE

EDGEMONT PARK

BAUSCH PARK

NY 21

LYELL AVE

N. BOGDAN ST

CULVER ROAD

US 104

WINTON RD

NY 22

WEST AVE.

EAST MAIN ST

WEST MAIN ST

LITTLE WHITE HOUSE

EAST AVE

NY 22A

CHILI AVE

PLYMOUTH AVE S

30000 AVE

DEBBD ST

NY 27

NY 26

BROOKS AVE.

GENESEE ST

SOUTH AVE

S. BOGDAN ST

COBB'S HILL PARK

SCOTTVILLE ROAD

HIGHLAND AVE

HIGHLAND PARK

ELMWOOD AVE

NY 282

US 15

NY 15A

NY 26

GENESEE VALLEY PARK



Spring Time May Time Lilac Time

The arrival of spring in Rochester, N. Y. brings the glad tidings of Lilac Time, when nature's most glorious spectacle attracts hundreds of thousands of visitors to the world's largest public display of Lilacs spread over 15 acres of Highland Park's sunny slopes.

Full bloom of this magnificent collection of 500 varieties and 1,400 shrubs usually comes in May — rarely in late April or early June.

The internationally-famous observance of Lilac Time features a week of music and dancing amid every conceivable shade of blooms, from the deepest purple to the purest white. The aroma-laden area is brilliant with spectacular illumination for evening programs.

Rochester is a friendly and hospitable community and cordially invites everyone to pay a visit to this unparalleled spring festival.

If you care to be informed when our Lilac Time festival will begin, please write to the Division of Public Relations, City Hall Annex, 242 West Main Street, Rochester 14, N. Y. Lilac Time begins with the Sunday nearest full blooming. The moment that date has been determined, you will be notified.

CALENDAR OF BLOSSOMS IN ROCHESTER PARKS

Average dates of flowering of the main flower displays in Rochester Parks (dates vary with weather and seasonal conditions).

Japanese Cherries	Durand Eastman Park	April 20
Golden-bell or Forsythia	Highland Park and other parks	April 20
Magnolias	Highland Park and Oxford St.	April 24
Tulips	Highland Park and Plymouth Park	May 10
Crab-apples	Durand Eastman Park and Maplewood Park	May 15
Redbuds	Various Parks	May 15
The Pansy Bed	Highland Park	May 22
Azaleas	Highland Park	May 28
Lilacs	Highland Park and Cobbs Hill Park	May 22-28

LILAC TIME—This is one of the principal horticultural events in the eastern United States. It takes place when the lilacs are in full bloom, usually the third or the last week in May. It is held in Rochester's Highland Park where 1,400 shrubs and more than 450 different varieties of lilacs are on display.

Flowering Dogwood	Various Parks	May 25-June 3
Tree Peonies	Highland Park	May 25
Hawthorns	Genesee Valley Park	May 20-June 10
Wisteria	Highland Park	May 30
Rhododendrons	Highland Park and Durand Eastman Park	May 30
Early yellow bush roses	Highland Park	June 5
Roses, hybrid tea and hybrid perpetual	Maplewood Park	June 15
Mockoranges	Highland Park	June 20
Common Peonies	Highland Park	June 20
Climbing Roses	Highland Park	July 5
Summer Show	Lamberton Conservatory Highland Park	July and August
Late Spireas	Highland Park	July
Falsespireas	Highland Park	July
Panicle Hydrangeas	Highland Park	August
Shrub, Althea	Highland Park	August
Annual bedding plants	Plymouth Park and Highland Park	August
Hardy Chrysanthemums	Highland Park	Sept. and October
Greenhouse Chrysanthemums	Lamberton Conservatory Highland Park	October
Native Witchhazels	Various Parks	Oct. into November
Christmas Snow	Lamberton Conservatory Highland Park	December

Rochester at Lilac Time

When you come to Rochester in Lilac Time, we want you to take full advantage of the many places of interest Rochester has to show you.

Rochester has many world-famous industries which you can visit on conducted tours to see the marvellous processes by which their products are made.

Rochester's Museum of Arts and Sciences, the Memorial Art Gallery and the Rundel Memorial Building of the Rochester Public Library are model institutions of their kind.

You may wish to visit such famous institutions as the new Eastman Institute of the Photographic Arts . . . the University of Rochester . . . or the Rochester Institute of Technology.

For arrangements to visit any of the above places of interest, inquire at the Information Desk at Highland Park or at the Rochester Convention and Publicity Bureau, Monroe Avenue at Clinton Avenue South (see map of Rochester on this folder for location).

LODGING

Arrangements for hotel accommodations and tourist rooms can be made by writing to the Rochester Convention and Publicity Bureau, Washington Square, Rochester 7, New York.

Map of Lilacs

The Rochester Park Bureau has selected the 56 most popular varieties of lilacs in Highland Park and has located them on a special map of the park for your convenience. The numbers on the map correspond to the varieties listed below:

WHITE FLOWERS

- SINGLE
 1—Vestale
 2—Mont Blanc
 3—Jan van Tol
 4—Marie LeGraye
 5—Monument
- DOUBLE
 6—Edith Cavell
 7—Mme. Lemoine
 8—Mme. Casimir Perier

VIOLET FLOWERS

- SINGLE
 9—De Miribel
 10—Cavour
- DOUBLE
 11—Marechal Lannes
 12—Violetta
 13—Le Notre

BLUE FLOWERS

- SINGLE
 14—President Lincoln
 15—Decaisne
 16—Maurice Barres
 17—Firmament
 18—Diplomate
- DOUBLE
 19—Oliver de Serres
 20—Emile Gentil
 21—Duc de Massa
 22—President Grevy
 23—Ami Schott

LILAC FLOWERS

- SINGLE
 24—Jacques Callot
 25—Vulgaris
 26—William C. Barry
- DOUBLE
 27—President Fallieres
 28—Victor Lemoine
 29—Leon Gambetta
 30—Rosace

PINK FLOWERS

- SINGLE
 31—Lucie Ballet
 32—Macrostachya
 33—Frau Pfitzer
- DOUBLE
 34—Mme. Antoine Buchner
 35—Katharine Havemeyer
 36—Montaigne

MAGENTA FLOWERS

- SINGLE
 37—Marechal Foch
 38—Mme. F. Morel
 39—Capitaine Ballet
 40—Reaumur
 41—Congo
- DOUBLE
 42—Paul Thirion
 43—Paul Deschanel
 44—Mrs. Edward Harding
 45—Charles Joly
 46—President Poincare

PURPLE FLOWERS

- SINGLE
 47—Monge
 48—Mrs. W. E. Marshall
 49—Ludwig Spaeth
 50—Volcan
- DOUBLE
 51—Adelaide Dunbar
 52—Paul Hariot

