



ROCHESTER
AND
MONROE COUNTY
WELCOME YOU

WHAT TO SEE...WHERE TO SHOP...WHERE TO DINE

Published annually by the Rochester/Monroe County Convention and Publicity Bureau, Inc.





Dear Visitor:

Welcome! I hope your stay here will be interesting, informative, pleasant and productive.

Rochester, the third largest city in New York State, is a city of quality—quality in its people, its industry, its recreational opportunities. It is the photographic and optical capital of the world and ranks high in the production of copying machines, men's clothing, pharmaceuticals, automotive parts, dental, and electronic equipment.

You will enjoy visiting the nation's first downtown shopping center—the eight-acre Midtown Plaza—and the multimillion dollar City-County Civic Center. Rochester also is undergoing other major urban renewal changes in the heart of the city and in its periphery.

Other attractions are the Eastman House of Photography, Opera Under the Stars, Genesee Aqua Festival, University of Rochester, the Eastman Theatre and Rochester Philharmonic Orchestra, the Museum of Arts and Sciences and Memorial Art Gallery. Rochester also is the home of Rochester Institute of Technology and Colgate Rochester Divinity School. In its suburbs are St. John Fisher, Nazareth, and Roberts Wesleyan colleges.

The city's fine department stores, specialty shops, restaurants, hotels and motels also extend to you a warm welcome.

Enjoy your stay! And return soon to "America's Friendliest City!"

Cordially,

Frank J. Lamb

Mayor
City of Rochester



Dear Visitor:

On behalf of the citizens of Monroe County, I extend a most cordial welcome and best wishes for an enjoyable visit.

Within Monroe County which now numbers over 600,000 people, are 19 towns, 10 villages and the City of Rochester.

Of particular enjoyment to area residents is the county's 7,058-acre park system, one of the finest in the nation. Its 10 parks include the famed Lilac Time display — the largest in the world — four public golf courses, ice skating rinks, ski slopes and tows, swimming pools and bridle trails. Each summer "Opera Under the Stars," now in its 14th season, attracts thousands of people to Highland Park Bowl.

In 1936, Monroe County adopted the first Manager form of government in New York State. It operates the Rochester-Monroe County Airport. The new jet facility, located just 12 minutes from downtown Rochester, accommodates approximately 1,000,000 passengers annually via American, United and Mohawk airlines.

Other new facilities include the City-County Center where most governmental units are now located, Monroe Community College whose new campus will number about 6,000 students, and the magnificent County Health Building.

Here's hoping that you have a good time and will visit us again at your first opportunity.

Most sincerely,

Kenneth Plourday

President
Monroe County Legislature

What to see . . .



Airport — Brooks Avenue. Within 12 minutes by car from downtown, Rochester-Monroe County Airport is one of the best equipped jet air terminals in the nation. Over 60 flights daily via American, United and Mohawk airlines.

Batavia Downs—Modern grandstand and beautiful enclosed clubhouse with Terrace Dining Room overlook "America's Best Lighted Track," one of the finest racing plants in the East. Harness racing 8:15 nightly except Sunday, March 9-April 29; August 7-December 2, 1967. Only a short drive from Rochester on Route 33, Interstate 490, or the Thruway.

Campbell-Whittlesey House — 123 South Fitzhugh Street. An outstanding example of Greek Revival architecture built in 1835, and authentically furnished. Admission fifty cents. Open Tuesday - Saturday, 10 - 5; Sunday 2 - 5. Closed Mondays.

Colgate Rochester Divinity School — Located at 1100 Goodman Street South, next to Highland Park on a beautifully landscaped campus. A graduate school of theology for the training of ministers for the churches of Protestant denominations, Bus 11.

Community War Memorial — Exchange and Broad Streets. One of the most modern, sports, convention and exhibit centers in the nation. The \$8,000,000 structure has a main arena that seats 10,000, a 100-foot stage, and a 55,000-square foot Exhibit Hall. Its six smaller meeting rooms accommodate 40-500 people. Located in the heart of downtown, it is within a short walk of nine hotels and motels.

DAR House — Irondequoit Chapter, 11 Livingston Pk., corner Troup St. One of the finest Greek Revival landmarks in N.Y. State. Call 232-9781.



NEARLY 200,000 PEOPLE visit the Eastman House of Photography annually. The former home of George Eastman, founder of Kodak, it is an outstanding treasure house where photography old and new is presented in animated displays.



Rochester's \$8,000,000 War Memorial Auditorium, one of the nation's finest convention and trade show centers, is located in the heart of the city.

Eastman House of Photography



University of Rochester

Museum of Arts and Sciences



Memorial Art Gallery





UPSTATE'S TALLEST — Another major addition to "remarkable Rochester's" changing skyline is the magnificent 30-story Xerox Square.

Now nearly completed at Clinton Avenue and Broad Street, it will house about 1,500 Xerox executives and staff and be the tallest building in the state outside of New York City. Built at a cost of approximately \$20,000,000, it has over 400,000 square feet of office space. Its unique open design centers around the 442-foot tower building which rests on a podium five feet above street level.

Near the center of the Square is a restaurant and sunken 90-foot ice skating rink similar to that in Rockefeller Center. It also has an 800-seat auditorium of white precast stone which Xerox will use for meetings and make available to civic groups and "conventions of an educational nature." Three other new business buildings that are a part of Rochester's dynamic renewal program are pictured on Page 37. Other projects that are contemplated are two new downtown hotels. When completed in the Fall of 1968, one will number 400 rooms, the other 320.



ONE OF THE NATION'S major symphony orchestras, the Rochester Philharmonic gives over 80 concerts a year at the Eastman Theatre of the Eastman School of Music. Laszlo Somogyi is the orchestra's music director and conductor.

Eastman Kodak Company—Guided tours of photographic manufacturing plants are conducted daily except weekends and holidays.

Kodak Park — 200 Ridge Road West. Over 155 buildings cover the 1,650-acre plant where photographic films, papers, and chemicals are made. (Tours 9:30 a.m. and 1:30 p.m.) Bus 1.

Camera Works — 400 Plymouth Avenue North. At this modern plant, Kodak manufactures cameras and other photographic equipment. (Tours at 9:30 a.m. and 1:30 p.m.) Buses 1, 10.

Hawk-Eye Works — 20 Avenue E. Rare-earth lenses, filters, Recordak units, and other optical-mechanical products are produced here. (Tours at 10 a.m. and 2 p.m.) Bus 5.

Eastman School of Music of the University of Rochester — 26 Gibbs Street. Student recitals and concerts by the Orchestras, Band, Wind Ensemble, and Opera Department in Kilbourn Hall and Eastman Theatre. Professional music study, undergraduate and graduate degrees; also preparatory and special students.

George Eastman House of Photography — 900 East Avenue. Former home of George Eastman, dedicated as a Memorial in 1949, now an outstanding museum and world center for the study of the history and uses of photography. Frequently changed exhibits; famous old movies shown week ends in Dryden Theater; Eastman collection of old masters' paintings; George Eastman's birthplace restored on the grounds; gardens covering 10 acres. Open every day 10 a.m. - 5 p.m.; including all holidays. Bus 17.



OPERA UNDER THE STARS, a highly popular program of free operas is staged in July and August at Highland Park Bowl. The operas attract over 5,000 for each performance.

Highland Park—Internationally-known Lilac Time festival in May in Monroe County's famed Highland Park attracts thousands of U.S. and Canadian visitors to view the world's largest collection of lilacs — over 1,500 shrubs and 535 varieties. Also azalea, rhododendron, and thousands of other shrubs. Buses 5, 11.

Indoor Ice Skating — Ritter-Clark Memorial Building of the Rochester Institute of Technology on Spring Street. The ice arena measures 85' x 185'. Open during the fall, winter and July-August for public skating. For information call 325-7636.

Memorial Art Gallery—University Avenue near Goodman St. Contains extensive collection of all important periods of art — old masters and contemporary paintings, sculpture, prints, and decorative arts. Presents an active program of exhibitions, lectures, films, day and evening classes for children and adults. Closed Sunday July and August. Open Monday 1-5 p.m., Tuesday-Saturday 10 a.m.-5 p.m., Sunday 2-5:30 p.m. Bus 4.

Monroe Community College — 410 Alexander Street. Sponsored by the County of Monroe, under the program of the State University of New York. Three degree programs offered: (A.A.), Liberal Arts and Social Science; (A.A.S.), Engineering Science and Career Programs; (A.S.), Mathematics and Science. Day, Evening and Summer Sessions.

Nazareth College of Rochester—4245 East Avenue. Liberal Arts college for women; founded in 1924. Enrollment of 1,200, including 600 residents. Art, music, speech therapy. Bus 17.

Roberts Wesleyan College—founded in 1866. A four-year, liberal arts college, plus specialized programs in religion, music, education, and nursing, regionally accredited by Middle States Association of Colleges and Secondary Schools. Located on Route 33 in Chili.

Rochester Business Institute—172 Clinton Ave. South. A coeducational Business School founded in 1863. Offers training in Business Administration, Data Processing and Secretarial Courses. Enrollment of 1800 in both Day and Evening School.

Rochester Chamber of Commerce — 55 St. Paul St. Commerce, Industry, World Trade and Safety. General Community Information.

Rochester Historical Society—485 East Avenue, houses an extensive collection of historical objects and literary information of this area. Open weekdays 9:45-4:30. Bus 17.



JET SERVICE via American, United and Mohawk airlines is provided by the Rochester-Monroe County Airport which handles over 1,000,000 passengers annually. The expanded facility is 12 minutes by car from downtown Rochester.



FUTURAMA — The Strasenburgh Planetarium which will open next year, will have a unique 2½-ton projector. Auxiliary projection devices will simulate trips to the bottom of the ocean, the moon, portray the birth of stars, and dramatize man's changing concepts of the universe.

Rochester Institute of Technology — Privately endowed, non-sectarian. Founded in 1829. Masters, Bachelors, and Associates degrees through colleges of Applied Science (Engineering), Business, Fine and Applied Arts, Graphic Arts and Photography, Science, and Evening College. Over 12,000 students, day and evening, from 42 states, 22 foreign countries. Special services: Reading Laboratory, Counseling Center, Graphic Arts Research Department, Seminar and Intensive Courses through Extended Services Division. (Photo of new campus on page 16).

Rochester Museum of Arts and Sciences — 657 East Avenue. Habitat dioramas of furbearers, birds, wild flowers, insects, fish, protozoa, geology. Dioramas of early history of European man and American Indians, colonial Rochester. Sunday motion pictures, special activities for children and adults. Open weekdays 9 a.m.-5 p.m., Sundays, September through May, 2 - 5 p.m.

Rochester Philharmonic Orchestra — One of America's major symphony orchestras, Laszlo Somogyi, Music Director.

Rochester Public Library — 115 South Avenue. A most attractive city library building, containing 11 specialized subject divisions, film and record library, art gallery and rooms to serve children and young people. Open Monday - Friday 9 a.m. - 9 p.m., Saturday 9 a.m. - 5 p.m. Closed Sunday.

Rush Rhees Library of the University of Rochester—River Boulevard. Houses the main University collection of rare books and manuscripts, personal papers of William Henry Seward, Thurlow Weed, Thomas E. Dewey, and Kenneth B. Keating. Open Monday - Friday 8 a.m. to midnight, Saturday 8 a.m. - 5 p.m. Sunday 2 p.m. - midnight. Bus 19.

St. John Fisher College — 3690 East Avenue. Catholic College of Arts, Sciences and Commerce for men. Founded in 1948 by the Basilian Fathers. Approximately 1150 students. Bus 17.

Seneca Park — St. Paul Boulevard at the city line, it comprises 245 acres. Zoo and beautiful wooded trails, swimming pool 100' by 50', two picnic grounds. Bus 5.

Susan B. Anthony House — 17 Madison Street. Residence of the famous suffrage leader from 1866 to 1906. Mementos of this champion of women's rights and other noted suffrage leaders. Closed Wednesday. Open other weekdays 10 - 5, Sundays 1 - 4. Buses 2, 4, 8, 12.

University of Rochester — Founded in 1850. Privately endowed, non-sectarian, coeducational. Composed of Colleges of Arts and Science, Business Administration, Education, Engineering and Applied Sciences, School of Medicine and Dentistry (including Department of Nursing), Eastman School of Music, and University School of Liberal and Applied Studies. Bus 19.

Where to Shop . . .



The Convention Bureau is pleased to endorse the businesses listed in this shoppers guide. All are established institutions and welcome your patronage. Each cooperates fully in publicizing Rochester and Monroe County to enable visitors to get the most enjoyment from the area's many attractions.

Department Stores

Bond Clothes — More men and women wear Bond Clothes than any other clothes in America. Three stores in Rochester — 133 Main St. East, 2899 Ridge Rd. West (Ridgemont Shopping Center), 525 Titus Ave. (Irondequoit Shopping Center).

E. W. Edwards & Son — 144 Main Street East. Centrally located in downtown Rochester. Famous for its friendliness and courtesy. Eight big floors of nationally-known merchandise for yourself, your family, your home. Open Tues. and Thurs. until 9 p.m. Also at Ridgemont Plaza, 2833 Ridge Road West and Pittsford Plaza, Monroe Avenue at French Road.

B. Forman Co. — Midtown Plaza (Co-Sponsor); also two branch stores. One of the largest specialty shops of fashion in the United States. A nationally famous store for women, children, men.

LaBori Dress Shop — 31 Clinton Avenue South, opposite the Manger Hotel. Exclusively dresses, coats and suits — popular price.

McCurdy's, complete department store. A part of Midtown Plaza, Rochester's fabulous downtown shopping center. Six large air-conditioned selling floors, including a complete floor of fashions. Four dining areas. Adjacent undercover parking in Midtown Garage. Open Mondays - Fridays until 9, Saturdays until 5:45.

McFarlin's — 195 Main St. E. Since 1860 the quality clothing store for men and boys, featuring America's most famous names in clothing and furnishings. Also in Greece Towne Mall, 2213 Ridge Rd. W. Open Tuesday and Thursday until 9 p.m.

Midtown Plaza — Visit the nation's showplace . . . the fabulous downtown shopping-business center, eight acres under one roof, temperature controlled the year around. Municipal parking for 2,000 cars. Specialty stores, shops, services, McCurdy's department store, B. Forman women's fashion store. Relax on the specious one-acre Mall. See the unique Clock of the Nations. Visit the Top of the Plaza Restaurant for a breathtaking view. (Photo on Page 17).

National Clothing Co. — 159 Main Street East. Rochester's largest apparel store for all the family — men, women, boys and girls. Also suburban stores at Southtown Plaza — West Henrietta and Jefferson Roads, Pittsford Plaza — Monroe Avenue at French Road and Greece Towne Mall — West Ridge Road.

Projansky — 39 East Avenue. Over 50 years serving Rochester with quality furs and women's apparel. 546-8450.

Sears, Roebuck & Co. — There are five Sears, Roebuck & Co. stores in Rochester; Monroe at South Union, 325-7000; Ridge Road West near Dewey, 865-7070; Southtown Plaza, 244-2350; Country Club Plaza, E. Rochester, 586-9080; Brockport Plaza, 637-6841.

Sibley's — Main and Clinton, downtown and six branch stores. Upstate New York's leading department store, famous for fashion and home furnishings. Complete assortments in women's, men's children's apparel and accessories. Gifts, toys, sporting goods. Large drug, cosmetic and prescription departments. Street Floor service has postal supplies, checking, money orders, travel information. Store open Tuesday and Thursday evenings till 9. Four restaurants. See "Where to Dine."

Advertising Services

Carey Studios, Inc. — 531 Monroe Ave. 325-1080.

Attorneys

Lawyers Reference Service — 516 Terminal Bldg., 546-1818.

Automobile Dealers

Bonenblust & Buckman, Inc., Oldsmobile — 340 Lake Avenue.

Dorschel Buick-Opel, Inc. — 68 Genesee Street, 436-1090.

The Valley Cadillac Corporation — 33 East Avenue.

Bakeries

General Baking Co. — 392 North Street. The home of Bond Bread since 1911.

Banks

Central Trust Company — 44 Exchange Street.

Community Savings Bank — Corner Main and Clinton, Corner Midtown and Manger Arcade, Exchange and Broad, 424 Ridge Rd. West, 300 Waring Rd., Main and Church, Pittsford, 2000 Monroe Avenue open in Fall '67.

Lincoln Rochester Trust Co. — 183 Main Street East.

Marine Midland Trust Company of Rochester — 19 Main Street West. Member FDIC.

Monroe County Savings Bank — 310 Main Street East, 1 State Street, 836 Goodman Street North, 333 West Henrietta Road, 2245 Ridge Road West.

Rochester Savings Bank — 40 Franklin Street, 47 Main Street West, 1775 Clinton Avenue North, Ridgemont Plaza and Pittsford Plaza.

Security Trust — One East Ave., 103 Main Street East.



THE GENESSEE RIVER bisects Rochester as it flows north to Lake Ontario. The city's changing skyline shows the new Security Trust Building (right, center) and Midtown Tower.



VETERANS SHRINE of the War Memorial Auditorium is in a separate building on Broad Street. A bronze plaque presented by "The Rochesterians" organization, bears the names of 2,015 Monroe County servicemen who gave their lives in four wars. It adorns one wall of the unique shrine room.

SPRING TIME IS LILAC TIME in Monroe County's Highland Park. The week-long spectacle that Nature stages in late May, attracts thousands of visitors. Camera fans by the hundreds revel at the colorful scenes to be recorded.

Beauty Salons

- Andre's Beauty Salon** — Hotel Manger, Lower Lobby.
Donald's Beauty and Wig Salon — 46 East Avenue, 546-7303. Wig settings — same day service.
Eugene & Jose's Hairdressers — 108 East Ave.
Martha Harper Beauty Salon — 903 Temple Building. Famous Beuticore for scalp, skin and hands.
Salon de Coiffure — Sheraton Hotel.

Board Room — Stocks and Bonds

- George D. B. Bonbright & Co.** — One Main Street West, 546-8800 and Midtown Plaza On The Terrace, Members N.Y.S.E., A.S.E.
L. F. Rothschild & Co. — 924 Lincoln Rochester Trust Bldg., 546-1920.

Books and Stationery

- Scrantom's Book and Stationery Co., Inc.** — 334 Main Street East. Books, Stationery, Art Supplies, Toys, Greeting Cards, Pens.

Chemicals

- Scobell Chemical Company, Inc.** — 1 Rockwood Place. Industrial chemicals supplies and specialties for all applications.

Contractors and Builders Supplies

- A. W. Hopeman & Sons Co.** — 569 Lyell Avenue. General building construction, architectural mill work and store fixtures.
Rochester Atlas Wrecking Co. — 16 Fourth Street.
Wm. J. Schmitt, Inc. — 118 Brown Street. Sheet Metal Products and Roofing.
C. P. Ward, Inc. — 700 Hollenbeck Street, 266-2882.

Dairies

- Borden's Ice Cream** — 285 Ormond Street.
Dairylea Milk — 555 St. Paul Street. Milk and dairy products.
Genesee Valley Cooperatives, Inc. — 476 Exchange Street.

Drug Stores

- Daw Prescription Drug Stores** — 19 Convenient locations.
Mandell's Pharmacy — 1175 Portland Avenue cor. Norton Street.
Paine Drug Stores — 7 prescription pharmacies, 271-5031.

Electrical Contractors

- Driscoll Electric Corp.** — 124 Millbank Street.
ReQua Electrical Supply Co., Inc. — 2005 Brighton-Henrietta Town Line Road.

Entertainment

- Complete Vaudeville and Orchestra Department** for your convention needs. Art Argyles, 133 Clinton Ave. South. 454-3455.

Exhibit Booth Decorating

- Hoffend-Rochester Decorators** — 274 Sanford Street, 473-9781. Booths, drapes, decorations, furniture for conventions, exhibits and Rochester's major trade shows. Official decorator for the War Memorial Auditorium.

Flower Shops

- Blanchard Florist** — 58 Lake Avenue, 232-2255. Rochester's largest flower shop, open daily to 6 p.m. Free parking on premises.

Food Stores

- Atlantic Supply House, Inc.** — 350-360 N. Clinton Ave. Featuring a unique and unusual line of foods. Retail and wholesale.
Star Markets — IN FOOD It's everything under the "Stars."
Wegman Food Markets, Inc — Offices 1500 Brooks Ave.

Heating Oil

- Independent Gasoline & Oil Co. of Rochester, Inc.** — Fuel Oil, Burner Service, Gasoline, Diesel Fuel. 436-4000.

Insurance

- Boller-Clark Agency, Inc.** — One Main Street West.
Harry B. Crowley Agency, Inc. — 130 East Main Street.



LOCATED IN the heart of downtown, the War Memorial Auditorium's Main Arena seats 10,000. An outstanding convention center, the building also has six other meeting rooms for 40-500 persons each, and a fully equipped 100 x 44-foot stage.

Jewelry Stores

Burke Jewelers—Hotel Manger Main Entrance. Modern and antique jewelry. 24-hour repairs on watches and jewelry. 325-5420.

Laundries, Dry Cleaners

Hafner Laundry & Dry Cleaners Inc. — 595 Clinton Avenue North.

Liquor Stores

Four Corners Liquor Store — 4 Main Street East. 232-3265.

Merchandise, Retail

Wm. Eastwood & Son Co. — 29 East Avenue. Men's, women's and children's shoes. Nationally advertised shoes.

Merchandise, Wholesale

Bausch & Lomb Wholesale Ophthalmic Division—31 Gibbs Street.

Brewster-Crittenden & Co. — 48 King Street. Wholesale grocers.

Eber Bros. & Co., Inc.—Wholesale Produce, 900 Jefferson Road.

Eber Bros. Wine & Liquor Corp.—3200 Monroe Avenue.

Ontario Refectories, Inc. — 438 Sibley Tower Building. Rochester's parks system is noted for the pretentiousness of its refreshment stands which provide dependable service.

Universal Liquor Corp. — 114 University Ave.

Moving

George M. Clancy Carting Co., Inc. — 8 Circle St. 454-3120.

East End Moving & Storage, Inc. — 500 Exchange St. 325-7840.

Optical Stores

Whelpley & Paul — Guild Opticians, Manger Hotel Arcade.

Photographers

Hal Campbell Studios — Your mid-town photographers, industrial and advertising. Banquets, conventions, publicity. 86 University Avenue. 454-1724.

Printing Firms

Christopher Press, Inc. — 35-37 Scio Street, 325-6390.

The DuBois Press — 100 College Avenue, 473-1660.

Scheible Press — 20 Balfour Drive, 266-2770.

Public Utilities

Rochester Gas & Electric provides gas, electricity, and steam services in fast-growing, prosperous Rochester area. If interested in facts, figures and benefits of Industrial Plant location or expansion, write Area Development Consultant, Rochester Gas and Electric, 89 East Avenue, Rochester, New York 14604.

Rochester Telephone — the nation's largest independent operating telephone company provides the Rochester area with the most modern communications services available. Dial directly to home or office while on your visit.

Real Estate

Ralph R. Borchard Realtors — 40 Franklin Street, 232-3846. Commercial and Industrial real estate — Sales — leases — Financing. Members: Society of Real Estate Appraisers; American Society of Real Estate Counselors.

John T. Nothnagle, Inc. — "The Gallery of Homes" Realtors — Rochester's largest Realty Organization. We sell the most property. Branch Galleries serve all suburbs. Complete Realty Service to the Transferee. Residential Specialists. Main Offices and Gallery — 240 Midtown Plaza, Rochester, New York 14604. Phone 716-325-1040.

Real Estate Board of Rochester, N. Y., Inc. — 72 Main Street West, Rochester, New York 14614, 325-7780.

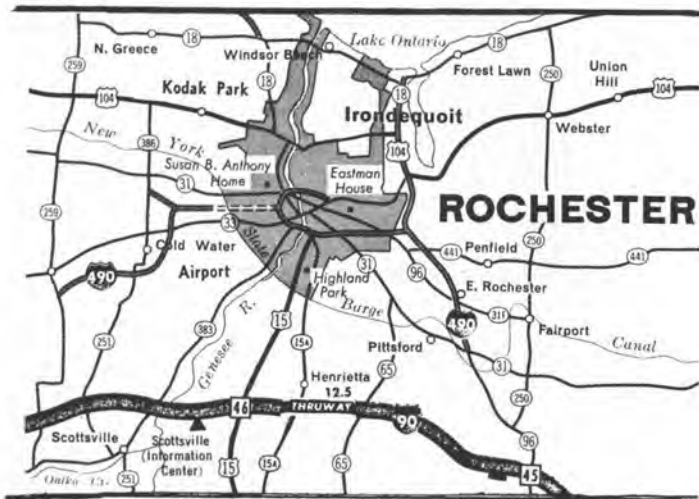
Trading Post, Realtors — 9 Lawrence St. Photo multiple listings — Sales, appraisals, Nationwide transferee trades. Call any hour 454-7660 or 586-7726.

Variety Stores

Neisner 5c to \$1 Variety Store — Main at Clinton. Souvenirs, toys, complete variety store lines. Cafeteria. Also 6 suburban stores. Main Office of 180-store chain is at 49 East Avenue.



TRADE SHOWS are held in the 50,000-square foot Exhibit Hall of the \$8,000,000 War Memorial Auditorium. Rental per day for the hall is \$400, including two meeting rooms.



EASILY REACHED by car, plane or train, Rochester is ideally located on the south shore of Lake Ontario, midway between Buffalo and Syracuse. The third largest city in the state, it is within two hours by air of two-thirds of the population of the U.S. East-bound motorists on the State Thruway can reach downtown in a few minutes via Route 15 at Exit 46. West-bound motorists should use Exit 45 and Interstate 490.

Wine Cellars

Gold Seal Vineyards, Inc.—Hammondsport, New York, Route 54A. Visitors welcome Monday through Friday, 9:00 a.m. to 11:00 a.m. and 1:00 p.m. to 4:00 p.m.

Widmer's Wine Cellars, Inc. — Naples, N. Y.

ROCHESTER INSTITUTE OF TECHNOLOGY will move next year to a magnificent 1,300-acre campus, just five miles south of downtown Rochester.

The new academic buildings (below) and residence halls (not shown) will accommodate about 2,700 men and 850 women full time day students and eventual facilities for married students. The new buildings will provide over 1,000,000 square feet of educational and administrative space, more than double the size of RIT's present plant.

Other features include athletic fields, gymnasium, pool, ice rink, college union, facilities for on-campus living, and ample free parking for Evening College students.



MIDTOWN TOWER, an 18-story office and hotel building built above a three-level municipal parking garage which accommodates 2,000 cars, is part of Rochester's fabulous Midtown Plaza complex.

The lobby of the Tower building opens onto a one-acre, air conditioned shopping mall — "America's grandest town square" — that is famous for its department stores, specialty shops and unique Clock of the Nations.

On the hour and half hour the colorful cylinders of the 28-foot timepiece come "alive" with dancing puppets and gay international music.

Highway Routes To Rochester

The magnificent New York State Thruway, Interstate 490, U.S. Routes 15 and 104, or N.Y. Routes 18, 31, 33 and 96 provide easy access to Rochester. Direct feeder routes from the Thruway take you to the heart of the city in a matter of minutes.

Mileage To Rochester

Albany	225	New York	317
Boston	400	Niagara Falls	80
Buffalo	71	Philadelphia	318
Chicago	621	Pittsburgh	289
Cleveland	261	Syracuse	86
Detroit	326	Toronto	161
Montreal	318	Washington	368

Where to Dine . . .



Finest of foods and excellent service in attractive surroundings await you in the restaurants listed on these pages. Each is noted for its specialty dishes and wishes to make your visit a truly memorable occasion for you and your family.

Arrows Drive-In Restaurants — Jefferson Rd., opposite Regional Mkt.; Penfield Rd., opposite Panorama; Culver-Ridge and Stone Ridge Plazas. Attractive dining rooms, car service and take-outs. Quality foods.

Downtowner Motor Inn — Corner Broad Street and South Avenue. 240 rooms, TV-HI Fl, heated pool, over-size double beds, direct-dial phones, free underground garage, family plan, restaurant, coffee shop and cocktail lounge. Rochester's newest motor inn.

Eddie's Chop House — 367 Main Street East. Popular with traveling people for over 40 years. Downtown.

Dicken's Restaurant — 1501 University Ave. Famous for shrimp and steaks! Five minutes from downtown. 271-9635 or 271-9494.

Manger Hotel (formerly the Seneca) — 26 Clinton Avenue South — Rochester's largest and most centrally located hotel — 500 rooms — adjacent to all large department stores — Home of the famous Hearth and Embers, Charcoal Steaks — The fabulous Purple Tree Cocktail Lounge — Coffee Shop.

Manhattan Restaurant — "Rochester's Best," since 1905. Entrances on East Ave. near Main St. and Euclid St. adjacent to Midtown Plaza.

Pilgrims Landing — Rochester's most interesting restaurant, in Pittsford Colony, 3400 Monroe Ave. (by Loew's). Cocktails, luncheon and dinner daily. Credit cards honored. 381-7070.

Restaurant Continental — Towne House Motor Inn, Mt. Hope and Elmwood. Open Hearth broiled steaks, lobster, prime beef. Cocktail Lounge and Piano Bar.

Rio Bamba Restaurant — 282 Alexander Street. Enjoy the pleasure of good eating in Rochester's finest and only Continental Restaurant. Over 50 delicious entrees. Impeccable service, superior cocktails, unique atmosphere. Credit cards honored. 473-2806 or 271-9627.

Sheraton Hotel & Motor Inn — 111 East Avenue — Golliwag Lounge serving delicious beverages, entertainment, Pool and patio adjacent to Golliwag Lounge, June - September. The Eagle Tavern, a period cocktail lounge, special luncheon and dinner menu, Smorgasbord, East Avenue Room, Thursday and Sunday. Snacks and sandwiches at the Minute Chef!

Sibley's Department Store — Main and Clinton. The Tower Restaurant on the 6th floor; the Buffet, street floor; the Luncheonette and the Cafeteria, both in the downstairs store, also a Snack Bar on the street floor. Family Night dinner specials Tuesday and Thursday, features a children's menu. Moderate prices. See "Where to Shop" — Sibley's.

Spring House Restaurant — 3001 Monroe Ave. Built in 1822 on old Erie Canal. This historic Southern Colonial home with the charm of wood burning fireplaces, antiques and early American decor will add to your enjoyment of fine food and delicious home baked pastries. A MUST! Call 686-5806.

Top of the Plaza Restaurant — 14th floor, Midtown Tower Hotel. Dining a delight. Magnum of Prime ribs from our roving cart. Fantastic view. Luncheon from noon. Dinner from 5. Music nightly in lounge.

Treadway Inn — 384 East Avenue. "A Country Inn in the City." Delicious Treadway meals — Baked Lobster Pie, Roast Prime Ribs of Beef. Outstanding pastries and other regional dishes.

Did You Know . . .

Rochester's labor force employs the highest percentage of scientists of any community in the nation with the exception of Wilmington, Del.

Famous natives of Rochester include Susan B. Anthony, champion of women's rights; Frederick Douglas, Negro leader of the Civil War era; George Eastman, inventor of roll film, and Hiram Sibley, founder of Western Union.



NEWEST COLLEGE — Founded in 1948 by the Basilian Fathers, St. John Fisher College is on a beautiful campus off East Avenue and Fairport Road. About 1150 students are enrolled at the college which is currently engaged in a \$12,000,000 expansion program. Adjacent to the Administration Building (shown above) are a spacious new dormitory (Ward Hall), gymnasium, classroom and Faculty Office Building.

Churches . . . Synagogues



Asbury First Methodist Church—1040 East Avenue. 9 and 11 a.m.

Baptist Temple—Corner of Clover and Highland Ave. 10:00 a.m.

Bethel Full Gospel Church—321 East Avenue. 9:45 a.m., 10:50 a.m., 7:00 p.m. Welcome! Rev. Marwin Green.

Brick Presbyterian—121 North Fitzhugh Street at Allen. Dr. David A. MacLennan. Brick Forum—10 a.m., Worship service—11 a.m.

Brighton Community Church—420 Winton Road North, an independent Bible Fellowship, Sun. Worship 8:45, 11:15* a.m. (*WVOR-FM 100.5), and 7:15 p.m. Bible School 10:00 a.m. Wed. Prayer 7:15 p.m. Pastors W. Millar Crawford and James I. Bates.

B'Rith Kodesh Congregation—2131 Elmwood Avenue. Rabbi Philip S. Bernstein—Rabbi Herbert Bronstein.

Central Presbyterian Church — 50 N. Plymouth, directly opposite Ramp Garage (free parking Sundays to 1 p.m.) Worship service Sundays 10:50 a.m. David K. McMillan, Pastor.

Christ Church Cathedral — East Avenue at Broadway. Holy Eucharist Sundays 8 and 11. Daily as posted.

Corpus Christi—Roman Catholic, 880 East Main at Prince Street. Sunday Masses 7:00, 8:30, 9:45, 11:00, 12:15. Daily Noon Mass at 12:05 with Confessions. Rt. Rev. Msgr John E. Maney, Pastor.

First Baptist Church—175 Allen's Creek Road corner of Clover St. 11:00 a.m. services. Dr. Wilbour Eddy Saunders, Interim Minister.

First Church of Christ, Scientist—East Avenue at Prince Street. Reading Room—237 Midtown Plaza Terrace.

First Presbyterian Church—South Plymouth at Spring. 11:00 a.m.

First Unitarian Church—220 Winton Road South, Rochester 14610.

First Universalist Church—150 Clinton Ave., South at Court. Worship and School, 10:30 a.m. Coffee Hour after. Unitarian Universalist—Downtown, Rev. John W. Brigham.

Greek Orthodox Church—962 East Avenue. Matins, 9:15 a.m., Sunday School, 10:00 a.m., Divine Liturgy, 10:15 a.m. Rev. George Nicozisin, Pastor.

Lutheran Church of the Reformation (L.C.A.) — 33 Grove St. "Just Minutes from Midtown Plaza." Services 8:30 and 11 a.m. Sunday School 9:30 a.m. Summer Schedule: July and August. Services 8:30 and 10:30 a.m. Sunday School 9:30 a.m.

Presbyterian, Third — East Ave. at Meigs, 9:30, 10:30.

Sacred Heart Cathedral—300 Flower City Park. Bishop Fulton J. Sheen.

. . . About Monroe County

Comprised of 19 towns, 10 villages and the City of Rochester, Monroe County covers 668 square miles and has a total population of over 600,000.

It is unique in that the City and County are administered by a Manager form of government. Monroe County is the only county in New York State under the Manager form.

Representing Monroe County in Albany are four Assemblymen and two State Senators. In Washington, D.C., it has two Congressmen.

Among its foremost assets are its express highway network, expanded jet airport, and vast park system of over 7,000 acres which is rated as one of the finest in the U.S. by the American Institute of Park Executives.

St. Joseph's Catholic Church—Serving the downtown area of Rochester. 108 Franklin Street. Sunday Masses: 4:30, 5:30, 6:30, 7:30, 9:30, 10:30, 11:30 a.m. and 5 p.m.

St. Luke's Episcopal Church — 17 South Fitzhugh Street, Holy Communion 8:30 a.m. 1st Sunday month, Holy Communion, 10:30 a.m. Morning Prayer and Sermon 10:30 a.m. Rev. Frederick M. Winnie, D.D., Rector.

St. Mary's — 15 South Street, Masses 7, 8, 9:30, 10:15, 10:30, 11, 11:30 a.m., 12:15, 5:00 p.m.

St. Matthew Lutheran Church (M.S.) — 1015 St. Paul St. at Clifford Ave. Service 10:45 a.m.; Sunday School, 9:15 a.m.

St. Paul's Episcopal Church — East Avenue at Vick Park B. Sunday Services: 8:00, 9:15, and 11:00 a.m.

Salem United Church of Christ—9:15 and 10:30 a.m. S.S. and Worship Services. Dr. Friedrich Rest, Sr. Pastor.



DEDICATED IN 1931, Colgate Rochester Divinity School stands high on the crest of a hill at Highland Avenue and Goodman Street South. Shown above are its English-Gothic style chapel and main building which are reached by a winding road leading through the scenic slopes of Highland Park.

Hotels . . . Motels

Warm hospitality, excellent facilities and fine food await you at the following hotels and motels. All are members of the Rochester Hotel/Motel Association and Convention Bureau. As host to thousands of visitors and over 120 conventions annually, they look forward to serving you and making your visit a happy one.

Downtown Hotels

CADILLAC — 45 Chestnut St. — 100 rooms
Robert J. Kohler, Mgr., 454-4340.
Singles \$6.25 up Doubles \$9.00 up Twins \$9.00 up

MANGER — 26 Clinton Ave. South — 500 rooms
Paul F. Morris, Genl. Mgr., 232-4500.
Singles \$8.00 Doubles \$12.00 up Twins \$14.00 up

MIDTOWN TOWER HOTEL — Midtown Plaza — 70 rooms
James J. Foley, Manager, 232-3030.
Singles \$11.00-\$14.00 Doubles \$15.00 Twins \$16.50 up

SHERATON — 111 East Ave. — 300 rooms
James D. Coromel, Genl. Mgr., 232-1700.
Singles \$9.00 up Doubles \$13.00 up Twins \$14.85 up

Downtown Motels

DOWNTOWNER MOTOR INN — 155 Broad St. East at South.
240 rooms. J. Michael Kearns, Genl. Mgr., 232-3600.
Singles \$11.30-\$12.00 Doubles \$14.50 Twins \$17.00

MOHAWK MOTOR INN — 55 Troup St. at Plymouth — 80 rooms.
James T. Underwood, Resident Manager, 454-2050.
Singles \$8.50-\$9.00 Doubles \$11-\$12 Twins \$14-\$15

ROCHESTER TRAVELODGE — 390 South Ave. at Mt. Hope Ave.
104 rooms. Route 15, downtown, Donald Reiter, Manager.
Central heat, refrigerated air conditioning, TV and radio in every room. Heated swimming pool and snack bar. Phone 454-3550.
Singles \$7.00 up Doubles \$10.00 up Twins \$12.00 up

TREADWAY INN — 384 East Ave. at Alexander — 146 rooms.
John B. Goff, Innkeeper, 325-5010.
Singles \$10.60 up Doubles \$14.70 up Twins \$15.95 up

Motels

(5 - 10 minutes to downtown via direct route)

AIRPORT MOTEL — Opposite airport, 71 rooms. 436-4400.
Restaurant - Courtesy Bus - Car Rentals - Three direct phones from Airport - meeting rooms - Free Continental Breakfast.
Singles \$10.00 Twins \$16.00-\$18.00 Doubles \$14.00

COACHMAN INN — 1525 Ridge Rd. West, 100 rooms.
John St. John, Manager, 621-2300.
Singles \$10.00 up Doubles \$12.00 up Twins \$15.00 up

IVANHOE MOTEL — 2100 Monroe Ave. 61 rooms. On Route 31 via Thruway Exit 45. Individual heat and air-conditioning - meeting facilities - Restaurant - AM-FM radio - TV in every unit.
Singles \$10.00 Doubles \$12.00 Twins \$14.00-\$18.00

TOWNE HOUSE MOTOR INN — Mt. Hope and Elmwood (Routes 15, 47 — Thruway Exit 46). Adjoining University and Strong Hospital, Rochester's finest, 202 rooms completely air conditioned. Free airport limousine, swimming pool, Restaurant Continental and lounge. 473-6301.
Singles \$9.50-\$13.00 Doubles \$15.50-\$17.50
Twins \$16.50-\$21.00



THE SPLENDOR of Niagara Falls is yours to enjoy. Less than two hours by car, a tour of the area and luncheon can be arranged for delegates attending conventions in Rochester.

Nearby Points of Interest

You can drive to the following area points of interest and return in a few hours: Mighty Niagara Falls . . . The beautiful Finger Lakes . . . Letchworth Park, "The Grand Canyon of the East" . . . The fascinating atomic energy Science Information Center at Ontario, N. Y. . . . Batavia for night harness racing . . . Canandaigua for afternoon thoroughbred racing . . . the famous wine cellars of the Bristol Hills.

Corning Glass Center — The history, art, science and manufacture of glass are presented in The Museum of Glass, Hall of Science and Industry and Steuben factory. Open every day, June thru October. Closed Monday only other months. Admission free. 80 miles via Route 15-A.



IN SPOTLIGHT — The area's newest visitor attraction is the fascinating Brookwood Science Information Center, about 25 miles east of Rochester via Route 104 at Ontario, N.Y. Over 500,000 youngsters and adults have already toured the educational facility whose exhibits portray the constructive, beneficial and peaceful uses of nuclear energy. The Center is open Wednesday through Sunday. Planned programs for groups will be arranged by writing the Rochester Gas & Electric Corp., 89 East Ave.



ONLY 21 MINUTES from downtown is Finger Lakes Race Track where you can enjoy thoroughbred racing May 24-Oct. 16. Post Time 2 p.m. Take Route 96 or Thruway Exit 44.

Finger Lakes Region — In the central part of the state. Long blue lakes, waterfalls, rugged rock formations and abundant vegetation present a wonderful series of pictures. Canandaigua, Seneca, Keuka, and Cayuga Lakes are within a two-hour drive. Route 96.

Hamlin Beach State Park — Over three miles of attractively wooded lakefront on Lake Ontario, offers protected bathing beaches, a bathhouse, cafeteria, shelters, and picnic and recreation areas. The new Lake Ontario State Parkway provides a scenic drive from Rochester to the park, 25 miles west.

Hill Cumorah, Palmyra — Recognized as the birthplace of Mormonism. Angel Moroni monument is the scene of the annual week-long Mormon Pageant which is usually staged during the first week of August. Route 31 or Thruway Exit 43.

Letchworth State Park — On the upper Genesee River, the "Grand Canyon of the East" has one of the most notable waterfalls in the Eastern United States. Gorge is 660 feet high. The park has picnic and play areas, a swim pool, restaurant, 81 picturesque camping cabins, stately Glen Iris Inn, and the last Long House of the Seneca Indians. Route 15.

Newark Rose Gardens — Each year thousands of visitors are attracted to Newark, the "Rose Capital of America" for the Rose Festival in June, when 30,000 bushes are on display.



BATTER UP — Rochester-owned Red Wings of the International League play 66 night games. Ice hockey and harness racing at Batavia are other popular evening sports attractions.



KEEPING PACE—Along with golf, skiing, fishing and boating, horseback riding—trail or show variety—is a fast-growing recreational activity in several of Monroe County's parks.

Sports — Recreation

As part of your convention program, you can enjoy a "night" at a professional baseball or hockey game, harness racing at Batavia Downs, or an afternoon of racing at Canandaigua's new Finger Lake's track.

Baseball — Rochester Community Baseball, Inc. — Red Wing Stadium, 500 Norton Street. Home of the community-owned Rochester Red Wings of the Triple "A" International League. One of the finest minor league parks in the U. S., with modern equipment for night games. Seating capacity 15,000.

Bowling — With 827 ABC-sanctioned leagues and over 35,000 bowlers, Rochester is one of the nation's top bowling centers. Several new bowling establishments have over 50 lanes.

In 1956 and again in 1966, Rochester was host to the "World Series of Bowling," the American Bowling Congress tournament in the War Memorial Auditorium.

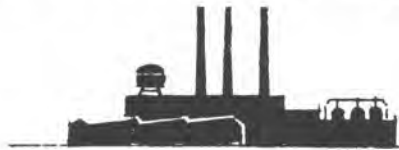
In 1967, a record 6,094 teams — over 30,000 bowlers from all of the 50 states — competed in the Woman's International Bowling Congress, "the world's largest sports event for women."

Golf — The Rochester area is noted for its many outstanding courses, including three public courses at Genesee Valley, Durand Eastman and Churchillville parks.



A SHORT DRIVE on the New York Thruway, Batavia Downs features ten harness races nightly except Sunday. The 1967 season runs from March 3-April 29, and Aug. 7-Dec. 2.

Rochester Industries . . . are varied and world-famous



Rochester leads the world in the manufacture of cameras and photographic supplies — optical goods — check protectors — dental and copying equipment — thermometers — control instruments. It also ranks high in the production of men's clothing, communications equipment, pharmaceuticals, chemical, food and dairy process equipment. Its widely varied industry, includes over 800 manufacturing plants.

Aeolian American Corporation — East Rochester. Manufacturers of world famous pianos: Mason & Hamlin, Knabe, Chickering, Weber, J. & C. Fischer and George Steck.

American Laundry Machinery Industries Div. of McGraw-Edison Co. — 70 Glide Street. Commercial Laundry, Dry Cleaning Machinery.

Anderson Paramount Vending Service, a complete vending service for schools, business, industry, 835 Hudson Avenue, 266-5006.

Art-Craft Optical Co. Inc. — 89 Allen Street. Manufacturers of quality eyewear.

Bastian Brothers Co. Inc. — 1600 Clinton Avenue North. Metal and plastic advertising supplies, badges and emblems.

Bausch & Lomb Incorporated — 635 St. Paul Street (main plant). Major international producer of ophthalmic products and scientific and electronic instruments. FRAME CENTER, 465 Paul Road; LENS CENTER, 10 Champeney Terrace; LINDEN AVENUE assembly and quality control plant, 820 Linden Avenue.

Bearium Metals Corp. — 190 Mill St. Bronze bearing metals.

Bell & Howell Company, Rochester Film Division — 1000 Driving Park Avenue. Microfilm, Graphic Arts and Industrial Films.



KODAK PARK at 200 Ridge Road West numbers over 200 buildings and is a 1,000-acre city within a city. Here photographic film, papers and chemicals are produced. Tours daily.



SPACIOUS FACILITIES of Consolidated Vacuum Corporation are on a 53-acre site at 1775 Mt. Read Blvd. High vacuum and environment test equipment is manufactured here.

Bernz-O-matic Corporation — Manufacturers of portable propane torches, campstoves, lanterns, ceramic grills — portable electric refrigerators.

Bravo Macaroni Company — 89 Canal Street. Manufacturers of Spaghetti, Macaroni, Egg Noodles.

Burroughs Corporation, Business Forms and Supplies Group — Checks; check protecting and signing equipment; accounting forms and systems; multiple-part and continuous forms; bank encoding systems — 1150 University Avenue.

Canada Dry Corporation — 945 Mt. Read Boulevard.

Consolidated Vacuum Corporation, 1775 Mt. Read Blvd., a subsidiary of Bell & Howell. High Vacuum and Environment Test Equipment for basic and applied research, development and production.

Delco Products Division — Rochester Operations, General Motors Corporation — manufacturers of electric motors for automotive applications including windshield wiper and washer systems, heaters, and electric power actuators for seats, windows, antennas and tops.

Diamond Paper Box Co., Inc.—30 Somerton Street, Folding boxes.

Dollinger Corporation — 11 Centre Park. Filters.



THE ELECTRONICS DIVISION of General Dynamics at 1400 Goodman St. North produces communications equipment and systems. Applied research is also carried on here.

Dolomite Products Co., Inc. — 1218 Granite Building. Manufacturers of Crushed Stone and Bituminous Concrete used in highways and Building Construction.

Eastman Kodak Company — Executive offices and five plants are located in Rochester, where photographic pioneer George Eastman founded the business in 1880. **Kodak Park Works** makes photographic films, papers, and chemicals; **Camera Works** manufactures photographic equipment; **Hawk-Eye Works** produces optical goods for photography; **Distillation Products Industries** makes vitamin concentrates and food additives; **Lincoln Plant** is involved in special projects for the Armed Forces.

Farrel Corporation — 565 Blossom Road. Heavy-Duty Machine Tools, Gears, Gear Units, Railroad Shop Equipment, Plastics Molding Machinery and Metal Extrusion Presses.

Fasco Industries, Inc. — Fans, heat, electronics, motors, switches.

The R. T. French Co. — 1 Mustard Street. Makers of world famous French's Mustard, Instant Potatoes, Seasonings and Pet Bird Foods.



ONE OF TWO General Motors Divisions here is Rochester Products' spacious facility at 1000 Lexington Ave. Besides being the world's leading manufacturer of carburetors, it also produces other car components such as cigarette lighters, keys, locks, steel tubing and transmission shift controls.

Friden, a division of the Singer Company, Plants at 97 Humboldt Street (General Offices), 1 Leighton Avenue and 570 Culver Rd.; training centers at 31 Prince Street and 421 University Avenue. Data Processing, Data Communications and Graphic Arts equipment. Tours conducted on request. Tel.: 288-1600.

Garlock Inc., Palmyra, N. Y. — Foremost producers of mechanical packings, industrial rubber and plastic goods.

General Dynamics, Electronics Division — 1400 Goodman Street North, "Electronics Center." Electronic and communication equipment for defense and industry. Photo on page 29.

General Railway Signal Company — 801 West Avenue. A unit of General Signal Corporation. Transportation control systems, and equipment for railways, rapid transit systems, streets, expressways, and parking facilities. Complete foundry service.

The Genesee Brewing Co., Inc. — 100 National Street. Genesee Lager Beer, Fyfe and Drum Beer, and Genesee Cream Ale.

Gerber® Products Co. — Box 409, Buffalo Road. Babies are our business . . . Our only business.®

Gleason Works — 1000 University Avenue. Machine tools for the manufacture of bevel hypoid gears and Curvic® Couplings.

Graflex, Inc. — 3750 Monroe Avenue. A G.P.E. Corporation Company. Photographic and Audiovisual equipment.

Harper Method Laboratories — 1233 Main St. E. Cosmetic and beauty supply manufacturers, Franchisers of beauty salons.



HAWK-EYE WORKS of Eastman Kodak produces lenses and other optical-mechanical products for photography, Recordak, document-copying and other special electronic equipment.

F. L. Hughes & Co., Inc. — Steel Fabrication — 1029 Lyell Ave.

Hickey-Freeman Co., Inc.—1155 N. Clinton Ave. Manufacturers of Customized Clothes for men. Nationally known for quality.

Hickok Manufacturing Co., Inc. — 850 St. Paul Street. Manufacturers of men's and boys' belts and buckles, jewelry, suspenders, wallets, small leather goods and fine gifts.

Holderle Brothers, Inc. — 1214 Brooks Avenue. Manufacturers of Soda Fountains, Cafeteria, Kitchen Equipment and Display Cases.

International Business Machines Corp. — 540 East Main Street.

Itek Business Products — A division of Itek Corporation. Home of the famous Photostat Process. Manufacturers of Microfilm, Offset Printing, and Photocopy equipment. 1001 Jefferson Road.

The Lawyers Cooperative Publishing Company — Aqueduct Building. Publishers of Lawbooks: Annotated Reports, National and Local Encyclopedias, Form Books, Trial Manuals, Statutes, and separate texts. The current upkeep services to their books are also published here in Rochester.

Michaels Stern & Co., Inc. — 87 Clinton Avenue North. Main Office. "Rochester's Oldest Men's Clothing Manufacturer."

Mixing Equipment Co., Inc. — 135 Mt. Read Blvd. — **LIGHTNIN** Mixers for chemical, petroleum, drug, food and paper industries.

Morley Machinery Corporation — 3111 Winton Rd. S. (14623)

Pepsi Cola Rochester Bottlers, Inc. — Pepsi Square at Joseph, Nassau and Ormond Street.



FOUNDED IN 1853, Bausch & Lomb Incorporated is world-famous for its scientific optical instruments, eyeglasses, and diagnostic equipment used by the ophthalmic professions.



XEROX CORPORATION'S modern technical center now has nine buildings. It is situated on a 1,000-acre site on Phillips Road, Webster, less than 15 miles from downtown Rochester.

R. F. Communications, Inc. — 1680 University Avenue, 716-244-5830. Design and manufacture of radio communications and other electronic equipment.

Ritter Pfaudler Corporation — Executive offices, — 1100 Midtown Tower. Local divisions: Pfaudler Co. (process equipment); Ritter Equipment Co. (dental-medical equipment; Castle Co. (medical-hospital equipment); Nalge Co. (laboratory equipment).

Rochester Applied Science Associates — Eng. Res. 716-271-3450.

Rochester Coca-Cola Bottling Co. — 835 Hudson Avenue.

Rochester Envelope Co. — 72 Clarissa Street, Envelope Mfrs.

Rochester Products Division of General Motors — 1000 Lexington Avenue. Carburetors, automotive and refrigeration steel tubing, cigarette lighters, locks, keys, transmission shift controls.

Sargent & Greenleaf, Inc. — 24 Seneca Avenue. Fine locks, Hardware and Security Products.

The Schlegel Manufacturing Co. — 1555 Jefferson Road. Industrial Textiles — Auto interior trim — Weatherstripping — Buffs.

Sealtest Foods—Div. of National Dairy Products Corp.—10 White St. Sealtest Ice Cream, Milk and Dairy Products.

Seven-Up of Rochester Bottling Co., Inc. — . . . "Fresh-Up."

Shuron/Continental Division of Textron, Inc. — Main Office and frame factory, 40 Humboldt Street, Manufacturers of Ophthalmic products; eyeglass frames, lenses, cases; optical machinery.

Standard Rochester Brewing Co., Inc. — 770 Emerson Street, Standard Dry Ale, Beer and Cream Ale, Topper, Jaguar, Ox Head.

Strasenburgh Pharmaceuticals — 755 Jefferson Road.

Stromberg-Carlson, a subsidiary of General Dynamics — 100 Carlson Road. Telephone switchboards and communication systems.

Superba, Cravats, Inc. — 214 Andrews Street. Manufacturers of men's fine neckwear since 1873.

Taylor Instrument Companies — 95 Ames Street. Pneumatic, electronic and glass instruments for indicating, recording and controlling temperature, pressure, flow, liquid level, humidity, density, speed etc. Used for industrial processing in the home, the laboratory and by the medical profession.

Tobin Packing Co., Inc. — 900 Maple St. Home of the famous Tobin's **FIRST PRIZE**® Meat Products.

Walter Morton Clothes — 1155 N. Clinton Ave. Manufacturers of men's clothing. Noted for fine tailoring and high quality.

Xerox Corporation — Document copiers and related equipment in the field of graphic communications for business, industry and government. Photo on Page 32.

Yawman & Erbe Mfg. Co., Inc. — 1099 Jay Street, Steel office furniture, filing systems and supplies.

Air Transportation

American Airlines — Midtown Plaza Mall, 325-5200.

Mohawk Airlines — Manger Hotel, 546-4660.

United Air Lines — Manger Hotel. 232-1550 for reservations.

Budget Rent-A-Car — 171 East Avenue. 454-2720.

Hertz Rent A Car — Airport Terminal Bldg. 328-7775 and 24 Clinton Ave. S. 546-7722.

National Car Rental System — Downtowner Motor Inn, 232-7616.

Amusement Parks

Dreamland Park — Sea Breeze, Thrilling Amusement Rides.

Ontario Beach Park — Fine bathing beach, clean white sand and over 2½ miles in length. Public bathhouses, facilities for picnicking, Merry-go-round and similar devices for the children. Buses marked "Lake" arrive at the park at frequent intervals.

Magazine Guide

Guides Magazines — 891 Monroe Ave. 442-1510. 'The magazine for the people on the go' — Distributed in hotels, motels, restaurants, bus, train and air terminals, aboard Mohawk Airlines — also published in Albany, Syracuse and Buffalo, and a division of Slocum House Publications.

Newspapers

Abendpost — 237 Andrews Street, German Newspaper.

Democrat and Chronicle — 55 Exchange St. Morning and Sunday.

The Times-Union — 55 Exchange St. Afternoon.

Radio Stations

WBBF — 950 — Midtown Tower.

WBBF-FM — 92.5 — Midtown Tower.

WHAM (ABC) — 350 East Ave.

WHEC-Radio (CBS) 1460 KC, 191 East Avenue, 546-5670.

WNYR-AM-680-WinNYR 68 — 931 Main St. East.

WNYR-FM-101.3-WinNYR 101 — 931 Main St. East.

WROC — "Better Music Always" — 1280 (NBC)

WSAY—1370 KC—Music-News Station—250 East Ave. Est. 1936.



1 MUSTARD STREET is the address, appropriately enough, of the new R. T. French Company plant. Here mustard spices, pet foods and other famous French products are produced.



ANNUAL MORMON PAGEANT is held for one week in late July or early August at Hill Cumorah, Palmyra, only a short drive from Rochester via Route 31 or Thruway Exit 43.

Television Stations

WHEC-TV (CBS) Channel 10 — 191 East Avenue, 546-5670.
 WRCC-TV (NBC) Channel 8 — 201 Humboldt St.
 WOKR-TV (ABC) Channel 13 — 17 Clinton Ave. South.
 WXXI-TV (NET) Channel 21 — 410 Alexander Street.

Downtown Motion Picture Theaters

Paramount — 33 Clinton Avenue North.
 Regent — 65 East Avenue.

Theaters

Community Playhouse—South Clinton at Meigs. Six professionally directed plays running nightly for two weeks, October thru May.
 Eastman Theatre—425 Main Street East. World-renowned theatre of the famed Eastman School of Music of The University of Rochester. Concerts and other musical events.



NEW 140-ACRE Lollypop Farm is eight miles east of Rochester, on the Victor Road off Route 31. Here youngsters may pet and feed deer, llamas and other four-footed friends.



"THE
 ROCHESTERIANS"
 . . .
 "the people who
 meet the people"

SPONSORED by Rochester's business and civic leaders, "The Rochesterians" organization was founded in 1939 by the beloved Frank W. Lovejoy and Sol Heumann.

Over the years, the objective of the Founders of this unique organization is to promote friendliness, recognize and reward Rochester "people who meet the people" for their day-to-day courtesy and hospitality to thousands of visitors.

Cab drivers and policemen . . . waitresses and telephone operators . . . hotel clerks and company receptionists . . . postmen and bus drivers . . . sales-girls and bellhops . . . are among the 2,000 or more cheerful and alert men and women who comprise "The Rochesterians."

Since the organization was founded, 82 "people who meet the people" have been cited for their acts of friendliness to visitors. Through their hospitality, they have helped earn for Rochester the title of "America's Friendliest City."

If some unusual courtesy is accorded you or your family during your visit, please tell us about it.

Invite Your Convention To Rochester

An excellent place in which to live and work, Rochester is also an ideal convention city.

Easily reached by car, train or plane, Rochester's vastly improved meeting, exhibit, hotel and motel accommodations afford top-flight convention facilities for groups numbering up to 4,000 delegates.

As host to over 120 conventions annually, the experienced staff at the Convention Bureau is at your service long before and during your meeting.

The Bureau will provide — without charge — courteous registration girls, badges, bulletin typewriters, promotional literature and arrange tours of Niagara Falls, Eastman House of Photography or any points of interest in this booklet.

Let us help you bring your convention here. Visit us at the Little White House or call 546-3070.

Did You Know . . .



The city's newest and undoubtedly most widely known resident is Fulton J. Sheen, Bishop of the Catholic Diocese of Rochester. Within a few months after his arrival in "The Flower City," Bishop Sheen visited virtually every city, town and village in the diocese which numbers 12

counties. Despite his 71 years, he is in great demand as a speaker at numerous civic functions.

• • •

That the Eastman School of Music Library is the third largest music library in the U.S. It houses 151,000 books and scores and over 41,000 records.

• • •

That the 28-foot "Clock of the Nations" in Midtown Plaza's one-acre shopping mall, is the only one of its kind in the world.

• • •

That Rochester has the lowest unemployment rate — 1.5 — of any city in the U.S.



Associations and Clubs

American Legion — Community War Memorial, 546-7162.

American Red Cross — 276 Clinton Avenue South.

Automobile Club of Rochester — 190 Chestnut Street.

Boy Scouts of America — Servicer at 474 East Avenue.

Catholic Youth Organization — 50 Chestnut Street, 454-2030.

Girl Scouts — Headquarters, 75 College Avenue, 224-3660.

Hibernian Club — 48 Alexander Street.

Jewish Young Men's & Women's Assn. — University at Andrews.

Kiwanis Club of Rochester—Chamber of Commerce—Thurs., at 12:10 p.m.

Knights of Columbus—513 Monroe Ave. 244-4340, Council #178.

Masonic Service Bureau — 875 Main Street East.

Medical Society of the County of Monroe, Inc.—1441 East Ave.

Moose Home — 441 East Avenue, 473-3450.

Red Men's Club — 1001 Lexington Avenue.

Rochester Chamber of Commerce — 55 St. Paul Street.

Rotary Club—Chamber of Commerce—Tuesdays at 12:00 Noon.

Salvation Army — 60 North Street.

Sertoma Club of Rochester, meets Thursday noon, Rochester Club.

Toastmasters Int. — for better listening, thinking, speaking. 377-0083.

Travelers Aid Society — For travelers in trouble away from home: 333 Andrews Street. 325-2220.

Turners, Inc. — 1550 Clinton Avenue North, national headquarters modern new facilities.

Veterans of Foreign Wars—Community War Memorial, 546-8220.

Y.M.C.A. — 100 Gibbs Street, Cafeteria, Coffee Shop, Residence.

Y.W.C.A. — 175 Clinton Avenue North, Cafeteria, Residence.

'Remarkable Rochester' . . .

Besides Midtown, the Civic Center and Xerox Square, Rochester's Downtown skyline is constantly changing.

New Security Trust Company's main office at East Avenue and Main Street is one of the state's most modern banks. Also shown are the new Rochester Telephone Company building and Midtown Tower (rear).



Flowers and trees border the entrance of the new and magnificent Kodak Office Building. The familiar Kodak Tower at 343 State St. is at the right. Thousand of visitors from all parts of the world tour Kodak annually.

Main and Exchange streets, commonly known as the Four Corners, has been enhanced by the gleaming new Lincoln Rochester Trust Company's branch office. The building is also the headquarters for 30 other businesses.





Rochester Public Library at 115 South Ave. has 11 specialized subject divisions, film and record library and art gallery.



The "Rochesterians" organization and staff of the Rochester and Monroe County Convention and Publicity Bureau, Inc., join in welcoming you and your family to "America's Friendliest City."

Automobile Club of Rochester in Chestnut Street is one of the finest club headquarters in the U.S.



We have prepared this handy "Buyers' Guide" for your convenience during your visit. In it are listed the points of interest . . . places to stay or see . . . places to shop or dine . . . that we can recommend personally. These fine establishments have shown an active interest in publicizing Rochester and Monroe County and will welcome your patronage. Each cooperates fully with the Convention Bureau to enable you to get the most enjoyment from the area's many attractions.

We trust that you will use this reference guide in selecting the many things you may wish to see and do while you are here.

If we can serve you further, feel free to call on us. The staff at the Convention Bureau is at your service and will be happy to provide you with more information about Greater Rochester.

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Administrative Office for Monroe County's Parks Department is at 375 Westfall Road.

Published annually by the Rochester/Monroe County Convention and Publicity Bureau, Inc.

LITTLE WHITE HOUSE • ROCHESTER, N.Y. 14607

Phone: 546-3070

George S. Beinetti, *President*

William H. Gannett, *Executive Secretary*

Susan B. Anthony House in Madison Street was the residence of the famous suffrage leader from 1866 to 1905.



