

**CHRISTMAS STREET DECORATIONS WILL ATTRACT THOUSANDS TONIGHT**

Browncroft, Seneca Parkway, and Lake Avenue Sections and Many Other Communities Will Be Gay with Holiday Ornaments and Colored Lights

-Rochester D&C Monday Dec. 24, 1928

Browncroft, Rochester's holiday fairyland where thousands and thousands of electric bulbs glitter in impressive decorations of homes and lawns, will again attract thousands of automobiles tonight, when the annual display is turned on for Christmas Eve.

The elaborate illumination of homes in this residential section has long been one of the holiday features in Rochester and each year is viewed by thousands of visitors. Browncroft is generally credited with being the first residential community to sponsor this now widespread practice of holiday decoration and has always maintained its position in the forefront of Rochester sections donning special garb for the holiday period.

.....

- RFG, December 2009