

LENS

PICTURING LIFE IN THE ROCHESTER AREA




CHARITY BALL OPENS HOLIDAY SEASON

15 CENTS

JANUARY, 1949

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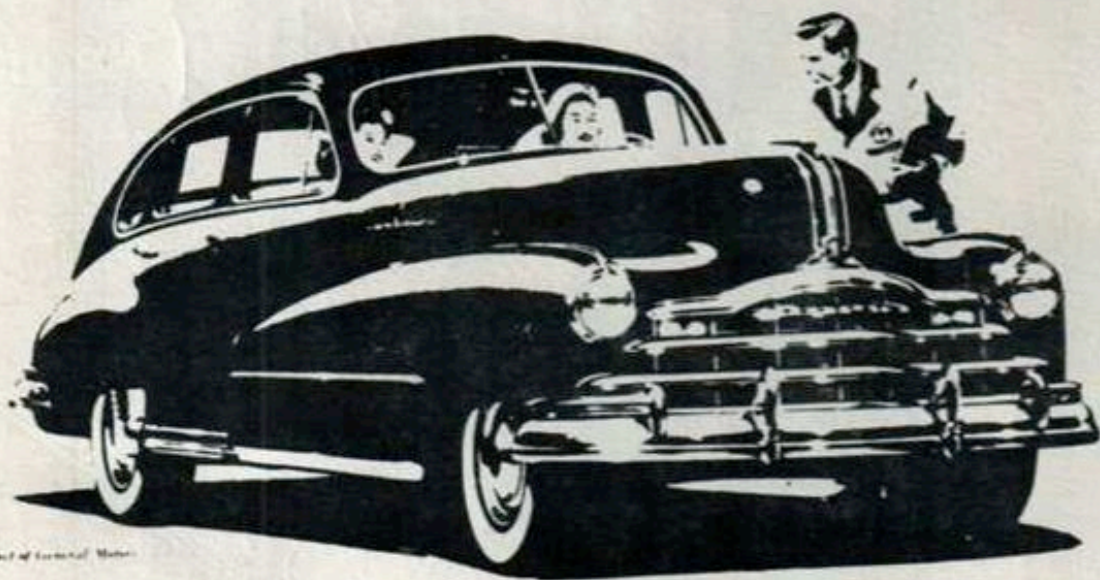
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Publisher's Page

A Merry Christmas and a Happy New Year to all you good readers of LENS. If you will wish for LENS just half the good things we wish for you in 49 (and if the wishes come true) the new year will be wonderful indeed.

LENS readers some of the things that help tie Rochester and the rural community together.

Another thing that interests LENS is Rochester's steady growth. On this page we show you two instances. One



Lens can look back on 1948 as a good year, because we resumed publication after an eight months suspension. We have bright hopes for 1949, too, and are planning some things for you that we think you will like. One of these is the creation of a farm section in LENS. You will see the first in our February issue. Farming is such an important part of Rochester's well-being that we feel it a duty to show

picture shows the new department store building being erected by Les Eggleston, the other the remodeled Whims building on Main Street. The new Eggleston building should bring a new traffic to that end of the East side of Main in addition to 'dressing up' the long vacant lot

*Plummer Whipple
Dorothy Whipple
Publishers.*



MAKE HIM DO

DOUBLE DUTY!

A Christmas gift to your home gives you lasting pleasure, increases the comfort and charm of your home. Now's the time to fix up that den Dad's wanted; put in a convenient utility room to cut down mother's work; add an extra guest room by finishing your attic; modernize for greater convenience and home enjoyment. Talk it over with your friendly Advisory staff here at the Nowels Lumber & Coal Co., we'll be glad to help you make this Christmas a really memorable one.

**NowelsLumber
& Coal Co.**

ROCHESTER 2-9431 OXFORD 360
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Merry Christmas

The Board of Directors, the officers and employees of the Rochester National Bank join in wishing you and yours a very Merry Christmas and a joyous New Year.



THE

**ROCHESTER
NATIONAL BANK**

ROCHESTER, MICHIGAN



Member Federal Deposit Insurance
Corporation

LENS

PICTURING LIFE IN THE ROCHESTER AREA

JANUARY, 1949

VOL. 1, NO. 9

Charity Ball Opens Holiday Season



Rochester's holiday social season got under way with the recent Charity Ball held at the High School gym. As usual, it was a gala affair with high school students mingling with 'their elders', the young folks home from college. 'Dub' Masters and his orchestra played for the dancing and a grand time was had by everyone. Of course there has to be some heart-ache in every event. LENS pictures one such disappointment on another page where Patsy Hunter bemoans the

fate which would bring her an attack of flu on the day of the dance.

One of the gay foursomes at the dance is pictured above. From left to right are Ray Rathka, Virginia Bailey, Phylis Rewold and Don Shaw. Phylis was home from Central State Teacher college.

On our cover is another happy foursome pictured at the wishing well in the center of the dance floor. From left to right are: Bill Boyney, Shirley Ingalsbe, Bob Minninger and Lou Stout.



Five lovelies, left to right: Dieana Smith, Utica; Mrs. Toni Manning, Rochester; Mrs. Mary Bell of Birming-

ham; Mrs. Lorraine Von Brockdorff, Port Huron; and Pat Smith, or should it be Patricia.



Here's a forsome surrounded by empty corsage boxes. Seated are Esther Halsey, left, of Big Beaver and Julia

Thompson of Rochester. Standing: Nancy Bergman, Lake Orion, Margaret Chesnik.



Work must be done even for such glamorous affairs as dances. Here, left to right, are Loretta Fleisher, Pat-

ricia Hartung and Peggy Blanchard who worked as check room girls at the event.



Ah, poor girl! The flu struck her down the day of the dance. Here Patsy Hunter, 127 Lysander, takes her tem-

perature in disgust while sister Lois admires the formal Patsy was to have worn.



At top left cute Joy Riggle and her escort, Jim Coons, examine themselves in a small mirror display on the floor. At lower left Wenonah Coltson who is now at Michigan State, and her date, John Harmon of Trenton, N.J., her house guest during the holidays, tender their ticket to Norma Nolan at the entrance to the gym. Donna Siewert is pictured at the left. Still another pair who enjoyed the party are shown directly above--Kathleen Swords of 3599 Rochester Road and Jim McIntyre of Detroit. It was a big night for every one concerned and added another chapter to the series of successful charity Balls in Rochester.

Police Step Up Efficiency With Radio



Rochester's Police Department has now taken its place with the various law enforcement agencies in the area which have increased the efficiency of their services by using two-way radio systems.

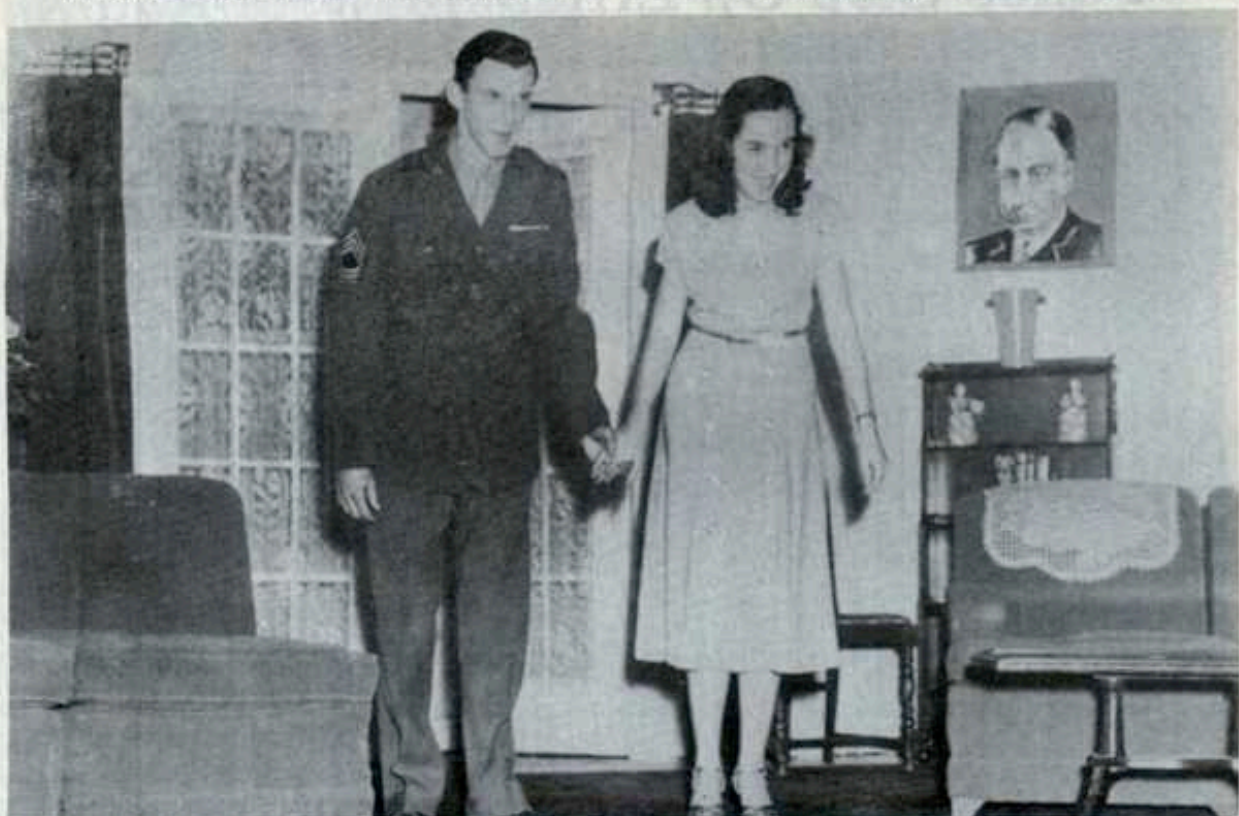
Installation of the radio equipment recently paid dividends from the start and every succeeding day brings additional proof that the modern Police Department cannot operate efficiently without radio.

Rochester's new radio system provides two-way communication between patrol car and headquarters and is also set to receive police radio broadcasts from surrounding communities and the sheriff's office in Pontiac.

In the top picture Police Chief Sam Howlett broadcasts from headquarters using the new telephone-style microphone. At the left officer Marion Kelley is pictured in the squad car carrying on a two-way conversation with headquarters.



Rochester Seniors Score Another Hit



Bob Sikorski and Jeanette Smith take a bow as players in the name roles of the Senior Class play 'John Loves

Mary' presented at the end of November in the High School gym. Two big audiences enjoyed the performances.



Miss Eloise Tallant, dramatic coach, gives some last minute instructions during the dress rehearsal. Beside

her is Ray Lawson, who assists in school theatrical productions. Miss Tallant gets fine results



A scene from the play. From left to right on stage are: Bob Sikorski, Carl Wenzel, Jeanette Smith, Gerald

Anderson and Junia Newell. Gerald and Junia played the harried parents who hoped to marry off daughter Jeanette.



An important bit of back stage work is contributed by Florence Juengel who prompts the actors in case their memory fails. She, of course, is hidden from view of the audience.



Bob Sherman, left, as the bell-boy and Bob Minninger as the soldier-turned theater usher played their parts like veterans. Minninger, as the play came to a climax, captured Nancy Reed as his bride.

St. Philip's Bazaar Attracts Large Crowd



St. Philip's Episcopal Church bazaar and dinner attracted many. At this table you see such hungry citizens as

Frank Chapman, Mr. and Mrs. Luther Green, Mr. and Mrs. Ed Dahlman, Mr. and Mrs Bill Davis and Mrs A.T. Morley.



Our windows show only a fraction of our complete selection of gifts for all members of the family
Open evenings until 9.

C. W. Case Hardware

"Your Hardware Store for 58 Years"

325 MAIN STREET

PHONE 4211



The unsung ladies in the kitchen are the ones who make church dinners so successful. These kind workers posed

for LENS right in the middle of the busy part of the evening. Lens hopes this delay didn't make anyone hungry.



Mr. and Mrs. George Akers contemplate the wonderful home-made cakes, pies, cookies, etc. that were offered those who attended the dinner. Serving them behind the table are Marjorie Taylor at the left, and Mrs. John Gilday.

Wonderland of Gifts



You'll find plenty of unusual gift items in our beautiful new store--just the things for the hard-to-please people on your Christmas list.

THE CHINA HOUSE
AUBURN AT ROCHESTER ROAD

Rochester Girl Joins Husband In Japan



Mrs. Donald H. Metro, who is seated on the floor, has her papers in order and will have onk last minute packing to do when word comes to join her husband stationed with the Army Air Force in Japan. Here she discusses

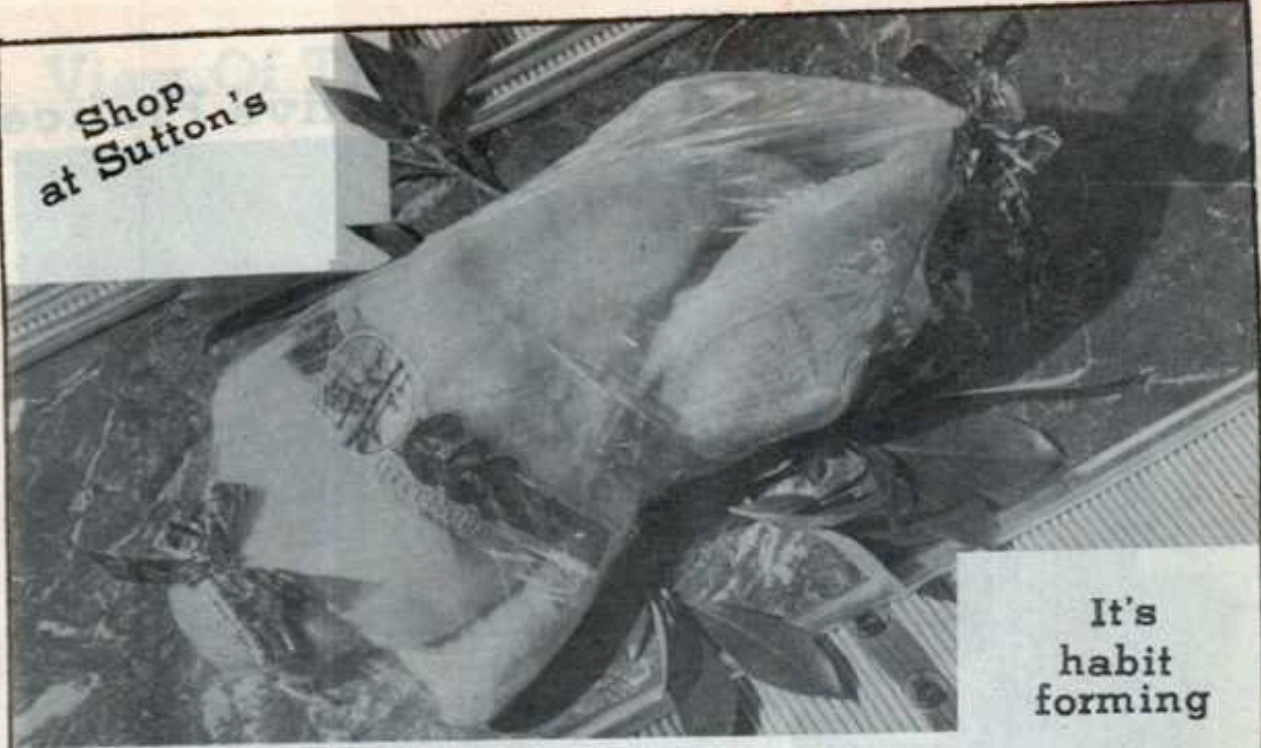
her plans with her mother-in-law, Mrs Joseph Metro, left, her sister, Roberta, of Pomona, Calif,, and her mother, Mrs. Reed Bridgford as they relax with tea in the home of her mother. She expects notification to leave shortly.



We're the folks at Zimmerman Shoes, 433 Main Street, wishing you season's greetings. Our complete line of women's, men's and children's footwear suggests ideal Christmas gifts. Open evenings until 9 for your shopping convenience.

(Advertisement)

Shop
at Sutton's



It's
habit
forming

SUTTON'S MARKET
and
TRAVIS FARMS



bring you the

best turkey you ever ate

You never tasted such good turkey as Travis Tender Turkeys! Each bird is raised on wire--never touches the ground. Comes to you ready to pop into the oven. No waste.

Order one or more of these fine turkeys now. Remember, the turkey makes the meal. And come to Sutton's for all the trimmings for your family dinners during the holidays.

Merry Christmas

SUTTON'S MARKET

301 MAIN ST.

PHONE 9781

Returns From Visit To Her Native France



The handsome trio above have ample reason for their smiles. Mrs. Herbert Peters, lovely French wife of the news editor of the Clarion, has returned only recently from an extended visit to her native Reims, France.

She holds 15-month old Genevieve, who, her daddy says, speaks to him only in French. With them is proud grandmother, Mrs. Lou Peters. The picture was made in the Peters home on Pine where both families are residing.

YOUNG' S
GROCERY
SENDS YOU
CORDIAL
SEASON' S
GREETINGS

WE HOPE SANTA
Brings each and every
one of you your share
of good cheer.

Try us for your last
minute Christmas
shopping.

The Thimble Shop
421 MAIN STREET
Phone 4-1134

View Of Things To Come In Post Office



The Christmas rush is coming at the Rochester Post Office. Here's the way George Maledon and Otto Schuler will

look at the end. At any rate this is the way they looked last Christmas when LENS caught them at the finish.

Merry Christmas



There's
still
time
to get
him
a gift
from
Carpenter's

Open evenings until 9

CARPENTER'S

NATIONAL BANK BUILDING

Merry Christmas Happy New Year

**YOUR
KAISER-
FRAZER
DEALER**



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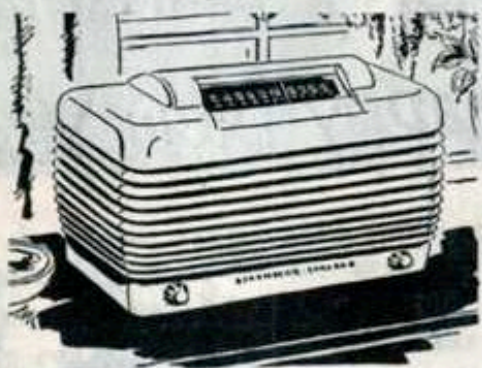
606 N. MAIN PHONE 4141

Teen-agers Surprise Janet Mills At Party



Janet Mills cuts her birthday cake at the recent surprise party. From left to right: Harvey Allison, Chuck Grey,

Mike Monicotti, Barbara Millbrook, Janet, Lucy Newell, Carol Anderson and Jack Wilcox. Kneeling in front is Marvin Fuller.



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STROMBERG CARLSON
DYNATONIC

6-Tube 6 Inch Speaker
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Perfect for Kitchen,
Playroom or Bedroom.

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"Your Electronic Dealer"

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Gambles

SEASON'S
GREETINGS
TO ALL



HUNDREDS OF
GIFT IDEAS

OPEN EVENINGS
UNTIL 9

The
Friendly Store



More guests at Janet Mills' party:
Seated, left to right, Patsy Hunter,
Marian Coulter, Patsy Arscott, Judy

Whipple and Bill Roth. Back row, left
to right: Dick Arnold, Laura Sparman,
Jim Lees and at the end, Ed Teater.

Charles W. Talley Glenn L. Warren



MERRY CHRISTMAS
and

HAPPY NEW YEAR

Talley-Warren
Motor Sales, Inc.

1001 N. Main

Phone 2-9111

Gifts

FOR THE

ENTIRE FAMILY

Merry Christmas

To All

GEO. BURR
HARDWARE

429 MAIN ST. PHONE 5311

A Case Where Big Ears Pay Off



Merry
Christmas

George L. Martin

Plumbing and Heating

116 E. Third

Phone 2-3522

It was no joke when Karl Basley, Oakland County Agricultural agent, and Herbert Hope, Rochester High Ag teacher, were asked to be judges in a big Ears contest. The event was the Corn Contest sponsored by Houghten and Son, farm equipment dealers.

At top Doc L. Crosslin is handed a check by Clare Novess of Houghten's for the best ear. Keith Middleton, left below, won second prize, and Ward Carey entered the largest ear. The picture shows Verne Houghten with the awards.

Goodfellows Plan Their Big Kids Party



The annual special newspaper sale by the Rochester Goodfellows will take place soon, which means that this fine organization is getting ready for its annual charitable work per-

formed at Christmas time under the direction of Ben Jones. Here is a picture of the Goodfellows made last year as they prepared to sell their newspapers.



We Wish
Our Friends
Heartiest
Season's
Greetings

Davey's Market
and
Locker Service

1012 N. Main Phone 2-7111

**Phone 2-8937
For Quick Service**

On All Radios

Belmont Radios
And Television

**Les Jackson's Radio Service
4180 Mt Vernon Road**

Whole Family Pitches In To Help Dad



One of Rochester's most interesting industries is Winkler Mill Craftsmen located on Washington Road. When Frank Hershey, head of the group, goes to work on some of the lovely copper and brass reproductions made

by the firm he gets help from the whole family, as pictured above. You see Mrs. Hershey, son Mike and daughters Linda and young Sarah. Winkler Mill Craftsmen products are sold from coast to coast and advertised in leading magazines.

**WeClean
Santa's
Suit**

**AVON
CLEANERS**



WISHING YOU
A
MERRY CHRISTMAS

Shepard's Market
425 Main 2-6336

Felling Some 200 Year Old Willows



When Duye Compton, owner of historic Winkler Mill property, recently found it necessary to fell two huge willow trees on the property he counted the rings and found them to be some 200 years old, dating back to the virgin forest days. Above are two views of the trees after cutting. The men in the top picture, left to right, are Gus Schoof of Rochester, Carl Coffey of Pontiac and Duye Compton. The same men are in the lower picture taken from a different angle of view.



Children & Adults Enjoying Creative Art



Merry
Christmas

Always
ALWARD'S
Market

Adults and children alike are busy these days in creative art classes at The Workshop, Rochester's art school. In the top picture Mrs. George Funkey and Mrs. Harm Drewes work at tables while Mrs. Richard Spitzley paints at the easel. In the lower picture, left to right, are Carolyn Dominick, Ruth Stitt, Mrs. Thomas C. Coyne and Mrs. Ludwig Bachor, while in the background are Neil Marsac and A. John Taylor at the easel. Classes stress development of individual ideas and style. Work is done in many media.



Don't think the small fry don't enjoy the art classes. Above, left to right closest the camera are David Dillman,

Paul Embach, John Wilde, Bob Schlecte and Billy Wilde. In the background, Frannie Duffield and Judy Wilde.



A MERRY MERRY CHRISTMAS

Fun to GIVE...

a Thrill to GET

DISTINCTIVE COPPER AND
BRASS BY WINKLER MILL
CRAFTSMEN

Gifts, Toys,
Art Supplies

Rochester Gift Shop

319 Main Street

Open Evenings



Phone
2-2061



Kay Bachor, Bonnie Axford, Sharon Young, Barbara Barrett, Isabel Martin Norma Hudson, Barbara Robertson, Ann

Rowlson, Judy Whipple and Sandra Serota pose enjoying a clay modelling session during which they were making masks.

For Christmas giving

*Try the
Drug Store
First*

*In Rochester
Fetters Drugs
Is First*



Season's
Greetings
To
All
Our
Friends



Knapp's Bar & Restaurant
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Pastime

PAINTING, SKETCHING
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FOR
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THE WORKSHOP

319½ Main Rochester
Phone 2-2061

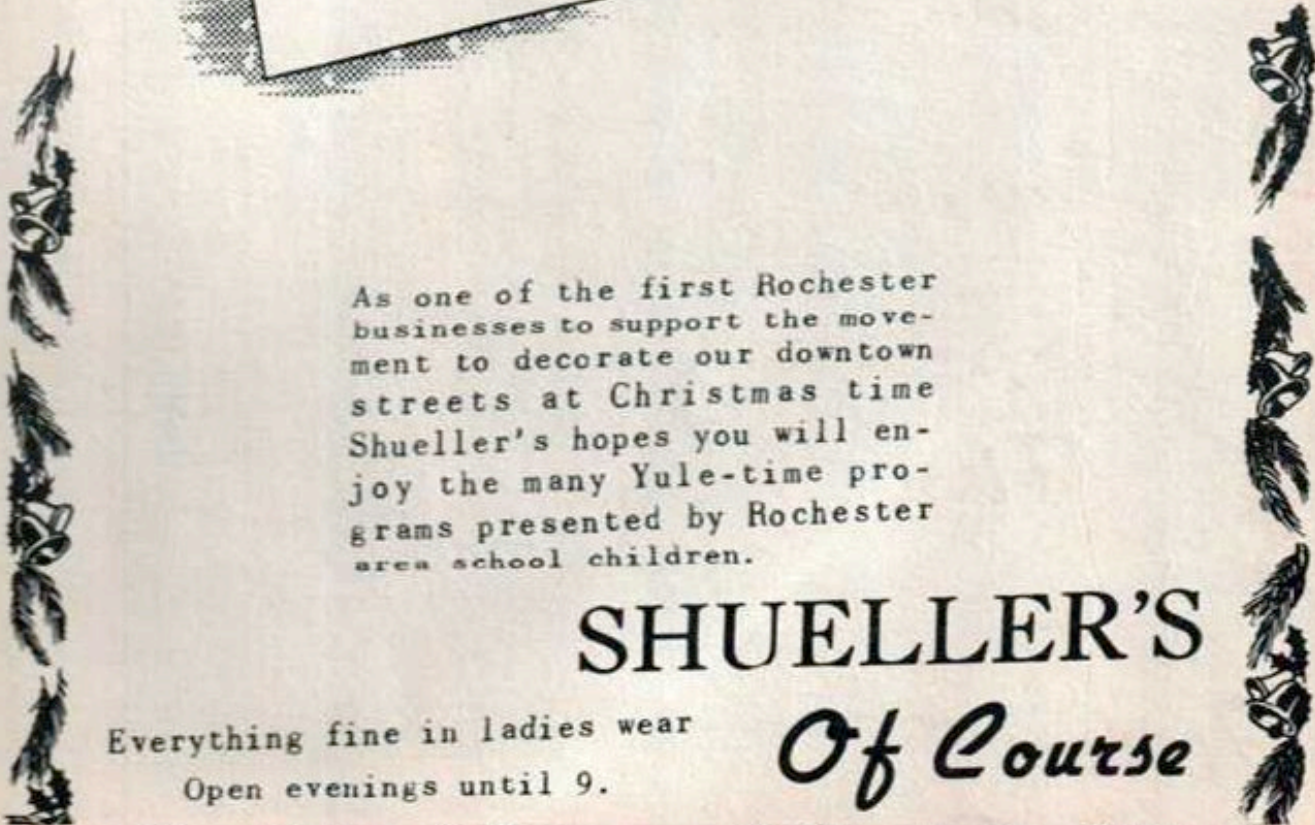


HERE'S WISHING YOU A

Merry Christmas

AND A

Happy New Year




As one of the first Rochester businesses to support the movement to decorate our downtown streets at Christmas time Shueller's hopes you will enjoy the many Yule-time programs presented by Rochester area school children.

SHUELLER'S

Everything fine in ladies wear

Open evenings until 9.

Of Course





Winners in Houghten and Son's Corn Contest are shown above receiving their prizes. At the right is Doc Crosslin, who won first prize. At the left are Ward Carey, who won the prize for the longest ear, and Keith Middleton, right, second prize for the best ear.

Congratulations

Houghten and Son congratulate the above winners in our Corn Contest. We also thank the many other contestants who entered.

Houghten and Son serve the farmer by making his work easier and more productive through the finest farm equipment.

MERRY CHRISTMAS

TRACTORS - TRUCKS - JEEPS - POWER FARM EQUIPMENT - DAIRY EQUIPMENT - FERTILIZERS - SEEDS

Houghten & Son, Inc.

Rochester