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Greetings to all,

Dale Bradford called me one day last July to inform me he was sending some issues of the "Lens" magazine he had received from Judith Whipple. Her mom and dad, Plummer and Dorothy Whipple, were the reporters, photographers, editors and publishers of this magazine. They covered social events, family events and business activities in and around the little village of Rochester.

Dale stated that, if he should pass on, they would just get thrown away and he wanted old Rochester residents to have access to their content. By all means, I fully agree with him. When I received them and finally opened them I could not put them down. These issues covered the period from June 1947 to December 1949. The advertising by the local businesses you will recognize immediately and is a story within itself. This was a time period when all my senses were beginning to awaken to the world around me and these magazines are dynamite, clearly recalling old memories and experiences of those magnificent years.

I have scanned some of them and am working on the rest. I plan to send one issue each month until they have been shared with everyone who wishes to receive them. I expect many of you may wish to forward them on to others in your contact list. Please feel free to do so. If you have names you want to be added to my mail list, send them to me and I will include them on the balance of my mailings of these issues.

I hope you find these pages as interesting as I have. I have attached Dale's note to me as well in case anyone may be interested in the series of events that led to this amazing historical find.

Sincere regards to you all,

Duane

P.S. If you choose to print these to have and read and share in hard copy format and you are concerned about saving your color printer ink, you may wish to print them in black only as the covers are color, not any photography, just the covers, and will draw a lot of color ink unnecessarily.

Hello, Duane

About 10 years ago I moved from Escondido, California to Green Valley, Arizona. Someone had told me that Judith Whipple was living in Green Valley. As you know, Judith graduated from Rochester High in the class of 1951. I found her listed in the Green Valley phone book and gave her a call. We got together for a few visits and she found that I was very enthused about good old Rochester and told me about her parents who were the owners/publishers/writers/photographers/editors of the Lens Magazine. Judith had quite a few copies of old issues of the magazine and very generously gave some of them to me.

I have enjoyed them for the past ten years and decided to pass them on to you before I pass on myself.

As I understand it, Judith's parents moved to Green Valley after he became a minister. He was pastor of a church there. The Purdy's, who owned Purdy's Drug Store had previously retired in Green Valley. The Purdy's and the Whipple's were friends in Rochester. Judith inherited her parents property when they passed away. I assume the old issues of The Lens were included. Judith told me that she had donated copies to The Rochester Historical Society. The ones she gave me were extras and apparently she had more copies which she retained.

I think Judith worked for Sunset Magazine in San Francisco, so I guess the magazine business was in her blood. She also told me that she worked for the Arizona Daily Star, Tucson's newspaper.

Dale

LENS

NEWS - PICTURE MAGAZINE



15 CENTS

JUNE 1947

PUBLISHER'S CORNER

This is LENS Magazine—Volume 1, Number 1—a publication we hope will become a permanent part of Rochester life.

LENS was born partially because of the desire of the publishers to become a real part of this community, and because we believe LENS can contribute to the progress of this area.

The progress of this magazine will be watched with great interest in many quarters. It could very well be a new form of country or rural journalism.

LENS hopes to be interesting as it mirrors the life of this area, but we hope to be more than interesting. We believe that LENS cannot survive, should not survive unless it can render a service to this community. We will be alert for chances to be helpful.

Probably you readers can point out ways in which we can serve. We want to hear from you. We certainly want to hear from you if you don't like LENS; and if you should let us know that you do like it, we'll try to take it modestly. The magazine is for you and we will be glad to consider any suggestions for material to be included in LENS.

To our subscribers we know of no way to express our gratitude for backing a new and untried publication. We hope we can live up to your expectations.

This is LENS. We hope you like it.

Plummer Whipple

Dorothy Whipple

Publishers.



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*See Page 10.

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WHAT'S HAPPENED TO ROCHESTER?

10 Years of Growth

Rochester is on the verge of bustin' out at the seams.

So much growth has taken place in this area in the last ten years that the Rochester business community is expanding northward and may in the future grow to the west.

Today there is a lack of buildings for businesses in Rochester. New businesses cannot locate in Rochester without building. If and when private home construction can really get underway, the population of this area will show another steady increase.

This growth has not been spectacular. Rather it has been steady over the years as the unmistakable trend from Detroit heads in this direction.

Ten years ago Brooklands was a subdivision with a grocery store and a gasoline station. Today, it

is estimated, there are some 600 families in Brooklands.

Seven years ago Rochester post office receipts were \$20,000; this year they are expected to exceed \$70,000. Ten years ago Michigan Bell Telephone Company had 790 phones in Rochester; today it has approximately 2800. Detroit Edison today has 3850 meters in Avon and Oakland Townships, nearly double the number installed 20 years ago. Ten years ago resources of the Rochester National Bank were \$1,138,434; in 1947 they will be approximately \$3,200,000, roughly a 500 percent increase.

The growth continues. National Twist Drill Company located here in 1941 with about 50 people. Today, with its Detroit manufacturing operations moved here, the company has approximately 1000 employees in its Rochester plant and this number will increase

when the present plant addition is completed.

The war, of course, brought new families to this area, but the trend was underway before the war. The full impact of the effect a company like Twist Drill has on a community is not felt at once. No doubt many of the company's employees now living in Detroit will eventually move to this area.

School population is always an index of community growth. Rochester public school enrollment in 1935-36 was 1116; in 1946-47 it was 1350. Elementary school enrollment jumped by 150 in 1936-37. The upper three grades in high school had 596 students in 1936-37; this year there were approximately 678 students.

The Rochester School Board has anticipated future growth. Plans are prepared for addition of an industrial arts and music unit building on the southeast corner



Dale Kennedy, Superintendent of Schools, and Richard Huizenga, high school principal, look over plans

for future additions to Rochester school buildings. Favorable building conditions are awaited.

of the present high school site and for an auditorium on the northeast corner. These units would release classroom space, but building will await more favorable conditions.

Dale Kennedy, superintendent, foresees future growth for the Woodward elementary school. Completion of building in the Hill Crest No. 2 subdivision on North Hill will mean additional children for Woodward school. Plans are already drawn for addition of a four-room unit at Woodward school.

The School Board must take into consideration the growth of the area around Rochester in its planning. More than half the high school student body is composed of non-resident students; about one-sixth of the elementary school students are non-resident.

Classroom conditions are more crowded than educational authorities recommend, although by no means at the hardship stage. In the elementary school the average class has 33 students; the ideal is regarded as 25.

Another indication of change in Rochester is seen in the increase in the number of male teachers. Five years ago there were only seven male teachers on the staff; today there are 17 on the staff total of 52.

All indications point to future



Frances Covert, pictured with "Okie Doke," her constant companion, points to Avon Park as evidence of how this township has progressed in the last ten years. Started in 1934, the park today is a splendid recreation area for Avon Township. Mrs. Covert has been Township Clerk since 1932.

growth. Michigan Bell has increased the size of its Rochester building by one-third and has not yet caught up on orders for new telephones. The biggest demand is in the Brooklands subdivision and orders are being filled as rapidly as facilities can be provided.

Real estate activity is another index. P. T. Smith, Brooklands Realtor, has seen that section boom and predicts a continued steady growth.

L. J. Richards, Rochester road representative of the Eyster Agency, has also seen this growth in the area around Rochester. His

agency has almost sold out its Avoncraft subdivision of 136 parcels at Rochester and Auburn roads. "These people are ready to build as soon as they can," he points out. Another subdivision, Avon Estates, on Avon road near Crooks, comprising 53 parcels, is selling fast.

In Rochester proper, Frank Chapman is going ahead with plans for his Oak Bluff subdivision at the intersection of Romeo Road and Main Street. St. Philip's Episcopal Church is now raising funds for its new church on that site. Chapman has another subdivision bounded by Mead and Sheldon roads.

Look at Brooklands

Brooklands subdivision has growing pains, too. It's amusing and noteworthy when a community like this has 45 families named Smith with only three of them related, as was reported a couple of years back, but you can't laugh off the significant growth of this section.

In 1935 P. T. Smith opened the first grocery store in Brooklands. a gas station. Today there are three groceries, three gasoline stations, a feed store, a restaurant, a dairy bar, two barber shops, a hardware store, a shoe repair



Oliver P. Gibbs, supervisor of Avon Township, and Charles P. Newman were reviewing the tax rolls when LENS called. Mr. Gibbs has watched the growth of Avon Township and Rochester from an especially good vantage point. His years in office have given him a wide acquaintance ship throughout this area.

shop, an electrical appliance store, a cleaning shop, a women's and children's apparel shop, and, to be sure, a popcorn stand. And recently announced plans call for a drug store.

Brooklands School, which takes students through the eighth grade, has an enrollment between 360 and 370. The school census showed an increase of 36 students in 1946 over 1945. Some classrooms have as high as 46 students. Lester P. Childs, superintendent, points out that the enrollment would be higher if it were not for enrollment of many children in parochial schools. More than 80 Brooklands graduates are attending high school in Rochester.

Brooklands has an intense community pride. One outgrowth of this is the formation of the new Exchange Club there, headed by Harold E. Weaver, the insurance man, as president. Weaver, and Floyd Geil of Floyd's Garage, are the only "native sons" in the club of 32 members. You can be sure the Exchange Club of Brooklands will have an active hand in community affairs.



Fred Houghten, Jr., is the new president of the Rochester Business and Professional Men's Association. LENS will have more on this association's work later.



Community growth is always reflected by increased needs for church housing. This is another architect's drawing (see inside cover) of the proposed St. Philip's Episcopal Church to be erected at Romeo road and Main street. St. Philip's serves Episcopal worshippers from many communities surrounding Rochester. A fund-raising drive is now underway.



Wilfred Berry, left, and his father-in-law, John Peters, former Rochester contractor, pause for a moment in their work on Berry's new home in the new Hill Crest No. 2 subdivision on North Hill. Berry, an employe of the Ferry-Morse seed farm, is typical of the young people moving into this area. His new home is on Northwood.



Not a ghost town—it's Rochester, Main street between Third and Fourth. Some day modern business buildings will be erected here. They're badly needed now.



Meet the Harold Andersons, another new family in the Hill Crest subdivision. They live at 144 Northwood with their son, Harry. Mrs. Anderson is the former Norma Plassy.



P. T. Smith, right, has seen Brooklands area boom. Smith, well known realtor, foresees a continuance of Brooklands' rapid growth as well as steady gains for the entire Rochester area.



The post office knows Rochester has grown! At left, Postmaster C. F. Bushman, flanked by Hazel Boice, left, and Myrtle Cook, watch Walter Gibson. Next,



Viola Petzold, left, and Hazel Rathka. Next, Roy Brink, rural carrier, and his substitute, Mrs. Edith Rhodes.





The Thomas D. Prewitts get to work on their new home at 155 Northwood, the first family to move in on that street. Mrs. Prewitt is the daughter of Gordon C. Dear, Parkdale, Rochester.



Ed Dahlman, Detroit Edison Rochester manager, shows Peggy Coons, Mildred Kennedy and Rosemary Gaynor how area has grown.



Members of Brooklands new Exchange Club. Left to right, front row, Leonard Dale, Ed Fritz, Al Lovchuk and Roy F. Plauman. Second row, William Frys and Harold E. Weaver, club president.



More Brooklands Exchange-ites. Left to right, Lester P. Childs, Hazen Briggs, Arnold Sherman and Jesse White.



Here's a scene you can see any day while school is in session at Brooklands School. Here a group of

kindergarteners (is that a good word?) line up after recess for a long, long drink of water.

GRADUATION

The 1946-47 class of Rochester High School has graduated. LENS Magazine presents a few pictures which tell something about the serious preparation and gay feeling which preceded the event.



Irene Sparman and Richard Allen, tremendously popular with their classmates as well as with each other, enjoyed the privacy of a "sneak preview" of their long-awaited diplomas.



Honorary posts bring work as well as prestige. Howard McGregor, Jr., president of the School Board, found this to be true when he cleared his desk for action to sign the diplomas for this year's class.



"Bill" Mitzelfeld, youngest son of Mr. and Mrs. H. A. Mitzelfeld of Gunn road, found a sympathetic and admiring critic in his mother during practice sessions for the role of Valedictorian.



Doris Brode, pictured with microphone in hand, is recording her co-Salutatorian speech for Miss Eloise Tallant, Director of Speech and Dramatics. Martha Porritt, co-Salutatorian, waits her turn.



Warren Twydell at the wheel of his car with his three good friends, Desmond Jones, Dean Lee and Dick Allen in tow. All, resplendent in cap and gown, found time for a spin around town during a lunch hour.



Evelyn Fraser finds that cap and gown is no guarantee against the feminine woe of fumbling through a handbag.



Betty Falker and Mary Jackson with lilacs pinned to their gowns sat this one out while Phyllis Sharrow of Utica waylaid Miss Linda Knorpp, principal of the Junior High, to pose for a snapshot.



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SWIM SUITS

With the cooperation of The Lucille Shoppe in loaning the suits, LENS Magazine gives its readers a look at what will be worn on the beaches and at the pools this summer. The suits are by Gantner of California, the state where so many attractive and comfortable play clothes originate.

Michigan with its many resort areas is an ideal background for beach fashions. Rochester, within easy motoring distance of lakes and pools, has swimming enthusiasts galore.

In the accompanying pictures, Jane Spencer in her two-piece red wool, Peggy Franke in a striped yellow and black cotton complete with all-around peplum, and Barbara Watts, attractive in a two-piece blue-figured white cotton with matching beach coat, are proof that the new suits have eye-as well as style-appeal.



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Barbara Watts, high school junior, is pictured above wearing a two-piece figured cotton with peplum-front on bloomer-trunks.



Jane Spencer, in her red wool two-piece suit fashioned on traditionally simple lines, seems content to stay high and dry.



Peggy Franke, a member of this year's graduating class of Rochester High School, could easily give a

Powers model some stiff competition when it comes to wearing her striped two-piece peplum suit.



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The Commuters



Fred Noyes of 5716 Winkler Mill road, does more than carry those eggs from the chicken house; he carts eggs daily to his associates at Jam Handy, Inc., where he is personnel manager.

Jam Handy is the world's largest producer of industrial motion pictures and visual education media.

The Noyes have four children—Fred, Jr., in the Army in the South Pacific; David, who graduated from Rochester High this year; Barney and Nancy, who attend Woodward school.

Noyes was born in Maine, graduated from Dartmouth college and came directly to Detroit after graduation. He has been with Jam Handy for 11 years.

His hobby, currently, is hunting loose stones of assorted sizes for a stone wall he is building, but his main hobby is doing nice things for people.

(Editor's Note—The Commuters is a monthly feature with LENS.)

Custom-Cut



Mrs. R. E. Ebertine of 5410 N. Rochester Rd. selects a porterhouse steak in our meat department.

You don't get production line cuts of meat at Sutton's. We cut it the way you want it. We supply the finest meats obtainable and you tell us how you like it cut . . . Come in and let us ask you—"How would you like it cut?"

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GARDEN CLUB

One of the most interesting recent meetings of the Rochester branch of The Women's National Farm and Garden Association was the one held at the home of Miss Sarah Van Hoosen Jones. Miss Jones, who manages the Van Hoosen farm and The Black and White Cow, the Van Hoosen Farm Store, talked about "Three Generations of Farming," tracing the growth and progress of the famous farm she inherited.

Following the talk and tea, many of the club members inspected and enjoyed the garden which is a part of the natural beauty surrounding the house. We tracked down an attractive foursome resting on one of the big boulders found on the grounds. Included in the group are, left to right, Mrs. Howard McGregor, Jr., Mrs. Fred Weihe, Jr., Mrs. Raymond Hudson and Mrs. Henry Axford.



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Above is another "foursome" at the Garden Club meeting. Left to right are Mrs. Weldon Keast, Mrs. Frank Chapman, Mrs. Randolph Strickland and Mrs. Mason Case. Directly above is Miss Jones as she addressed the meeting.



Folks living in the vicinity of the salt water swimming pool on Rochester road know the lovely little Ballard girl, who proudly drives her very own pony.



What mother hasn't had difficulty getting her young ones away from the wonderful displays hardware stores (in this instance, Case Hardware) put out on the sidewalk? Mrs. Everett Batchelor, 137 Terry, urges five-year-old Kathleen to dismount. Kathy has two brothers, Bruce, 7, and Edward, 10. Her father works at Twist Drill.

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One of the most frequently asked questions during the planning stage for LENS was "What's the magazine going to be like?" We honestly couldn't answer that completely until the day it was turned over to the printer. We had our ideas, of course, but in publishing, ideas can often go glimmering overnight.

WE HAVE IT



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The Rochester Badminton Club meets weekly during the winter at the high school gym. Pictured above, left to right, are Mrs. George Dillman, Mrs. George Funkey, Mrs. A. W. Haidle, Jack Wilde and Dr. A. W. Haidle resting between sets. Dr. Haidle is this past season's club president. The club, which has 30 members, resumes play next fall.

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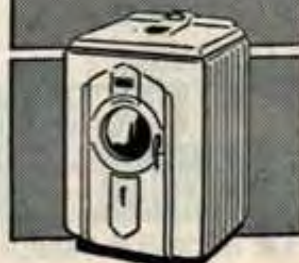
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Another group of Badminton Club members resting on the sidelines are, left to right, George C. Dillman, Mrs. William S. Fenner, Jr., and William I. McClelland.



When Mrs. George Burr recently celebrated her 81st birthday, four generations of this well known Rochester family gathered. Pictured with Mrs. Burr, left to right, are her great-grand-daughter, Barbara Robertson; her grand-daughter, Mrs. Leon Robertson; and her daughter, Mrs. Neva Crissman, active head of the family's business, the George Burr Hardware Company. Mrs. Burr was born in Chatauqua, New York, came to Michigan when she was 17 and has lived in Rochester for the past 48 years.

Wouldn't your out-of-town friends and relatives enjoy a gift of a year's subscription to LENS? Think what it would mean to former residents or friends with a wide acquaintance here.

Thought for parents whose offspring are college bound in the fall: A gift subscription to LENS is a fine way to keep them up on what's going on in Rochester. They'll love it.

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KIWANIS

When the Kiwanis Club recently sponsored the appearance in Rochester of the Chevrolet Glee Club, the concert was followed by a reception for club members and the Glee Club in the Kiwanis rooms in the National Bank Building. Following buffet supper, as might be expected from such a musical organization, the voices of Glee Club and Kiwanis members rang lustily.

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Wives of Kiwanis members enjoyed the impromptu singing. Here, left to right, are Mrs. Fred Houghten, Jr., Mrs. John Ray and Mrs. Cy Borst.

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Here is Chef Harold Bebout himself going to work on the turkey at the Kiwanis reception. Glee Club guests were delighted with the affair, promised to return any time.

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**CRISSMAN'S
PHARMACY**



A view of the long table at the Kiwanis reception. Left to right are Dale Kennedy, Mrs. Zack Boeberitz, Mrs. Clarence Shepherd, Mr. Boeberitz, a guest, and Mrs. Walter DeBaene.



Looking pretty pleased about the whole thing are Kiwanis members William S. Fenner, Jr., Fred Weihe, Jr., Weldon Keast, Ralph Garner and Clarence Shepherd in left to right order.



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Square dancing every other week during the winter was a pleasurable program for visitors at the home of the Fred Weihe's at 5744 Mt. Vernon road. Mrs.

Jack Wilde and Arnold Smith in the above picture are about to go under the arch in a Virginia Reel.

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It's strenuous stuff this square dancing. In the group at the left are Mrs. Arnold Smith, Mrs. George Funkey and Mrs. Richard Eberline with Host Weihe doing a fancy turn. At the right Jack Wilde swings Mrs. John Yount while Leon Robertson awaits his turn in the Virginia Reel. Several members of the group regularly attend other square dance club gatherings in Detroit, Birmingham and elsewhere.



ARIS 5c-to-\$5.00 STORE
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Sunday motorists who take to the dirt roads in this area may encounter this riding family—the Frank Wilcox of 3540 Mound road. LENS found them one pleasant Sunday and this pleasant picture resulted. From left to right are: Mr. Wilcox on "Sandy"; Ann

Wilcox, a student at Michigan State, on "Checkers"; Mrs. Wilcox on "Lucky"; and Mary Wilcox, a student at Romeo High School, on "Texas." With Ann away at school the family foursome is not filled so often, but there are holidays and special week-ends.

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PHONE 2-5721



Mrs. C. B. Titus and her mother, Mrs. Jeanette George, are pictured at the recent auction at Smart's.



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The auctioneer calls for a bid at the antique auction held at Smart's.



Rev. and Mrs. A. P. Rickard are on the high seas as this issue of LENS appears, bound for their native England, on the Queen Elizabeth. Both are natives of County Cornwall. They are pictured in their home at 316 West Third Street, examining a chart of the Queen Elizabeth to locate their quarters.

The Rickards were last in England ten years ago, this being their third trip since they came to this country in 1922. They plan to spend some time with a sister in London before going on to Pal-

mouth. Their return trip is scheduled for October 11.

Rev. and Mrs. Rickard came to Rochester July 1, 1942 from Yale, Michigan.

Whatever became of those people who were worrying about whether that new ton of coal would last through June?

Avon Park is a wonderful place these summer days—a paradise for kids. And you'll find the grownups don't neglect it these hot days.

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How sharp is the memory of man? Have you forgotten that we had snow in Rochester as late as May 11? Such weird spring weather.

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PHONOGRAPH . . . New Admiral record-changer gives 3 1/2-second record change; silent; trouble-free. "New Miracle" tone-arm—no scratch or hiss. New snap-on cartridge—no needles to change.

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The charming young lady smiling at you from the top picture and at her sister's new baby in the other, is the former Marilyn Nash, daughter of Mrs. W. A. Downs of Skyline, near Washington. She has won attention as Charlie Chaplin's newest screen discovery. She plays in Chaplin's newest film, scheduled for early showing in Rochester.

Miss Nash, the wife of Philip Jordan, the playwright, made a hurried trip here to visit her sister, Mrs. Robert Halbach of John R. road, and to make the acquaintance of Robert, Jr., a very young lad. She is returning to her new home in Beverly Hills. She is a graduate of Liggett School and attended Rochester High School.

