

LENS

PICTURING LIFE IN THE ROCHESTER AREA

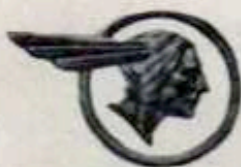


Mrs. Lois King of Dutton Road
Pictured at Tractor Day
(See Story on Page 10.)

15 CENTS

DECEMBER, 1948

A fine car made even finer



PONTIAC



Its reputation grows by the mile!

Every mile that turns on the speedometer of a Pontiac adds its mite to the car's growing reputation. Day by day, week by week, and month by month—Pontiac is finding itself more firmly established as the right car for an extremely large percentage of American motorists.

Back of this fine and growing reputation are three fundamental truths.

First of all, Pontiac is a delightful car to own. It is big and beautiful and impressive. It is comfortable and safe and easy to drive. Many claim that it is the finest-performing car they ever drove.

Pontiac is also a smart and progressive car—up-to-the-minute in engineering and styling. This year

for instance, Pontiac has made available, as optional equipment on all models, the unique performance advantage of G. M. Hydra-Matic Drive.*

And, finally, Pontiac is a good car. It is tough, rugged and dependable. It gives peak performance over unbelievable periods with the minimum of upkeep and operating expense.

These things are always true of Pontiac—they are the outgrowth of unchanging Pontiac policies. So, regardless of when you get your next car, make it a Pontiac. You'll like it—for a long, long time!

Illustrated: Deluxe Torpedo Convertible and Deluxe Streamliner 4-Door Sedan. *G.M. Hydra-Matic Drive and white sidewall tires optional at additional cost.

PONTIAC MOTOR DIVISION of GENERAL MOTORS CORPORATION

COMMUNITY MOTOR SALES, INC.
223 MAIN ST., ROCHESTER, MICH.

PUBLISHER'S CORNER

Thank you, Rochester, for the way you welcomed LENS back to the community. As soon as we put LENS on the stands you started buying copies. Our total circulation is right back where it was when we suspended circulation months ago.

There's Only one way we know to show our appreciation and that is to keep on giving you the kind of magazine you want. From Dr. L. W. Curtis, in Florida for the Winter, came a letter berating us for leaving out a husband and wife team in business, as featured in our November issue. He made us quite concerned until we read that he was referring to us, the publishers. We warn you, if many more people write us about printing our own picture, we'll do it one of these times, and that will be bad!

Isn't our cover picture nice this month? Mrs. Lois King was attending Tractor Day to watch her husband competing in the events. The minute we saw her we knew we had our cover

One thing more. LENS has something in mind for its readers who pursue a hobby, but we need to know who you are and what's your hobby. If you have a hobby, will you write and tell us? Address, LENS, 319 Main Street.

Soon Rochester will begin to take on its holiday dress. Already the stores are loaded with Christmas things. It's a wonderful season, isn't it? Hope you'll enjoy it.

Plummer Whipple
Dorothy Whipple
Publishers.

Exciting! Daring! Revealing!



★
★
★
No Straps
No Wires

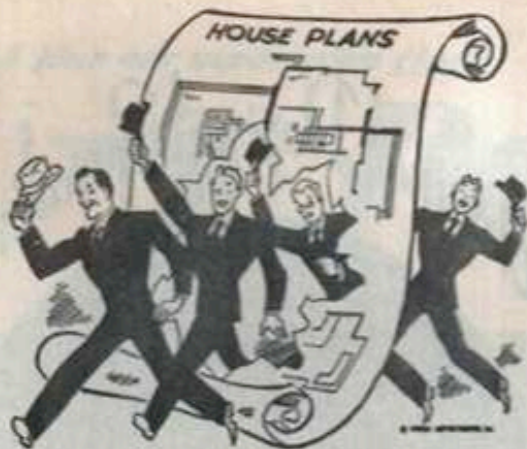
For the new strap-less gowns... wide cut necklines... sheer blouses, this is a new "glamor lift." Not until Formfit could tell us "Here is the strap-less bra that really stays up" could we give you the last word on this question. Now here it is—the honest Formfit answer to your prayer! Nite-Life automatically hugs you as it lifts, corrects, molds... thanks to its exclusive Formfit design and elastic control. Black or White, \$4.99

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LENS

PICTURING LIFE IN THE ROCHESTER AREA

VOL. 1, NO. 8

DECEMBER, 1948

Rochester Goes To A Football Game In Style



Rochester High Cheer Leaders Pose Before the Game.

A week or so before Rochester High School football team was scheduled to go to Lapeer for a game to decide the Tri-county championship, Attorney Wilson Severance had an idea. Why not see if enough interest could be aroused to send a special train to the game?

First talk was about four cars, but the idea caught on like wildfire. When the train pulled out of the station that Friday night, there were twelve cars carrying more than a thousand Rochester High students, the band, and a big quota of adults.

It was an exciting trip marred by only one thing--Rochester lost the game. But it was a wonderful event for the

kids on the train--they roamed up and down the aisles of all the cars, shouted, played tricks on each other, and came home exhausted.

The Chamber of Commerce had planned a gala event honoring the team at the High School after the game. The train was late getting back, but the officials marched up to the school only to find that the team (It made the trip by bus.) had made a big dent in the provisions and were thoroughly enjoying themselves.

LENS made the train trip and on the next few pages reports some of the highlights of the excitement on the train, at the field during the game and the return trip home to Rochester.



Here's part of the big crowd that turned out to see the championship

decided. How many Rochester people can you spot? There are plenty!



Wilson Severance, who had the idea for the train, couldn't find a seat at the game. He's the man with the

hat seated on the ground--possibly as good a vantage point as any from which to see the game.



The band had a grand time. If the band could perform on the football field some of the manouvers its mem-

bers performed individually in the aisles of the train, it would create a sensation.



With their big bass drum as a back-
ground, other members of the band

pose in their car. Either that drum
is tough, or it had good protection.



This shot may give you some idea of the traffic in the aisles of the

train. But don't get the wrong impression. The crowd was well behaved.



This group looks subdued, but the noise going on around them was terrific. The paper cups and water cool-

ers took an awful beating, but did you ever ride a train without getting awfully thirsty?



All tired out is Bernice Roy, with 'Do Not Disturb' sign, as she shares

a seat with Norma Shull, Jean Seeger and Donna Siewert. The sign was a gag.



After the game and waiting for the train are Mary Lou Chafy, left, and Julia Thompson in the Lapeer Station.

Lyle 'Red' Knapp is the center of the three distinguished gents seated further along the bench.



Superintendent of Schools Dale Kennedy had to mount a seat to tell members

of the official party the arrangements made for them at Lapeer.



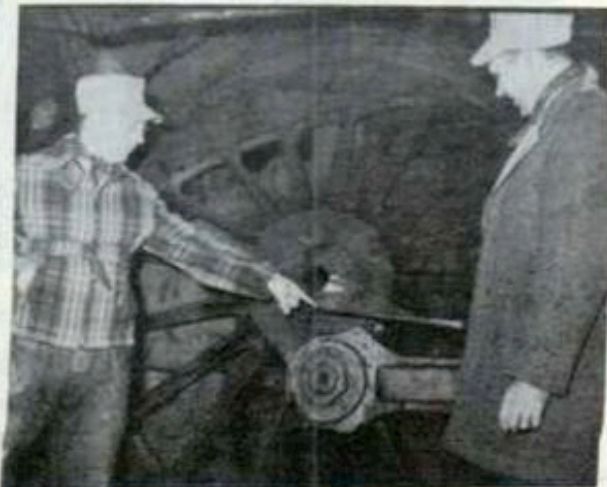
Ralph Garner leans forward in this picture made on the return trip. He seems dismayed by the team's defeat,

but George Martin, standing, bears up well enough. That's Mrs. Martin in the background.



LENS wonders how Richard Huizenga, Rochester High principal, had any fun on the trip. He was too busy. Here he

checks tickets with the conductor. Finding the empty seat was a neat trick on their part.



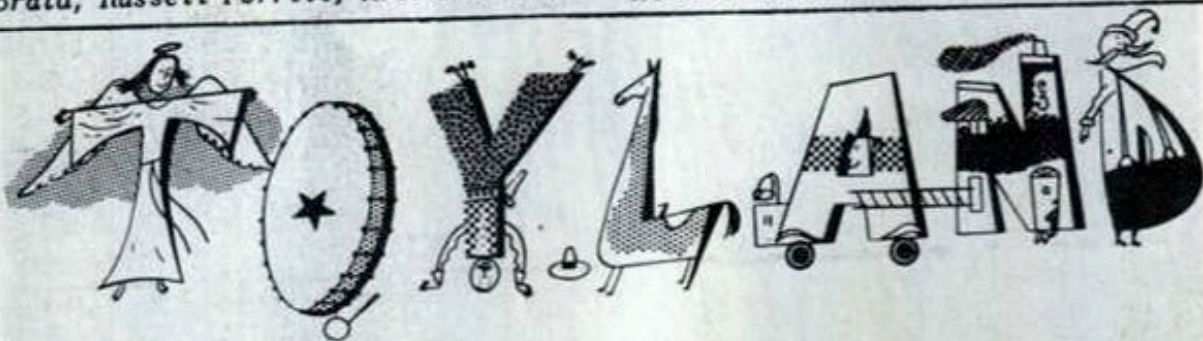
Here's the big moment just before the start of the game when the officials meet with the team captains to toss a coin. In the lower picture George Stringer and Arthur Cofer, faculty members, dressed like sure enough railroad men and puttered around the big wheels of the locomotive with an oil can. Somehow that topcoat on Mr. Cofer doesn't look like a railroader's outfit. They wanted to be photographed in the engine cab, but it seems that's against the rules of the Road.

Tractor Day Attracts Rochester Area Farmers



Here's the committee in charge. Standing, left to right: Ray Ault, Stuart Braid, Russell Porritt, Mrs. Porritt,

Mrs. Ray Ault and Howard Wilson. Kneeling: Mrs. Braid, Frank Middleton, Keith Middleton and Gordon Tyson.



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Here's a picture of the crowd watching intently as tractors pulled a

gainst a dynamometer. Children and adults alike watched knowingly.



The women's potato picking up contest was good for a lot of fun. Theresa Middleton, the winner, is standing while Clementine Spezia counts her basketful.

Wonderland of Gifts



Come now to our beautiful new store for your best selection of lovely Christmas gifts. Everything from complete sets of fine china, lamps and glassware to unusual gift items in a wide variety.

THE CHINA HOUSE
AUBURN AT ROCHESTER ROAD



Here's another contest that's fun to watch. It determines the number of men it takes to hold a tractor.



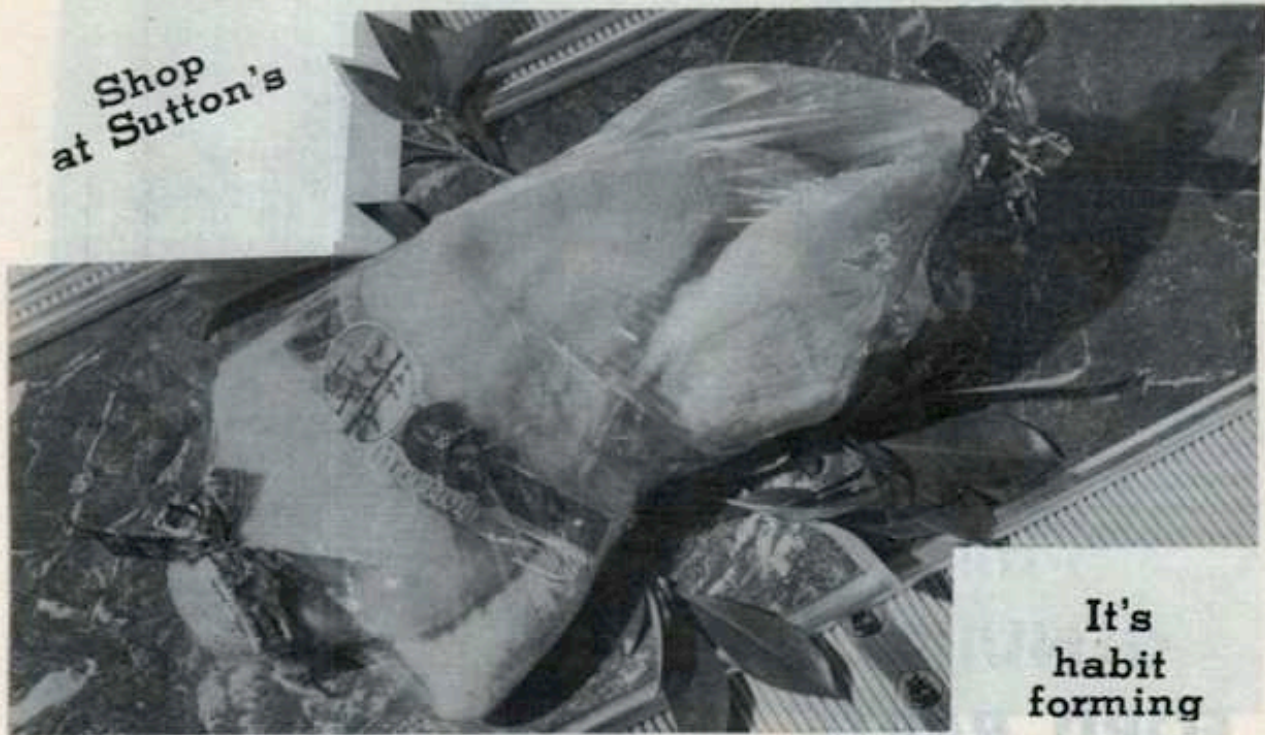
Barbara Metro, popular Rochester High School drum major, models white fur-trimmed boots from the large selection of winter footwear carried in stock by ZIMMERMAN SHOES, 433 Main Street. You will find just what you want at ZIMMERMAN'S.

(Advertisement)



Tom Edwards, above, walked off with these prizes in the tractor pulling contest. He lives at 16 Mile and Mound Roads, Utica. Rochester Chamber of Commerce donated a truckload of prizes for the occasion.

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Whether you're a farmer or a city dweller the chances are you would get a kick out of watching the performances at Tractor Day. Each farmer brings his own tractor and the pride in their machines is as real as the pride men feel in owning a fine horse. After the regular events were over many of the contestants took their tractors to a corner of the field where they staged pulling contests--hooking together two tractors and pulling to see which is more powerful. Above are pictured two of the contestants.



Interested spectators at the day's events were Mrs. Ruth Orr of 410 Rochester Road and her son, Gary. With

her is Mrs. Freda Veen and her son, Alan. Mrs. Orr is at the left; Gary, extreme right.



Here are the judges coming to a decision in the plowing contest. From left to right are Earl Shaver, Fred Beckman and Walter Cook. The day was voted a huge success and as nearly as could be determined every contestant walked off with one or more prizes in his possession.

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Halloween Spirit Prevails



One of the gay parties of the season was held recently at the home of Mr. and Mrs. Fred Weihe on Mount Vernon Road. Above, left to right, are the

hosts: Mrs. Jack Wilde, William McClelland, Mrs. McClelland, George Dillman, Mrs. Dillman, Fred Weihe, Mrs. Weihe and Jack Wilde.

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Among the authentic western costumes were those worn by Mr. and Mrs. Glenn W. Davies, pictured above. Seasonal decorations added to the gaiety of the evening.

Here's a Bit of Close Harmony



Mr. Laurence P. Smith of Peach Tree Lane at the piano. Left to right in the front row are Mrs. Harry O. Lang,

Mrs. Smith, Mrs. Jack Wilde, Mrs. Glenn W. Davies, Mrs. John Yount and Mrs. Max Mallon.



Pictured above are Mr. and Mrs. Randolph Strickland of Winkler Mill Road in striking costume. Standing between them is the male editor of LENS.

Christmas is Coming

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Horse
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TOYS

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The Friendly Store

Dinner Climaxes Legion Armistice Day Program



Homer Wing Post, American Legion conducted ceremonies in observance of Armistice Day in Rochester. The 'last man' breakfast in the morning started the program. Dinner at night attracted a large throng. Above is a picture of one section of the dining room as guests heard the Barber Shop Quartet.

EAT IT ALL!

It's holiday time at Johnson's. Everything GOOD for your gala dinners.

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John Dahlmann is pictured above in his role as M C at the Legion Feed.



And here is the Barber Shop Quartet in person. From left to right: Johnny Albertson, Dr. Howard Axford, Sid

Ennis and Tom Crichton. Those mustaches didn't fool anybody, but their singing pleased the crowd immensely.



Additional entertainment was supplied by this 'little fellow' from Lapeer who spouted poetry all over the place.

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Avon Players Planning Big Season



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Board members of the Avon Players met for the first time this year at the home of Mrs. Russel Nowels. Above are Mrs. William Fenner, Mrs. George Dillman, Mrs. Nowels and Bill McClelland. Below are seated Annette Bommarito and Mrs. Fred Weihe. Standing are Henry Purdy, Morrel Clute and Ludwig Bachor.



Steve Drabant, employee at Larry Jerome, Ford dealer, is receiving congratulations from E. F. Williamson of the Ford Motor Company on the occasion of the award of the FMSF plaque to the local agency. Jerome is one of

only four dealers in the entire Dearborn district to receive the award. In accepting Jerome said each member of his organization contributed to the effort which won the recognition.



Gail Voytas of Rochester is pictured above with the 100 pound deer she brought down with bow and arrow. She took up archery two years ago. This, her first deer, was killed at Five Channels Dam, near Hiale, Michigan.

SEE PAGE 23

When Lens wanted to illustrate the use of flowers for holiday season table arrangements, Dahlmann's was chosen to 'set the table.'

For Years Rochester area folks have been coming to Dahlmann's for the gracious beauty that flowers give the home.

'Say it with flowers'

from

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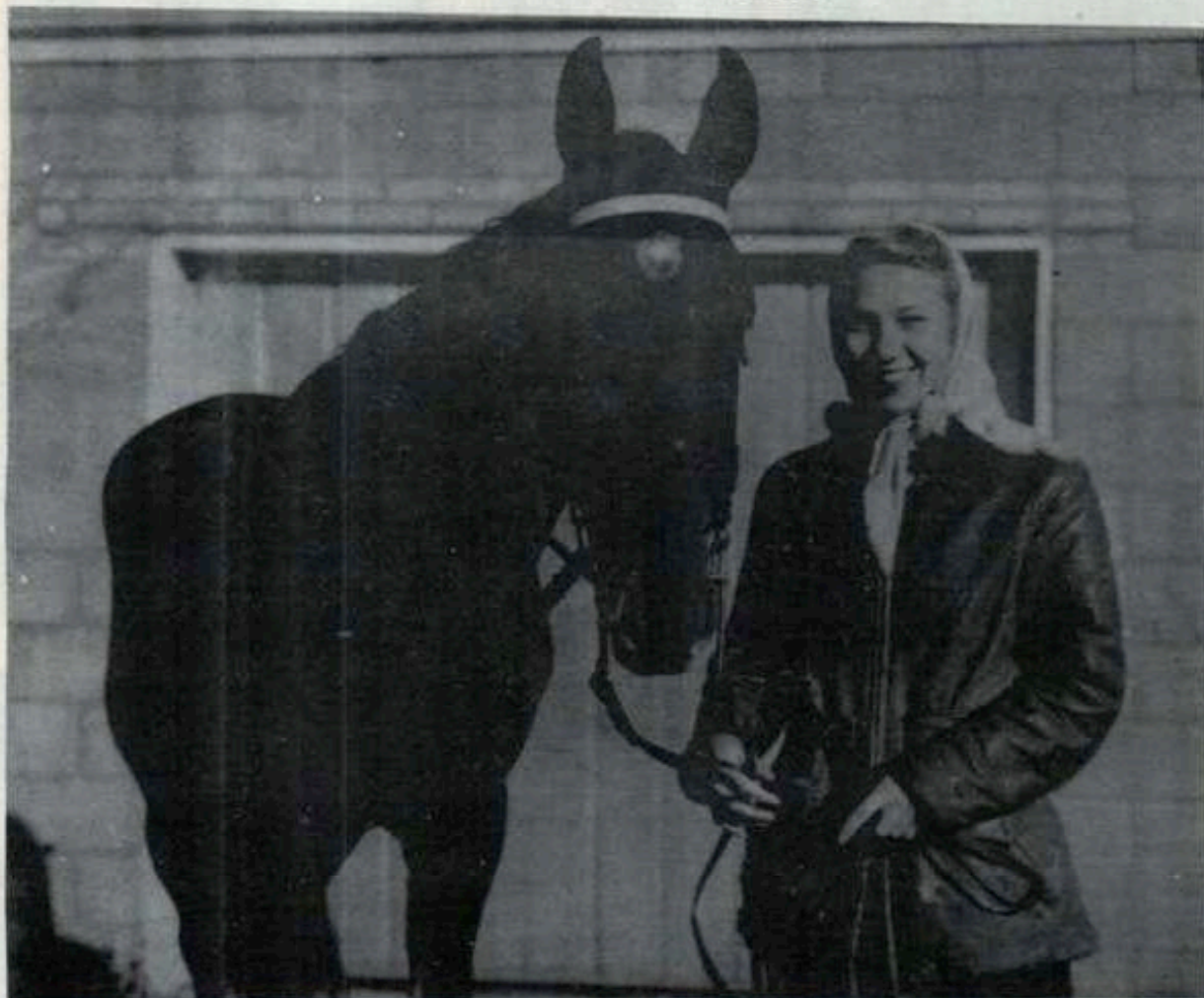
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Local Girl And Her Prize Winner



Carolyn Dominick, nineteen year old daughter of Mr. and Mrs. E. B. Dominick of Hamlin Road, pictured with Shamrock, who's been no slouch in helping her mistress bag a mass of ribbons. No desk job for this young lady.

WONDERFUL
for
Christmas Presents
Give
LENS



*Carolyn with two of her star boarders
Her stable numbers seven, with four
of them her own.*



Dick Jerone's charming bride, Kay, is a willing student of Mrs. Angus

Dahlmann of the Rochester Greenhouses in holiday floral table arrangements.

Cards:

Traditional as the Tree

Come in and share a peek--if nothing more--at our holiday cards from the Tessier Studio, San Francisco.

We're proud, too, of our beautiful new assortment of copper and brass by The Winkler Mill Craftsmen.

Gifts. Toy. Art Supplies

Rochester Gift Shop



THE COMMUTER



FOR CHRISTMAS GIFTS
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**In Rochester
Fetters Drugs
Is First**

William S. Fenner, Jr., employment manager of the Lincoln-Mercury division of the Ford Motor Company, is not one to let his daily drive into Detroit keep him away from his hobbies.

Bill has a liking for golf; he's president of the Rochester Badminton Club and president and a founder of the Avon Male Chorus. He is also a member of the Elks Club in Royal Oak

He is not a native of Rochester, but has spent most of his life here. He was a four sports man at Rochester High and a star track man in College at Michigan State Normal,

In 1936 He married Roberta Dillman. There is a son, William S. Fenner, III, better known as 'Biff'. The Fenners reside at 311 W. Fifth.

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