

LENS

PICTURING LIFE IN THE ROCHESTER AREA



Mr. and Mrs. L. E. Smart, Tienken Road
(See 'Husband and Wife' Picture Story Inside.)

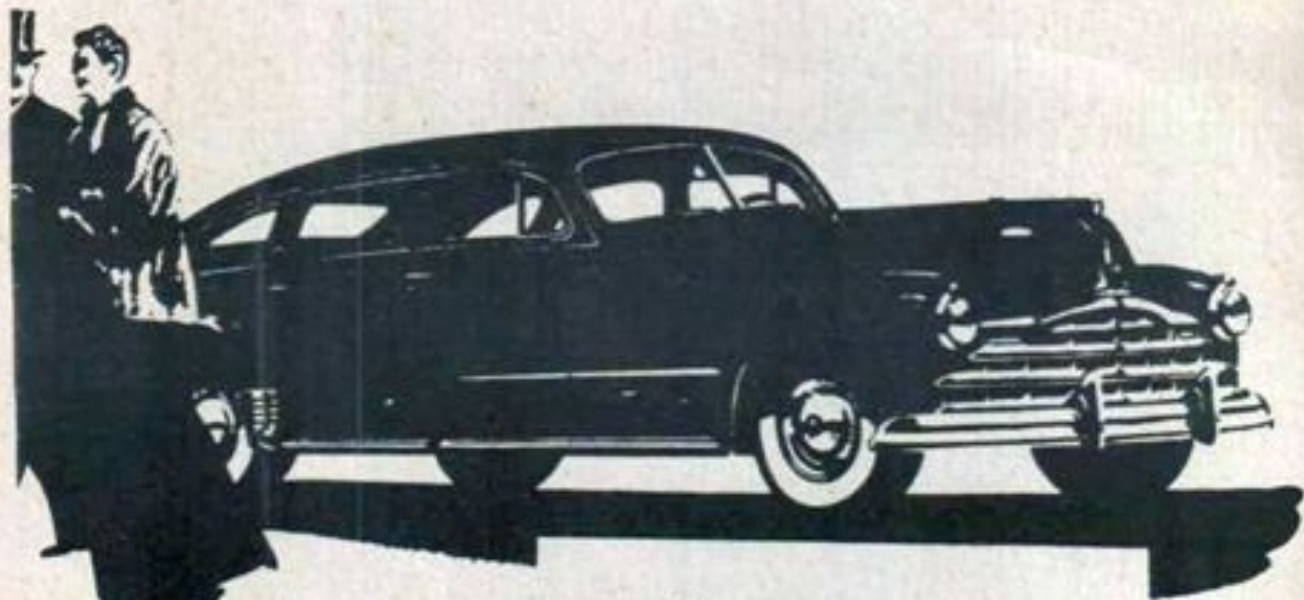
15 CENTS

NOVEMBER, 1948



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PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION

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

PUBLISHER'S CORNER

With this issue LENS is back in circulation. We hope you will like our new magazine.

LENS was suspended after six issues because the cost of producing it under our old system was too high. Now our printing facilities are located right here in Rochester, where we can control every step. LENS made a place for itself during its first six months. From all reports reaching us you readers have missed the magazine. We are grateful for your interest and hope we can live up to expectations. We are grateful, too, for the patience of our mail subscribers. LENS will be coming to you to the full extent of your subscription.

We must ask your patience. As this is written we know there will be 'bugs' in the first few issues until we get used to our equipment. Unfortunately, as we write this we don't know what kind of 'bugs' or how many will appear. We promise, however, to keep on improving the appearance of LENS until we can be proud of it.

Plummer Whipple
Dorothy Whipple
Publishers.



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- 2. Panty....\$5.00
- 3. Girdle...\$4.00

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LENS

PICTURING LIFE IN THE ROCHESTER AREA

VOL. 1, NO. 7

NOVEMBER, 1948

Rochester is a "Husband and Wife" Town

In September, 1947, LENS looked at Rochester and found it a 'Father and Son' town from the standpoint of fathers and sons being associated in business.

In resuming publication with this issue LENS took another look at our town and was struck with the many husband and wife combinations in business here.

As the editors developed the story they found so many more 'teams' than at first anticipated that the story occupies much more space than originally allotted. However, it is such an interesting picture story that readers will have a new picture of Rochester business.

At first count the editors listed 16 husband and wife combinations in business. The list grew until there were the 25 teams included in this issue and the editors are not at all sure that they have not missed some others. If so, our apologies to those good people.

It was fun working on this story and the editor who took the pictures casts his vote in favor of the fair sex; on this story it was the men who had to fuss around at the last minute, combing hair, adjusting neck ties and otherwise primping for the camera.

But let's prove our point -- that Rochester is a 'husband and wife' town.



Mr. and Mrs. 'Augie' Dahlmann
pictured in the Rochester

in business for many years
and are typical of the many



Here are Mr. and Mrs. Heuben Johnson in their grocery at 113 Fifth. For years the Johnsons were in business

on Main Street. When they moved to the present site, they took with them their many loyal customers.



Newcomers to Rochester are Mr. and Mrs. Kenneth Fetters who operate the former Schoolcraft Drug Store on

Main Street. In their short time in Rochester they have been steadily building a fine place for themselves.



Gebert's Hardware is a new Main Street business sign but Mr. and Mrs. Walter Gebert are no strangers to

Rochester residents. Their new business venture gives them a new site from which to greet many old friends.



Here is one of the best known husband and wife teams

couple in the Hills Theater building. They are very active

Dry Cleaning Business Attracts Four



Mr. and Mrs. Richard Osburn are Rochester newcomers operating the Artcraft Cleaners establishment. origin-

ally from Ann Arbor they now reside on Parkdale and have been in business here since December, 1947.



Webber Cleaners have been in business here for 22 years. Here are the Mr. and Mrs. pictured in their Main

Street business place. They have seen a lot of young folks grow up in the community.

Husband And Wife Combinations



George Geis and his wife, Ann, opened the Avon Cleaners shortly after the war and in that short time they

have become firmly established in the business life of the town. They keep busy in their Main Street shop.



Clarence Collins and his wife, Ruby, are partners in Collins Cleaners located in their own Woodward Avenue

plant. A popular young pair they are active in club and social life in Rochester.



Betty and Al Robertson had an idea a few years back and it flowered into one of Rochester's new businesses

The Thimble Shop on Main Street. They're just now celebrating their second anniversary in our town.



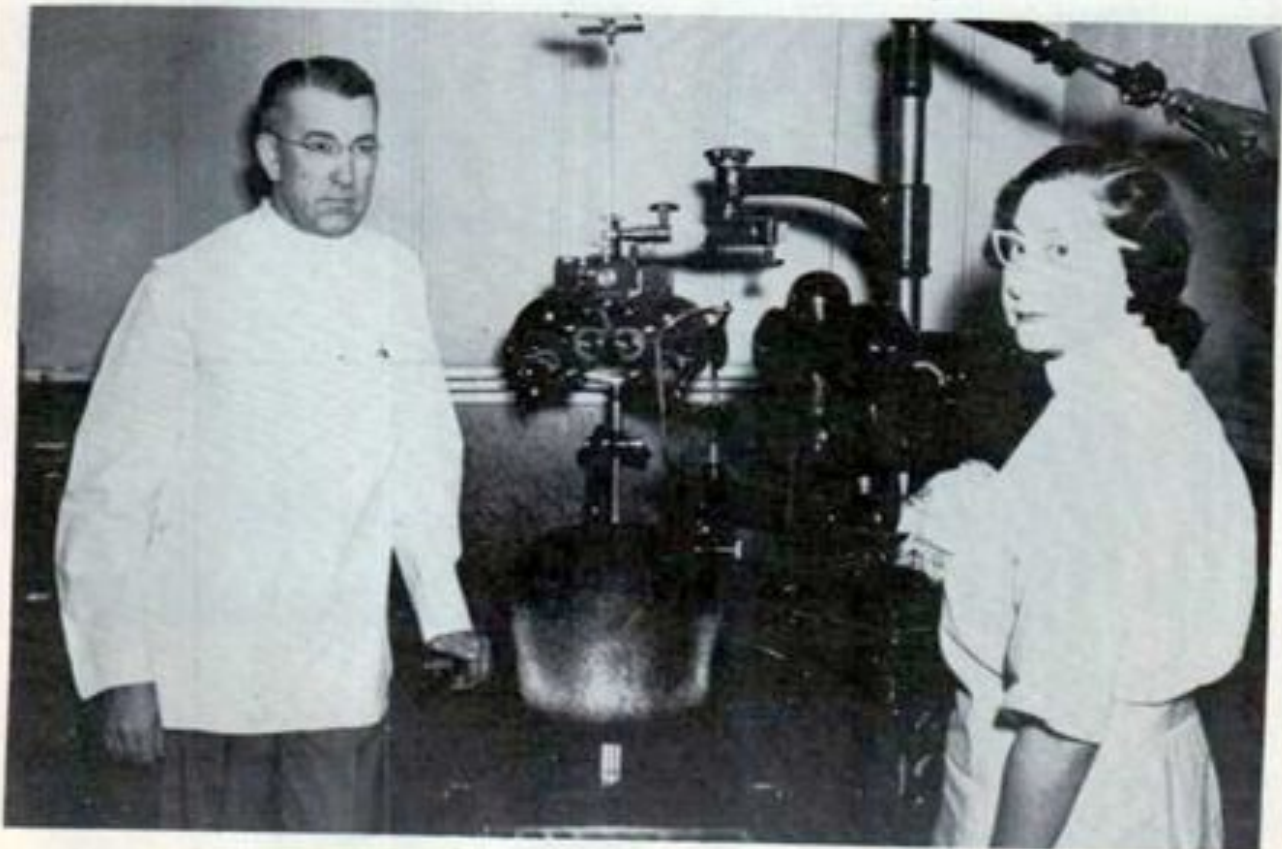
Mr. and Mrs. Tom Davey not only have a fine grocery-- they operate Rochester's food locker service at their

North Hill location. The Daveys and their business are well known throughout this section.



Howard and Louise Russell work together in the Rochester Radio and Television store on Main Street. Their

enterprise was founded after the war and their shop is one of the best stocked in this section.



Dr. Stanley Black, the optometrist, and his good wife are a familiar couple on Main Street. They are shown

in their modern office in the Hills Theater building. Dr. Black is active in the Rochester Lions Club.



Mr. and Mrs. George Rosenquist opened the Village China Shop about six years ago. Last May they opened

The China House in a fine new building on Auburn Road. Between their two fine shops they keep busy.

Shopping at Sutton's--- *It's habit forming!*

Why do hundreds of people in the Rochester area make it a habit to shop at Sutton's?

Because they like the friendly atmosphere of our store.

Because here they get the highest quality and widest variety of fine meats and groceries.

SUTTON'S MARKET

301 MAIN ST.

PHONE 9781



Among the newcomers to Rochester business are LaVerne Bravener and his wife. They operate the former Hale Shoe

Store on Main Street where they have made many new friends in their new venture.



When Fred B. Lutz built his new home at 410 Dequindre Road, he wanted the finest heating and air conditioning unit available. He chose Chrysler Airtemp automatic heating installed by C. W. Case Hardware, 335 Main Street and is completely satisfied. The picture shows the space-saving, efficient unit in the Lutz home. C. W. Case is the authorized Chrysler Airtemp dealer in this area. Case has the answer to your heating problems.

(Advertisement)

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LARRY JEROME

215 MAIN ST. ROCHESTER
 BUSINESS PHONE 9711
 NIGHT SERVICE 26111



Gene and Peggy Knoll are the owners of the new Gamble store, where they're already firmly established.



No strangers are Lucille and Bob Warren, of the Lucille Shoppe in the National Bank Building. Good Joes!



Avon Plumbing is really a family affair. Lionel Smith and his wife are pictured here but Lionel and his two

sons, who work with him, were one of the father and son teams in LENS' September issue of a year ago.



Mr. and Mrs. Alex Young operate the busy Young's Grocery on Main Street. They've made lots of friends.

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Mr. and Mrs. Earl Carmichael came here from Royal Oak seven years ago with their school bus business. Since

then they've become fixtures in the community, active in many worthwhile civic and club activities.



Harry Littell and his wife work together in running the Sinclair Oil Dealership here. Harry was formerly

the Dodge dealer in Rochester. His son, Mike, is associated with his dad in this wide-spread business.



Lucy Newell, Harriet Maittrott and Janet Embach, left to right, being shown the official Girl Scout shoes by Earl Zimmerman. The authorized dealer for both Girl and Boy Scout shoes, Zimmerman Shoes, at 433 Main Street, also carry a complete line of women's, men's, and children's footwear.

(Advertisement)



Mr. and Mrs. Harold Oberg are the active people who operate Oberg Electric on Main Street. You know 'em.



For 33 years Mr. and Mrs. Ed Behm have been in the dairy business here, in their Main Street store for 16.



Mr. and Mrs. Roy Hyland are owners of the Western Auto store at 333 Main. They have been at

*California
Judy*



hand painted
dinnerware

THE CHINA HOUSE

Movie Star Marilyn Nash Visits Rochester Home



When LENS caught this picture of Mrs. W. Arthur Downs of Skyline, with her daughters, Mrs. Robert Halbach and Mrs. Philip Yordan of California, the latter was on her way to make two movies in Rome, Italy.

*The most-copied car
in America—*



the '49 KAISER

**SEE IT NOW AT
M. & M. MOTOR SALES**

606 N. MAIN PHONE 4141



Mrs. Yordan who is known professionally as Miss Marilyn Nash and is the wife of a well known playwright, flew to Europe to do an original, titled, 'Red Head' and an adaptation of the French film, 'The Human Beast'. She is the mother of a handsome baby boy,

Stoney Creek School Re-opens After 15 Years



Putting the finishing touches on the newly re-opened Stoney Creek School are four proud poppas who 'gave up' a Saturday. From left to right are Mr. Richard Spitzley of Mead Road, Mr. George Dillman of Winkler Mill Road, Mr. Wilfred J. Embach, Washington Road, and Mr. Oliver R. Relyea of Tienken Road.



Mr. Frank Hershey of the Winkler Mill Craftsmen of 1740 Washington Road was just the right height for the long reaches. His talented and charming helper was Mrs. Richard Spitzley, sole representative for the mothers.

36 BOXES OF SOAP
Yours AT NO EXTRA CHARGE
 When You Purchase This Fine
CORONADO WASHER



New Deluxe Electric Model

- High Speed Cleaning Action
- Oil Sealed 1/8 h.p. Motor

115.95
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Gambles



'Say it with flowers'

from

**ROCHESTER GREENHOUSES
DAHLMANN'S FLOWERS OF
DISTINCTION**

210 EAST THIRD STREET
PHONE 2-9411

ROCHESTER, MICHIGAN
MEMBER

FLORIST'S TELEGRAPH DELIVERY
We wire flowers everywhere

The pleasant young school marn in the upper picture is Mrs. Floyd Walker of Washington Road. Her past one-room school experiences in the Bloomfield Hills district give her a fine background for teaching the four grades at Stoney Creek. With her in the picture above are the beginners and first graders. In the picture below the 'upper classmen' pushed and nudged their way to get within camera range. We hope we didn't miss any.

THE COMMUTER



Robert Rowilson, 158 Linwood is one of the Rochester men who makes the daily trip in to his work in Detroit.

Rowilson is head of the School Service Department of Jam Handy Organization. As such he directs the writing and production of films used in schools. He sees that these films are checked with schools, teachers and educators to make sure they are right. Since Jam Handy is the largest producer of educational and industrial moving pictures, Rowilson's is an important job.

Rowilson came to Rochester in 1945 from Clayton, Mo. The Rowisons have three children--Ann, 14, Tom, 12, and Ellen, 4. He is pictured above with the stage and two of the puppets he built some years ago when he 'had time to pursue that hobby'.

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In television
In radio
In records
In radio service
In music

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YOUR ELECTRONICS DEALER
430 MAIN PHONE 2-2141

Above are two groups of Rochester's new teachers, who were welcomed to the village with a party at Avon Pavilion: In the upper picture are, left to right: Miss Mae Klarich, Central, Miss Alma Kayser, High School, Miss Betty Coe, Woodward, Mr. Arthur Cofer, High School, Mr. Alber Barach, Central, and Mr. Wayne Chatterton, High School. Below are: Miss Josephine Wasilewski, High School, Miss Winifred Wilson, Junior High. Standing are Mr. Leroy Felton, High School, Mrs. A. O. Ensign, Woodward, Mr. A. O. Ensign, Central, and Mr. Harold Miller, Central.



Two attractive new teachers in the village are Miss Marth Goegline, who will have not one but three grades to teach at St. John's Lutheran School. Her companion above is Miss Mary Reath who has come to teach fourth grade at Central. Miss Goegline is at right.

We managed to track down a couple of wives of new faculty members, too. Enjoying the get-acquainted party were, left to right, Miss Maeve Rutledge, Harrison kindergarten teacher, Mr. and Mrs. George Stringer (Mr. Stringer is on the High School faculty) Mrs. Arthur Cofer, wife of the Spanish and History teacher, and Miss Ollie Miller, who teaches elementary music.

OUR WINDOWS TELL THE STORY

Folks are talking about the good food news painted on our windows every day.

SHEPARD'S MARKET

Free Delivery

425 Main

Phone 2-6336

Lions Club Ladies Sport Unusual Golf Costumes



Colorful costumes were the order of the day when the Lions Club golf league had its mixed foursome play at Bald Mountain. In the picture Mrs. Gene Knoll addresses the ball. Watching her are Earl Zimmerman, left, Mrs. George Geis and Harold Oberg.

At the left is Nellie Snook holding a Tiger Lily which boasted 17 separate blossoms and which was found by her father, Art, last Summer.

NOW'S THE TIME

IT'S NOT AT ALL TOO EARLY TO BRING YOUR FALL CLOTHING FOR CLEANING AND ALTERATIONS. FEEL THOSE AUTUMN BREEZES?

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**PAULINE PALMER
JEWELER**

Garden Club Flower Show Attracts Many



Mr. and Mrs. Lewis B. Arscott of 517 Ludlow met Mr. and Mrs. Hoderick Ivens and their little daughter, Sheryle, for a chat at one of the beautifully set table entries of the Flower Show. Mrs. Arscott was chairman of the hospitality committee. Mr. Ivens teaches Shop in the high school.

Too busy to write an ad--

We started out to write an ad, but we got busy and LENS had to go to press, so....

If we'd had time we'd have told you about Winkler Mill Crafts' brass and copper reproductions. They make wonderful, handsome Christmas gifts.

We were going to tell you about famous Stedeware Porringers in two sizes

but they're going fast so never mind.

Two new items with us are story book dolls and Milton Bradley games.

Our rental library has the best sellers. We have a growing stock of art supplies. Come in and browse around. Occasionally we even give you some conversation that isn't dull, but not so very often.

Rochester Gift Shop

319 Main

Phone 2-2061



Lining up for a look at the pretty blooms at the Flower Show Sponsored by the Rochester Farm and Garden Club are, left to right: Mrs. C. B. Chapman, her son, William, and his attractive bride, Mrs. Edward E. Wilson of Oxford and Mrs. Keith Crissman.



Kay Arnold buying a .410 Winchester shotgun.

Guns! Guns! Guns!

We've got 'em!....
Come in now while
our stocks are complete.
Everything for your big hunting trip.

Get your hunting licenses here.

Seebaldt Sport Shop

'THE BIGGEST LITTLE SPORTING GOODS STORE IN THE WORLD'

104 W. FIFTH

PHONE 2-2441



Jane Alward, left, and Jeanette Smith, model Doris Dodson junior originals from Shueller's.

Exclusive at Shueller's

Jane is wearing an all-wool plaid. Perfect for class room street wear or dating. It's a Doris Dodson, of course.

Jeanette wears Doris Dodson's newest corduroy. Note that perky tie--the graceful fullness of the skirt.

FROM 12.95 TO 18.95



SHUELLER'S



Houghten Serves the Farmer

Pictured above is our exhibit at the Oakland County Fair. We also had an exhibit at the Michigan State Fair. We'll be seeing you, too, at Farmers' Field Day October 20 at the Russell Porritt farm on Silver Bell Road, just east of Adams.

Wherever the farmers of this area gather, you'll find Houghten & Son. Our service to the farmer is an every day activity but we enjoy these opportunities to greet our friends at these shows. So look for us at Farmers' Field Day.

Attend Farmers' Field Day Oct. 20

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