

Wishing you a
1950
New Year
Here it is at the top of the list: A joyous New Year

Orson Mells
Your Well Man

Rickett Electric
Paul Rickett

1950
Happy New Year

Well be thinking well of you when the midnight bells peal in the glad New Year

L. W. Rutherford & Sons
Happy New Year

SEASONS
Greetings
1950

At a time when conviviality reigns among all men, we join in the annual mood to proffer to all the people of our town a wish for a mighty Happy New Year

May you prosper according to your desires in 1950.

McMahon Appliances

"Happy New Year"

Lowell has come a long way in fifty years and while the Club Diner or it's proprietor were not in existence at the turn of the century... the half-century mark finds Lowell bearing a path to...

The Club Diner
CURLY HOWARD

New Year's Greetings

This time next year, let's look back and say 'Yes, it WAS Happy 1950!'

Central Garage
A. H. Storzmand

we're telling all on this party line: Happy New Year.

Vanity Beauty Shop
Eiva Topp

Happy New Year

Happy New Year

It's truly a peck of fun wishing you a Happy New Year!

Lowell Beer Store
Jack Fonger

Happy New Year

LOTS OF LUCK TO YOU FOR THE WHOLE YEAR AHEAD.

Ralph's Furniture and Appliance
212 W. Main

McCord's Local
Mrs. R. T. Williams

Mr. and Mrs. Rex Draper and son of Detroit and Mr. and Mrs. Lloyd Stahl and daughters of Clarksville were Christmas dinner guests of Mr. and Mrs. Floyd Yeter.

Mr. and Mrs. Stephen and daughter of Belding were Christmas visitors of Mrs. Addie Campbell and Mrs. Lena Wagoner.

Mr. and Mrs. Elmo Scott and daughter of Lansing and Mrs. Lena Wood were Christmas dinner guests of Mrs. Elma Dallman at Campau Lake.

Mr. and Mrs. Roy Bloomer were Christmas dinner guests of Mr. and Mrs. Harold Bloomer in Grand Rapids.

Mr. and Mrs. Marlon Warner of Lansing were Tuesday visitors of Mr. and Mrs. James Belding and family.

Henry Frazier of Grand Rapids was a Sunday caller of Mrs. Addie Campbell. Mr. and Mrs. Morris LaChaire of Grand Rapids were callers on their way south to Washington, D. C.

Mrs. Gerald Steals of Detroit was a Christmas guest at the Ballard home.

Christmas dinner guests of Mr. and Mrs. Matt Matternick were Mr. and Mrs. John Oltman and son, Mr. and Mrs. Forrest Graham and son of Grand Rapids. Mr. and Mrs. Harold Matternick of Alto, Mr. and Mrs. Ross Coeling and Mr. and Mrs. Henry Youkers and son Nick of Hollandville.

Mrs. Jessie Schrader of Campbell Lake was a Monday night visitor

NEW YEAR GREETINGS

A wealth of New Year cheer May all the good things of 1950 be yours to enjoy.

Lowell Manufacturing Company

Time's running out, so we're rushing to wish you a Happy New Year.

Kelley's Service
Harold Kelley

Happy New Year to all of our patrons and friends. May 1950 see all your wishes granted.

Boyd's Grocery

Here's our wish to all of our very best friends: Happy New Year!

Palace Cleaners
Mr. and Mrs. Carl Frayermuth

HAPPY NEW YEAR 1950

May the grand sense of freshness that accompanies the arrival of a New Year stay with you right on through the decade that is opening before us. We wish for you not only a Happy New Year, but a happy 1950 to 1960.

PROSPEROUS NEW YEAR

May each leaf on the 1950 calendar bring with it a day of good luck and cheer.

We hope you hear us above the din: **HAPPY NEW YEAR!**

RITTENGER
Newell Manufacturing Company
FRANK NEWELL

Mr. and Mrs. Matt Matternick, Mr. and Mrs. Kenneth Peterson and Mr. and Mrs. John Postens were Christmas dinner guests of Mr. and Mrs. Kenneth Smalaker at Freeport, Detroit.

Mrs. Roy Bloomer visited Mr. and Mrs. Howard Bloomer in Cadillac Thursday.

Mrs. Florence Young and Mrs. Lena Wickett visited Mrs. Addie Campbell Friday.

Mr. and Mrs. Ed. Coats and children of Jackson and Mr. and Mrs. Olin — and children of Midland were Christmas guests of Mr. and Mrs. Ray Costa.

Mr. and Mrs. James Ballard, entertained for Christmas dinner, Mr. and Mrs. Lyle Stauffer and daughter of Bowes, Mr. and Mrs. Ervin Flynn and family of Grand Rapids.

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Happy Holiday 1950

A wealth of New Year cheer May all the good things of 1950 be yours to enjoy.

Lowell Manufacturing Company

Time's running out, so we're rushing to wish you a Happy New Year.

Kelley's Service
Harold Kelley

NEW YEAR

50 years ago auto insurance was not necessary—But today it is a MUST! You will save money and have a Happier New Year if you call Gerald E. Rollins to insure your car.

ROLLINS Insurance Service
185 W. MAIN ST. PHONE 404-F2
We Are Now Equipped to Serve You Better

WISHING ALL OUR MANY FRIENDS A HAPPY AND PROSPEROUS NEW YEAR.

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We hope you hear us above the din: **HAPPY NEW YEAR!**

RITTENGER
Newell Manufacturing Company
FRANK NEWELL

When You Think of Meats . . . Think of Thompson's

MORRELL'S Smoked Picnics lb. 35c
Sugar Cured—Short Shank

GEM Bacon Squares lb. 19c
Sugar Cured—Squared Bacon

MORRELL'S Smoked Ham lb. 59c
Whole or Half Finest Ham Made

EDGEMERE Sliced Bacon lb. 39c
Sugar Cured—Branded

Thompson's Sanitary Market
Phone 283 G. E. (Butch) Thompson 205 E. Main

Ring In The New

Silver Bells . . . What a world of merriment their melody foretells

Proper music, indeed, for the New Year.

1950

CH. RUNCIMAN COMPANY
LOWELL, MICHIGAN

Phone Lowell 33 Phone Freeport 2421 Phone Clarksville 341
Phone 442

THE TRADING POST

FIRST 20 WORDS 50c—ADDITIONAL WORDS 25c EACH. SERVICE CHARGE OF 10c ON CHARGE ADS.

CALIFORNIA LIVESTOCK SALE
Held Monday at 8 o'clock. c81f

LANANAC STOCK YARDS—Buy Monday, 8:00 to 4:00. We pick up. Barabaz 2221, other days G. Rapids 2600 or 9000. c81f

FARMERS ATTENTION—We need your dead and disabled wood. Will pay a little. Can give service day called with well equipped truck. Cooper, Thibault Co., Pines Roadside W.L.A. c81f

TOW AVAILABLE—Chestnut or cedar blocks, also ashlar blocks. Delivered or in yard. Made by vineyard and grape-plant. Vantage Bros. Block and Gravel Co., Phone 2221. Ada, Mich. c81f

FOR RENT—Three wood and gravel pits. Both side of G. E. 1-1017

ALTA DAME FARM, Ada, Mich. has a very fine 5-year-old fish-pond built from local materials. Dam's 265' x 100' at 2' year and 2 months old. 12,000 gal. 200' x 100' x 2'. We can't use him much longer because of young stock coming in and we wish to exchange him for a bull with dam of even higher record. If you have the kind of a bull we will exchange him, advise as to age, dam's record and price. Write or phone 2784, Carlton Wilcox, Ada, Mich. c81f

FOR SALE—Portable hog feeder. Kenneth Preston, 34 miles south of Lowell on M-21. c81f

LANANAC STOCK YARDS wishes you a Happy New Year. Closed Monday, open all day Tuesday. We pick up. Phone Barabaz 2221, Grand Rapids 2600 or 9000. c81f

WANTED TO BUY—A 1949 Man-outh Toulouse gender. Write or phone 8-29 Orleans. Mrs. M. E. Woodridge Dear, Belding, N. Y. c81f

FOR SALE—A 1949 Chevrolet 4-door sedan. Write or phone 2784, Carlton Wilcox, Ada, Mich. c81f

FOR RENT—Two sleeping rooms, clean working men. 205 Avery St. block north of A & P Store. c81f

CODAN-HAVEN KENNELS—Hated quarters. Board by day, week, month. Mr. and Mrs. R. J. Weaver, 1181 Riverside Drive, Lowell. Phone 274-72. c81f

FOR SALE—Seasoned mud wood. 3500 a cord, delivered; also seasoned oak and pine wood. In Lowell delivered. Phone 5-F13, Lowell. Ralph Roth. p81-82

STILES BEAUTY SHOP—Now located at 218 S. Hudson, one block south of Ford Garage. Permanent in evening by appointment. Florence Stiles, Phone 284. c81f

FOR SALE—Delicious Eggnog for the holidays. Lowell Creamery, Phone 37. c81f

GOOD USED CARS—1947 Ford Sedan, radio, heater 1948 Ford Tudor 1941 Plymouth Sedan 1939 Chevrolet Tudor

GOOD USED TRUCKS—1945 Long Wheelbase, excellent for farm '21 will pay to see Jay C. H. Runefman Co. Motor Sales, Phone 222. c81f

Plastic coated Gloves. These gloves come in four styles and will last much longer than ordinary oil does not cause them to slip. They are excellent for working in water, oil or alcohol, and also for handling acids and caustics. They are long wearing and highly chemically inert. They are large-size, first quality cotton gloves made to United States government standard specifications for business working gloves, and coated. c81f

Good Used Cars:
1947 Plymouth Special Deluxe Sedan
1946 Plymouth Special Deluxe Sedan
1940 Plymouth 4-Dr. Sedan
1941 Dodge Custom Sedan
1947 Chevrolet Sedan Pontiac
1948 Chevrolet Stylemaster Sedan
1941 Chevrolet Special Deluxe Sedan

FOR RENT—Five rooms, partly furnished, central heat, gas, water, electric, complete with plumbing. Whiteback Sales & Service, Lowell. Phone 227. c81f

FOR RENT—Five rooms, partly furnished, central heat, gas, water, electric, complete with plumbing. Whiteback Sales & Service, Lowell. Phone 227. c81f

USED CARS—1938 Chevrolet 2-door, runs fine. 1947 1 1/2 ton International truck, stake rack. 1947 Plymouth 4-door Sedan, loaded with deluxe equipment, perfect condition. International 2-wheel rubber tire spreader. Whiteback Sales & Service, Lowell. Phone 227. c81f

FOR SALE—Stihol stoker. \$50, good condition; twin baby buggy, nearly new \$15; RCA Victor radio, floor model \$25. E. L. Gregory, 212 Glenwood Ave., S. E. Phone 8279, Grand Rapids. c81f

THE LUCKY INN will be closed temporarily for remodeling until further notice. Mrs. Wm. Bennett, Lowell 152. c81f

CHUNK WOOD—Maple and ash. \$4 per cord. Ernest Youkers, Cor. Grand River Dr. and Bot Dr. Ada. Phone 2297, Ada. c81f

FOR SALE—Delicious Eggnog for the holidays. Lowell Creamery, Phone 37. c81f

FOR SALE—1938 Chrysler 4-door Sedan 1937 Plymouth 4-door Sedan 1937 Chevrolet 4-door Sedan 1938 Pontiac Coupe McCuen Motor Co. Lowell phone 124 Lowell. c81f

BERG BROS. ELEVATOR
Also, Michigan
Prices subject to change

We Remove Dead Animals
For Prompt Removal of Old Crippled or Dead Horses and Cows

PHONE IONIA 400
Cattle

HEIM'S TEXACO SERVICE
E. Main & Jefferson
Phone 9114 Lowell

VALLEY CHEMICAL CO.

A NEW YEAR Greeting 1950

The New Year, rising from the ashes of the old, is a time for true rejoicing. Happy 1950 to you.

Lowell Dry Cleaners
Karl Ruelts

WE PAY HIGHEST PRICES for F-U-R-S Wepman
Lowell Phone 409 or 382

WE REMOVE DEAD ANIMALS
For Prompt Removal of Old Crippled or Dead Horses and Cows

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Lowell Dry Cleaners
Karl Ruelts

Happy 1950

New Year!

We wish you the best kind of a year, with no bad tabs

Herman Wepman

HAPPY NEW YEAR 1950

Let's hope you strike it rich this year.

Hanzl's Hot Shop
Hazel Hanzl

Happy New Year 1950

We earnestly hope your ship comes safely to port in 1950. Very best wishes.

Krick Auto Sales
Phone 9109 1002 W. Main

HEARTIEST NEW YEAR Greetings 1950

MAY THE YEAR AHEAD BE ALL YOU WANT IT TO BE

BERG BROS. ELEVATOR
L.T.O. MICHIGAN

HAPPY NEW YEAR!



What Would Grandpa Say Now?

Perhaps your memory of the pot bellied stove and the open cracker barrel in the store your dad used to take you to when the 20th Century was young, is dim. But the memory of the friendliness and courtesy that was part and parcel of it all will certainly never fade from mind.

Fabulous changes have occurred since then. The miracles of the 20th Century have piled one on another. The old fashion pot bellied stove has been replaced with myriads of comforts for the customer's convenience. King's quality flours follow the modern trend. New deffaseal packaging equipment is now in operation in this new, modern plant, insuring the housewife of cleanliness not surpassed by any other plant in the world.



King Milling Company



No matter how you look at it, it still comes out: Happy New Year.

Bob Whitby
Used Car Parts

CARD OF THANKS

Our heartfelt thanks to all who extended comforting sympathy and help in our recent sorrow. For the beautiful service floral offering, and other kindnesses, we are deeply grateful.
Mrs. Fred J. Boyd
p35

CARD OF THANKS

We wish to express our heartfelt thanks to the friends, neighbors, and relatives for the many expressions of sympathy, kind acts, and beautiful flowers sent us at the death of our dear wife, sister and aunt Lena Hermance. Our sincere thanks also to Rev. Glotfelty for his comforting words.

Arthur J. Hermance
Mrs. Mabel Green and family
Mrs. Hattie Myers
Mrs. Edith Davis
Mrs. Jessie Graham
p35

West Lowell

Those who entertained with family dinners on Christmas were the James E. Green, Arthur Green and Claude Behmlet families.

Bob Dawson and family spent from Saturday until Tuesday with the former's parents, Mr. and Mrs. Seymour Dawson, in Detroit.

Sunday afternoon callers of Mr. and Mrs. Claude Schmidt and Mrs. Isadore Ohan were Mr. and Mrs. Sherman Reynolds, Mrs. Lola Tidd and son Thurston, John Baker, Arthur Green, Mr. and Mrs. Sherm Rowland and Mr. and Mrs. George Ingersoll.

Mr. and Mrs. Bob Meeuwson have a new baby boy.

Mr. and Mrs. Fred McDonald and Mrs. Mary Stinton spent Christmas Day with Mr. and Mrs. Floyd Stinton at Three Rivers.

Dr. and Mrs. M. J. Court and two daughters of Marcellus were Saturday night guests of Mr. and Mrs. Melvin Court and Christmas dinner guests of Mr. and Mrs. Richard Court in Lowell.

Mr. and Mrs. John Baker, Rev. and Mrs. Overholt and son of Lansing and Lyle Baker and family of Ionia were Monday guests of Mr. and Mrs. LeVern Baker in Lowell.

Mr. and Mrs. John Baker were Tuesday evening callers of Mr. and Mrs. Fred McDonald.

Mr. and Mrs. Melvin Court attended the Ellis Rollins Christmas dinner at the city hall in Lowell on Saturday.

Snow Community

Don't forget the Farm Bureau Christmas party to be held at the hall on Friday evening this week. The Christmas program at Snow Church was presented Wednesday evening to a highly appreciative audience. An offering of \$28 was received for the Methodist Children's Home at Farmington.

Mr. and Mrs. Raymond Heasche, son Darrell and daughter Lisa were Christmas dinner guests of Mr. and Mrs. Glen Higgins in Belding. Ray Heasche, Jr., and Miss Iris Scott were guests of Mr. and Mrs. Paul Kohn in Belding Christmas Day.

Mrs. Lola Tidd and son Thurston of Lowell were Christmas dinner guests of Mr. and Mrs. Sherman Reynolds.

Mr. and Mrs. Guy Cole of Grand Rapids spent Christmas Day with his brother and wife, Mr. and Mrs. Claude Cole.

Mr. and Mrs. Oscar Chapin of Clara spent the week-end with her parents, Mr. and Mrs. Seymour Dainton. Little Jay Chapin, who spent last week with his grandparents, returned home with them.

Mr. and Mrs. Raymond Heasche and family and Mrs. Alice Heasche were dinner guests Monday of Mr. and Mrs. Robert Jones in Lowell.

Mr. and Mrs. Henry Brown and the Richards-Baker family are to be congratulated on the beauty of their outdoor Christmas trees. Mr. and Mrs. Raymond Heasche on their unique lawn decoration of a life-size Santa Claus with his sleigh and reindeer.

Mr. and Mrs. Lawton Cole entertained with a dinner on Christmas Day for the A. J. Charles and Victor Porritt families of Brown Center, Mr. and Mrs. Don Wright and daughter of Dowling, Mr. and Mrs. Dee Bryant and family, Mr. and Mrs. Eugene Bryant and Mr. and Mrs. Wm. Fairchild of Alto.

We are happy to learn that Mrs. W. V. Burras was able to leave hospital on Christmas Day. She is being cared for at the home of her daughter, Mrs. I. W. McFall, in Lowell.

Mrs. Effie Buitendyk of 28th St. called on Mrs. Claude Cole Friday evening.

Mr. and Mrs. Frank Antonides attended the funeral last Friday of their nephew, Henry Abraham, in Flint.

Congratulations and best wishes to our pastor, Rev. DeKraaker and his bride.

Mr. and Mrs. Seymour Heasche were in Lansing last Tuesday to attend the annual meeting of Farm Bureau Services.

Mr. and Mrs. Lester Antonides and children attended a Christmas dinner at the home of Mr. and Mrs. Arnold Fairchild in Lowell.

Mr. and Mrs. Seymour Heasche entertained Mr. and Mrs. Richard Smith of West Lowell and Miss Mary Hoffman of Ada at a holiday dinner Saturday evening and on Monday their guests were the Smiths and Miss Hoffman. Mr. and Mrs. Leo Bloomer and Ruth Ann McCord, Mr. and Mrs. Lloyd Bloomer and children of Grand Rapids and Sandra Meeuwson of West Lowell.

Mr. and Mrs. S. P. Sessley entertained with a family Christmas tree and lunch Friday evening. Christmas Day they were dinner guests of their son, Vernor and family on Snow Ave.

Moseley-Murray Lake

Miss Dorothy Nelson of Belding and Lloyd (Buster) Lyons of Moseley were married at Belding last Friday. Congratulations.

Mrs. Blanche Francisco is quite ill at her home north of Moseley.

Mr. and Mrs. Chris Kropf entertained their sons and daughters and their families Christmas Day.

Mr. and Mrs. Orren Frost and children of Detroit, Mr. and Mrs. Don McPherson and children and Mr. and Mrs. Allison Roark were Christmas guests at Gordon Frost's.

Mrs. Mary Laibson and son Albert of Carson City and Mr. and Mrs. Larry Rich and baby of Lowell were Christmas Day guests at the Frank Reussiger home. Leo Reussiger and children of Lansing were callers.

Mr. and Mrs. Ed. Pratt and family spent Sunday evening with the Al Reibig family in Ionia.

Henry Sowers leaves in a few days for army service.

Martin Davis and cousin, Mrs. Muthart of Grand Rapids were Christmas guests at the Lew Fritz home and also called at the Alvin

Davis and Clayton Engle homes. Mr. and Mrs. Clifford Klump, Jr., and baby of Munising are spending a week with their parents, Mr. and Mrs. Lee Kesch. Mr. and Mrs. Lee Kesch entertained 19 relatives on Christmas Day.

Mr. and Mrs. Verns Wingeler and children were Christmas dinner guests at the Gus Wingeler home.

Clayton Engle and mother spent Sunday evening with Emily and Matilda Davis.

Mr. and Mrs. Guy Monks were Friday dinner guests of Mr. and Mrs. Dick Rutherford and Christmas guests of Mr. and Mrs. Arnold Fairchild.



Season's Cheer to all in 1950

May the year be good to you.

Avery Jewelry Mr. and Mrs. Ray Avery



Hats 'n horns announce the arrival of a New Decade. May it bring you Health and Happiness.

POPULAR Records

- A DREAMER'S HOLIDAY - Gordon Jenkins
- THE MUSIC GOES ROUND AND ROUND - Guy Lombardo
- BLUES STAY AWAY FROM ME - Owen Bradley
- CHINA DOLL PARADE - Russ Morgan
- CROCODILE TEARS - Evelyn Knight and Hoagy Carmichael
- TIGER RAG - Pee Wee Hunt
- THAT'S MY WEAKNESS NOW - Russ Morgan
- WHY DON'T YOU HAUL OFF AND LOVE ME - Larry Fortine

Radio Service Company

B. G. CROUCH "The Store Where You Feel At Home"

Hail! Hail! The Gang's Here!

Flowers Help Celebrate Happy New Year



BE SURE TO ORDER A CORSAGE FOR THAT NEW YEAR'S EVE PARTY OR CELEBRATION!

Kiel's Greenhouses and Gift Shop

Phone 225-F2 One block north of City Hall Lowell, Mich.

A Want Ad Will Sell That Unwanted Article

New Year's Eve DANCING

... and Lots of F-U-N!

Sat. Nite—9:00 to 2:00

GOOD FOOD AND DRINKS NO COVER CHARGE

Come On and Join Us At the . . .

Ada LENA LOU Mich.

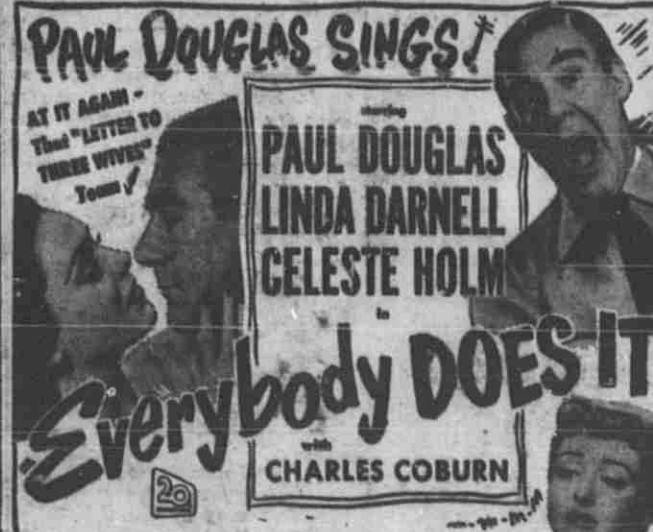


HERE'S HOPING YOUR NEW YEAR HOLDS REAL JOY AS EACH NEW HOUR UNFOLDS.

Rittenger Insurance Service Howard Rittenger

HAPPY NEW YEAR . . . from the 1950 - - Lowell STRAND Theatre - - 1950

Sunday - Monday January 1 - 2 Sunday Shows Continuous from 2:15



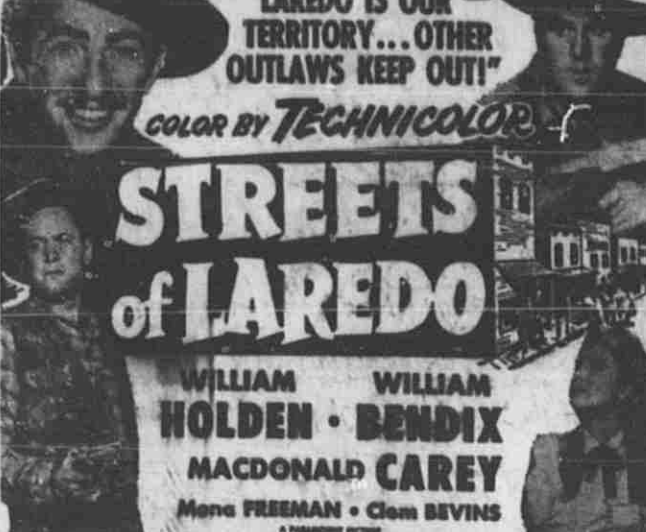
Plus—A Color Cartoon and News

Tues. - Wed. - Thurs. Jan. 3 - 4 - 5 3 - TERRIFIC DAYS - 3



Also—Newsreel and Cartoon

Friday - Saturday January 6 - 7 Gigantic Technicolor Spectacle!



Also—Featurette "Sweet and Low" and Cartoon in Color

ATTENTION Moose Members New Year's Eve Party Noise Makers - Hats - Favors DANCING 10 p. m. to 2 a. m. No Cover Charge No Reservations . . . COME EARLY . . .