



Greetings to you!

Yes, it's time to change the figures again. Nineteen hundred and forty-eight . . . Let's look optimistically into the future. With any kind of luck, this should be the best year we've ever had! On this cheerful note, we extend to you our heartiest wishes for a Happy New Year.

VALLEY VARIETY and ADEL'S DRESS SHOP
H. W. and MABEL E. HOLMES



AMONG other things, New Year superstitions are designed to aid the lovelorn.

Unmarried women are advised to peek out of the window on New Year's morn. If they see a man, it's a sign they will be wed before the year ends. If they see a horse, they can make a wish, which is sure to come true. But if they see a cat—hump, watch out!

If a young lover wants to speed up his—or her—courtship, there's a superstition to cover that, too: Put on the left stocking before the right. And just to make sure of progress, do as many things with your left hand as you can during the day.

Do not make a wish soon after New Year's Day or you will have bad luck.

Just before midnight on New Year's Eve set a tub of water out in the yard and drop a penny in it. You will be lucky in money matters for the next year.

Sweep the parlor backwards on New Year's Eve while looking into a mirror, and in the latter you will see your future husband.

Always have food cooked in your house on New Year's Day, or you will lack something to eat before the year is out.

Cook white beans on New Year's Day and you will not be "broke" during the year.

Fry cabbage for breakfast on New Year's Day and you will have money all year.

One must eat fish on New Year's Day to have luck for the coming year.

If the first person you see on New Year's Day be a female, you will have bad luck throughout the year.

Young brides also can resort to a magic formula to satisfy hubby's discriminating taste: They should say "Rabbits" as the first word when they wake before anyone has a chance to speak to them.



Good Fellowship and Good Cheer Linger On

GONE is the gallantry and chivalry of the gay nineties, but it's still nice to talk about it.

Nothing reflected the decor or the formality of those halcyon days more brightly than the annual New Year's Day festivities held in the better homes of the land. In them, good cheer, good fellowship and—of course—good manners abounded, all in keeping with the times, the good old times.

Months would be spent in preparation for the occasion and when the fateful day arrived the homes would be decorated, the finest foods and drink spread on the table, and the coyest coquettes lined up to receive

the gay blades popping through the open gates to partake of the merriment and wish one and all "Happy New Year! I sincerely wish you many joyous returns of the season."

The young dandies making the rounds cut quite a figure. Custom dress for these occasions included the conventional swallow-tailed coat. In travelling to their destination, they would ride in a grandiose hack with a huge, rounded front window, permitting unobstructed view of the outside—and themselves. If they wanted the finest team in the stable—and they did—they dug deeper in their pockets, and paid willingly.

Send The Illinois Valley News to Your Friends



When the bell-ringer tolls the bells . . . harken, and you'll hear our sincere wishes for a

HAPPY NEW YEAR

MILDRED'S COFFEE SHOP
MILDRED IKENBERRY
Kerby



Thanks a million for your patronage during the year 1947.

K. & K. GARAGE
RALPH KAISER



• A New Year looms before us. Our wish for it is that happiness will bless our homes and contentment reign among our families—that friendship will continue to grow in our community from day to day and in its afterglow come the serenity of good will to each and all.

ILLINOIS VALLEY ICE COMPANY
Phil Sawyer



1947 with its joys and sorrows will soon be part of the past, and 1948 will soon be here!

We join in the celebration to ring out the old year and ring in the new, and now voice the hope that 1948 will be crowded with many golden hours for you.

BREWOLD PINE COMPANY
Harold and Margaret Brewold



To one and all, we thank you for your appreciated year-round patronage and friendship. Best wishes for a joyous NEW YEAR!

MR. AND MRS. HOWARD BEARSS



Each year we welcome the New Year, certain it can bring only better things. Under New Year's familiar lights we share memories of struggle, of triumph, of hope.

May all your hopes for 1948 come true! And may you enjoy a very happy New Year.

BOUCHER'S REXALL STORE
Mr. and Mrs. M. R. Boucher



• In looking forward to the future and a continuation of our pleasant relations with you, we have raised our sights once more and can promise you even higher standards of service and value than in the past.

• We wish you an abundance of health, happiness and prosperity in 1948, and a delightful New Year's holiday.

CAVES BUILDING SUPPLIES
Don Rosenberg and Herb Drews



We stand at the end of one year and are about to enter upon a new. We are not sorry to bid farewell to 1947 and we greet 1948 with that traditional hope and faith that well eternally in the breast of human-kind.

May the New Year be a brighter and happier one for all!

MUIR COURT
Sam and Jiggs



Our Proclamation for 1948!

The New Year presents a challenge. We accept that challenge, pledging to do our utmost to make this a better community in 1948. Your friendship has enabled us to play an outstanding role in the past—we look forward to a continuation of your good will in 1948.

COTTAGE FOUNTAIN
Mr. and Mrs. G. G. Wattles