



## ~ Memories ~

Newsletter of the Jenison Historical Association & Museum

[jenisonhistory.org](http://jenisonhistory.org)

28 Port Sheldon, Jenison, Michigan  
49429

### JHA Board Members

Chair - Liz Timmer [2019] 457-3708

Curator/Tours - Ken Williams [2020]  
772-6523

Treasurer - Ruth Lowing [2020] 540-4709

Social Secretary - Nellie DeLaat [2019]  
457-1193

Recording Secretary - Linda Droog [2021]  
457-3016

Archivist - Barb Semeyn [2020] 560-6383

Maintenance/Historian - Mike Timmer [2019]  
616-204-5833

Trustees =  
Yvonne Williams [2020] 772-6523

Gene Kort [2019] 534-6769

Township Rep - Becky Steele

Editor - Ronnie Aungst [ ] 780-1056

### Contact Information

Museum phone: 457-4398 to leave a message

Email: [info@jenisonhistory.org](mailto:info@jenisonhistory.org)

Facebook: Jenison History Association

### Monthly Meetings

Due to COVID-19, our meetings are being held on Zoom. If you wish to participate, please contact Liz Timmer.

Time - **6:55 pm**

Location -

**On Zoom**

Thursday, October 15

Thursday, November 19

No December meeting

### Membership & Volunteering

Support the local history and museum by becoming a member. A year's dues is just \$10 [Jan. to Dec.].

We are always excited to have new people volunteer. Come to a meeting or open house once we re-open. We will be happy to show you what we do and how you can join in.

## ~ 2020 Museum Open Houses ~

We are still **closed** while we navigate our way through this COVID-19 reopening. Please call to verify that we are open before making a visit. Thank you for your patience. Call the museum at **616-457-4390** or **Ken Williams at 774-6523**.

### **History of Georgetown Library -**

### **More Than Just Books**

**- AND -**

### **Gizmos & Gadgets of the Past**

October 17 - 2 to 4pm

November 3 - 10 to Noon

### **Christmas at the Jenison Museum**

December 5, 2020 - 1pm to 4pm

January 9, 2021 - 2pm to 4pm

### **Jenison Historical Association Living History Project**

The Jenison Historical Association is kicking off a new, ongoing project. We want to involve the Jenison community in helping us preserve Jenison history with pictures and stories of your Coronavirus experience. Its a great project for young and old alike! Click on this link to get started:

Here is a link - <http://bit.ly/JHASurvey>

## **Roadside Attractions**

Like most states, Michigan also has its share of Roadside Attractions which claim to be either the “World’s Largest” or “Giant.” Charlevoix and Traverse City, Michigan, both have Cherry Pies. Ottawa Lake, Michigan, has “Uncle Sam.” Mackinaw City has a “Hot Dog” and Kalkaska, Michigan, has a “Brook Trout.” Ironwood, Michigan, has an “Indian” and Allen Park, Michigan, has the “Tire.” Some have stood for years and are still drawing visitors. They were put up for either advertising a business, a local specialty or organization. Georgetown township has their own roadside attraction!

Hugh Lowing grew up working on his father’s dairy farm which produced milk and milk products under the Cedar Crest label. In 1951, Hugh bought the dairy farm from his father and continued the business. In 1957, he bought a giant Holstein cow as a way to advertise Cedar Crest Dairy. For years the cow stood on a sign at 36th and Michael Ave. in Wyoming. When he changed the store to an ice cream parlor, the cow was moved to a carrol of hay. It stood in front of the House of Flavors on Baldwin until it became the Village Ice Cream Parlor. The Holstein even appeared in a few parades. Eventually, the cow was put into storage, the business was sold and Hugh retired in 1978. However, his children wanted to commemorate their father’s long history as a dairy farmer and “milk man.”

His children - Tom, Rick, Dave, Ruth and Beth - must have spend a good amount of time coming up with their very special surprise! Hugh and his wife, Nancy, took a weekend trip in March 1979, and the kids went to work! They pulled the Holstein cow out of storage. Built wooden platforms on the roof of their parents’ home and attached the cow. One can only imagine the surprise for Hugh and Nancy to see this giant cow standing on their home!

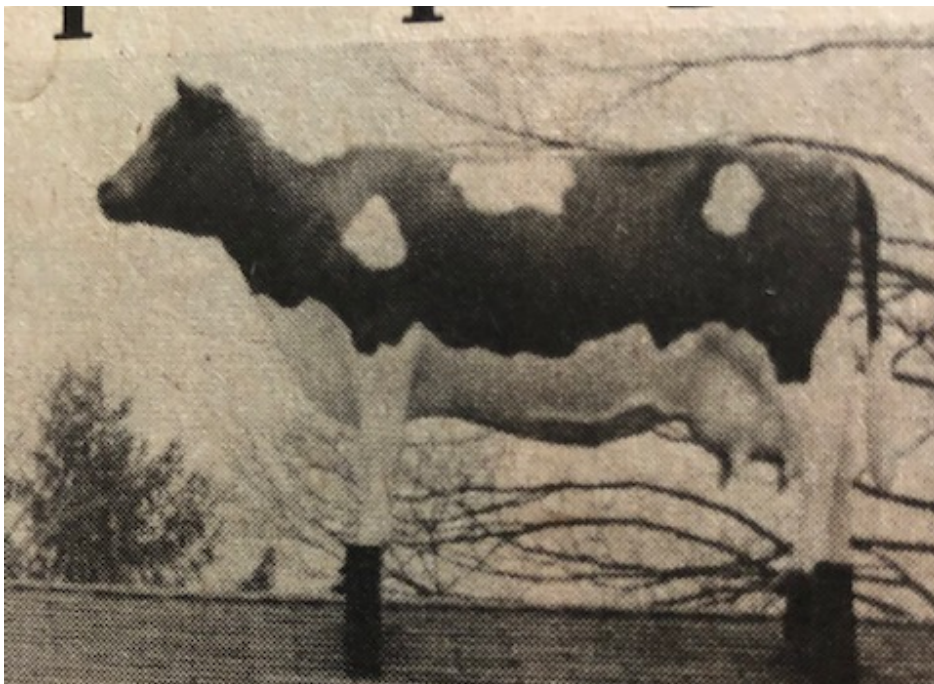
There have been at least two newspaper articles about the Lowing cow. In one article, Nancy said that people would stop and ask how and WHY they had a cow on their roof and many brought their children back to see it. She also said the running joke was ... “How do you milk it?” .... “Though the roof!” she would reply.

Hugh and Nancy seem to have enjoyed the attention because they never took it down. Hugh Lowing died in 2010 at the age of 92 and Nancy died in 2011 at the age of 93. Here, 41 years later, the Lowing Cow still stands proudly on the roof at 2345 Bauer Road just west of Lamplighter Dr. as a reminder of the many years Hugh Lowing was the “milkman.” Today, Lowing family still live in the house with the Cow securely attached.

*Sources: GV Advance 3/2/1979, sec. 1, page 16 & SW Advance 7/27/1982, page 9*

LOWING'S HOLSTEIN

2345 Bauer Road



Issue 4, October, November, December 2020



Stay Safe and Healthy everyone! Hope to see you all soon. — JHA