

Soft Drink Tax Plan Scored By Pop Men

(By Pennsylvania News Service)
 Harrisburg—The soft drink industry in Pennsylvania is girding for another big fight in the 1953 session of the Legislature to keep the soft drink tax from being laid on its doorstep again.
 "Propaganda has been circulated to the effect that members of the General Assembly are considering re-enacting the soft

drink tax at the rate of 2¢ a bottle," Z. H. Confair, president of the Keystone Bottlers Association commented this week.
 "Of course this is utter nonsense as no one in his right mind would contemplate taxing a package which sells to the retailer at between 80¢ and \$1.00 at the rate of 4¢ cents," he said. "The 2 cent tax talk is merely intended to get the industry and its friends to compromise on a 1-cent levy."
 He declared that there "will never be any compromise so far as the bottlers, retailers and their employes are concerned, saying: "When the vicious, discriminatory soft drink tax was enacted before, we lost 30 percent of our

business to competing untaxed items. When the tax was permitted to expire we gained more than we had lost. Every soft drink bottler in the state suffered tremendous financial losses due to the tax."

Times' 100 Dead Days

We celebrate New Year's on January 1 because 10 days have been lifted boldly from time.
 These 10 days disappeared on two occasions. The first time was in 1582 when several countries of Europe swore allegiance to the new calendar created by Pope Gregory VIII which found the world some 10 days behind itself due to errors in time calculations.
 In order to make the correction, the people of these countries were asked to sacrifice the days from October 5 to 14, inclusive. It was essential to have October 15 follow October 5 by just one day, and bravely, millions allowed it to be so.

The second occasion, and the one which makes the American New Year celebration come at the right time, occurred in 1752. It was then that England decided to cease holding out against the Gregorian calendar. England discarded the period from September 3 to September 13.
 It was a confusing period. Social calendars were mixed up. Babies were 11 days old after only being alive for two days, vacations were cut short. But it finally straightened itself out and today the calendar is on schedule.

"Happy New Year" said in one way of another, is probably the world's oldest and most universal holiday greeting.
 The coming of the new year has been marked and celebrated since prehistoric time. It has not always been January 1, however, and even now many peoples celebrate some other date as New Year's Day.
 January 1, in fact, is an arbitrary date set by the Romans before Julius Caesar established the calendar that is the basis for the date used in most western countries. January 1, in ancient Rome, marked the day that consuls and other officials took office, and until Caesar set things straight it was sometimes juggled considerably for the political benefit of one of the consuls or another.
 An error in Caesar's calculation (365 1/4 days), however, allowed January 1 to creep away from its

the town. It is then rolled down a local hillside where villagers scramble for the burning embers as luck-bringers.
 The men of Stonehaven, Kincardineshire, march through the streets swinging fireballs of tallow rope and, all over Scotland, bonfires blaze, burning the Old Year out.
 But you have to take the trip to the remote Shetland Islands to see what is perhaps the finest Fire Festival of all. It's called "Uphelly-a" and takes place at the end of January in Lerwick. Here a replica

of a Norse galley is towed to the pierhead complete with crew of Vikings in helmets and mail, carrying flaming torches. A gun is fired from the fort, rockets soar from the ships in harbor and at the signal of a bugle call, four- or five-hundred spark-trails arc down the night, as the torches are tossed into the galley.

HELLO 1953 . . . This young man, decked out in a paper hat and streamers, is ready for a little private celebrating as he welcomes the New Year. He doesn't look exactly happy at the moment, but he is looking forward to a year of peace and prosperity for himself and the nation.

TELEVISION SCHEDULE

WJAZ-TV, Channel 6
 Johnstown, Pa.

Published by This Newspaper as a Service to Area Television Owners
 Changes Can Be Made Without Notice

THURSDAY, JAN. 1

- 11:30—New Years Eve from Waldorf-Astoria.
- 1:00—Sign Off
- 9:45—Morning News
- 10:15—Arthur Godfrey Time
- 10:45—Prospect to the Future
- 11:00—Dick Evans School
- 11:30—Strike It Rich
- 12:00—The News Review
- 12:30—Tournament of Homes Parade
- 1:30—The Gary Moore Show
- 4:45—Cotton Bowl Football Game
- 4:45—Rose Bowl Football Game
- 7:30—Howsy Doody
- 7:45—News Caravan
- 8:00—Burns and Allen
- 8:30—House of a Lifetime
- 9:00—You Bet Your Life
- 9:30—The News Review
- 10:00—Martin Kane
- 10:30—Madison Sq. Garden Events
- 1:00—Diamond Theater, "Silent Partner"
- 12:15—Sign Off

FRIDAY, JAN. 2

- 9:45—Morning News
- 10:00—Wheel of Fortune
- 10:45—Ask Washington
- 11:30—Strike It Rich
- 12:00—The News Review
- 12:15—Love of Life
- 12:30—Search For Tomorrow
- 1:30—The Gary Moore Show
- 2:30—Watson Travelers
- 2:30—Mike and Buff
- 2:45—The Big Payoff
- 3:30—Welcome Travelers
- 4:00—Kate Smith
- 4:00—Hawkins Falls
- 4:00—Cabby Hayes
- 4:00—Howsy Doody
- 4:00—Music Time
- 4:00—World News
- 4:30—Hollywood Screen Test
- 4:45—Headlines on Parade
- 7:00—The Perry Como Show
- 7:15—Night Editor
- 7:30—The News Review
- 7:45—News Caravan
- 8:00—Life of Riley, Wm. Bendis
- 8:30—The Big Story
- 9:00—The Aldrich Family
- 9:30—Cavalcade of Sports, Boxing
- 10:45—Boston Blackie
- 11:00—TV Theater, "Duke of West Point"
- 12:15—Sign Off

SATURDAY, JAN. 3

- 9:30—News Summary
- 9:45—Adventures of Sinkey
- 9:45—Bo Be The Hobo
- 10:30—Super Circus
- 10:30—Scotty Knappie
- 10:45—Scouting Is Action
- 11:00—Space Patrol
- 11:30—My Kins Theater
- 12:30—The Big Top
- 1:30—Mr. and Mrs. North
- 1:30—Live Like A Millionaire
- 2:00—Big Picture
- 2:00—Bolder Derby
- 2:30—Victory At Sea
- 2:30—Life Begins at 40
- 4:00—This Is Your Life
- 4:30—Film
- 4:30—Bill Hickok
- 5:30—Denise Day Show
- 5:30—Four Star Playhouse
- 5:30—Hopalong Cassidy
- 7:00—My Hero
- 7:00—Coke and Harriet
- 8:00—All Star Revue
- 8:30—Sporting News Show
- 9:30—N Married Joan
- 10:30—Your Show of Shows
- 10:30—Your Hit Parade
- 11:00—Abbot and Costello Show
- 11:30—Mr. and Mrs. North
- 12:30—McNally Playhouse, "Chastain Trouble"
- 1:00—Sign Off

SUNDAY, JAN. 4

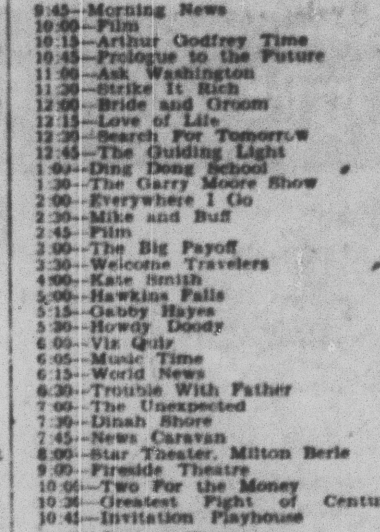
- 10:30—News Summary
- 11:00—Lamp Unto My Feet
- 11:30—This Is Your Life
- 12:00—Balance Your Budget
- 12:30—Candy Carnival
- 1:30—Christophers Program
- 1:15—Billy Graham
- 1:30—Problems of Faith
- 2:00—Beulah
- 2:00—Fred Waring
- 2:30—You Asked For It
- 2:30—Roy Rogers
- 4:00—Kullb, Fran and Ollie
- 4:30—Zoo Parade
- 5:00—Hallmark Theater
- 5:00—Four Star Playhouse
- 5:00—Meet The Press
- 7:00—The News Review
- 7:00—The Shetland
- 7:30—Love Lucy
- 8:00—Sporting News Show
- 9:30—TV Playhouse
- 10:30—Death Valley Days
- 11:00—Racket Squad
- 12:00—Film
- 12:00—Sign Off

MONDAY, JAN. 5

- 9:45—Morning News
- 10:00—Film
- 10:15—Arthur Godfrey Time
- 10:45—Prospect to the Future
- 11:00—Ask Washington
- 11:30—Strike It Rich
- 12:00—The News Review
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- 4:00—Music Time
- 4:00—World News
- 4:30—Mr. Peepers, Wally Cox
- 7:00—The Perry Como Show

Runaway Truck Crashes Into Car

Approximately \$610 damage resulted last Wednesday evening



FANFARE FOR '53 . . . A pretty television dancer welcomes the New Year, personified by the custom-built snowman. Show people expect a big year during 1953.

Celebrating New Year's Is Centuries Old

Man has welcomed the New Year in a giddy fashion for centuries. It has been observed on various dates in different times and places but the manner of celebration has been virtually the same from the times of the Romans. And in America, the merry-making spirit has been a strong one since the colonial days.
 "Loud Orgies" is the early writer has described the early festivals of the Romans. The celebrations were noted for the amount of food and drink consumed.
 In colonial days in America it was the custom of younger people to visit taverns and friends to drink their health and toast the coming of the New Year. Some of the parties became small riots.
 The custom of celebrating has grown so much that today the average American feels just unwell he has plans to "go somewhere" and "do something" on New Year's eve.
 In France and Germany, the holiday is marked by festivities resembling those of this country. Before World War II, Paris and Berlin assumed a carnival atmosphere. Much of that spirit is returning as these countries recover from the economic and physical damage caused by the war.
 Mexico and the South American countries mark the new year with extensive religious services and by lay celebrations in every city, town and hamlet. All join in the merry-making which begins early and continues late.
 For centuries the New Year's season has been a mixture of gaiety and solemnity; an occasion of glowing prophecy and grave stocktaking; a time for resolutions. And for people in all parts of the free world it is a time for merry-making.

Gallitzin Borough Water Supply to Be Bolstered by Move

Long plagued by periodic water shortages, Gallitzin has taken initial steps toward securing an adequate year-round water supply.
 Council on Monday evening of last week authorized formation of a water authority and instructed Attorney Alton McDonald, borough solicitor, to draw up the necessary ordinance for presentation at the January meeting.
 The authority will be comprised of five members who will be appointed by council. Terms of office of authority members will range from one to five years. Under the plan, one member's term will expire each year. No member of council will be permitted to serve on the authority.
 At present the borough is purchasing water from Summit Water Company, a Pennsylvania Railroad subsidiary, at a cost of approximately \$600 a month. Purchase of water is necessary to bolster the borough's inadequate supply.
 Council said it believes that by tapping onto Sully Grove Creek, west of the borough, the shortages could be eliminated and a constant supply assured. The project is expected to be one of the first undertaken by the authority.
 Two auditors were named to fill vacancies on the three-man board. They are Samuel Niles graduate of St. Francis College, Lorville, and Bruno Longosky, graduate of the University of Pittsburgh. They will join Paul McMahon on the board.
 Monica Insurance Company of Gallitzin was awarded the contract for the borough's public liability insurance.
 Council approved a project for surfacing the Main Street parking lot with shale and for rolling the lot. Next meeting will be on Jan. 12.

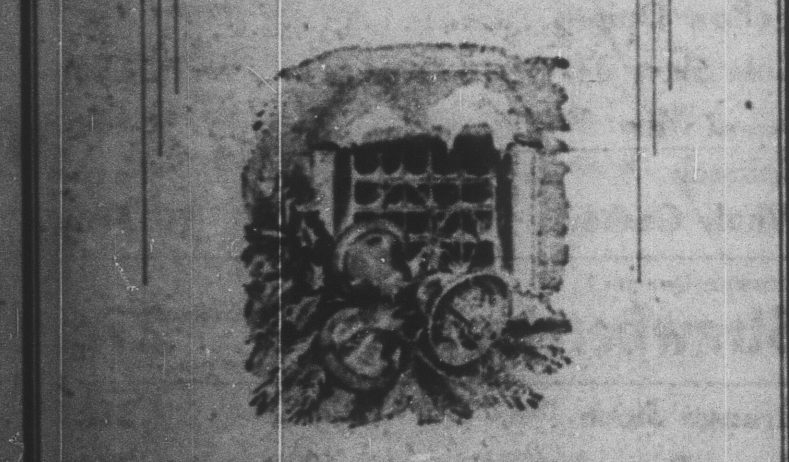
Mummers' Parade Is Big New Year Event For Philadelphians

The big event for Philadelphia on New Year's is the annual Mummers' parade.
 The custom comes down from the early English and Swedish settlers in the vicinity of Philadelphia. The English cherished the traditional Mummer play "St. George and the Dragon," while the Swedes were fond of masquerading informally on New Year's eve. The two customs merged.
 After the Revolution, George Washington replaced St. George as the central figure of the festivities. It wasn't until 1881, however, that the municipal government officially recognized the parade.
 After that, the all male parade became a community project, sponsored by civic and fraternal organizations. Today it is the greatest annual event in Philadelphia's crowded schedule of activities. Thousands watch the parade, which begins in early evening and often continues into the wee hours of the New Year.
 "Jour de L'An" is Gayest Day of Year For French-Canadians.
 The gayest day in the calendar for French-Canadians is "Jour de L'An" — New Year's Day — the occasion for family reunions and exchanging gifts.
 The most important event of the day is the "blessing of the parterre." It is the custom for a French-Canadian when he gets up on the morning of January 1 to speak to no one until he has been to the father of the house and asked for his blessing.
 Each one goes down on his knees and says: "Father, give me your blessing." The father in reply takes out his hand and says: "May God bless you my child; I bless you with all my heart."



The best way to say it is still "Happy New Year."

Mertens Bakery
 PATTON, PA.



COWHER-NEHRIG CO.
 INSURANCE
 FIFTH AVENUE PATTON, PA.

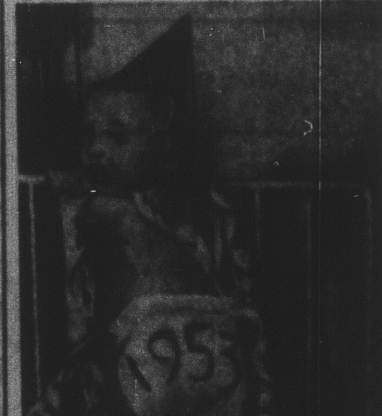


HAPPY NEW YEAR
 Here's luck in all your undertakings.
 1953

SHARBAUGH & LIEB
 "Value First Clothes"
 BARNESBORO

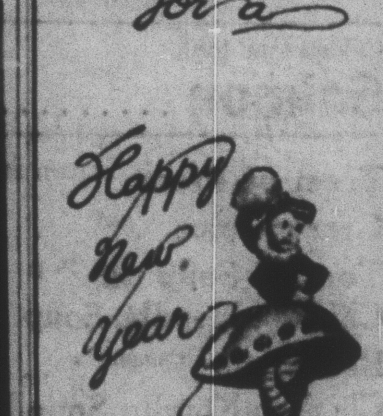


Best Wishes For a Happy New Year



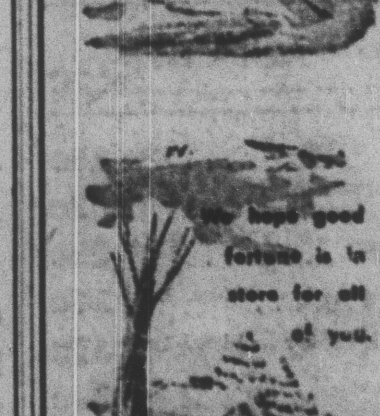
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FORSBERG'S FAIRLAWN STORE
 Magee Ave.
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Slappy New Year



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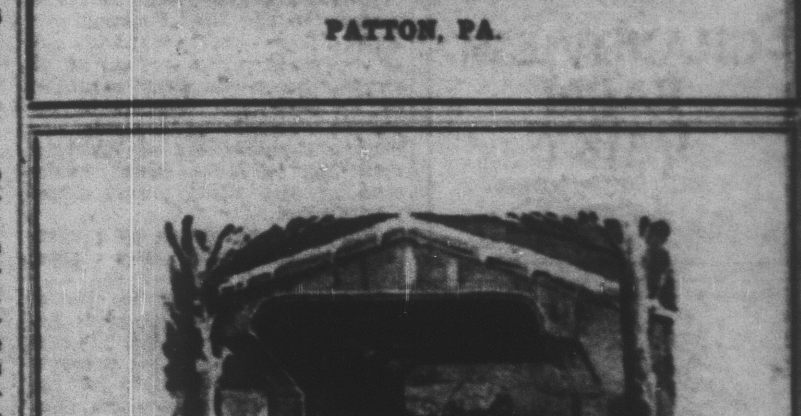
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WELL bring to mind your friendly throughout the year.

FIRST NATIONAL BANK OF BAKERTON