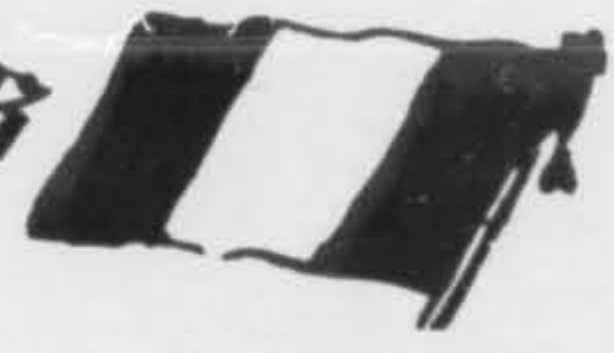


CARNIVAL ISSUE

1962

Italo-American News



TULANE UNIVERSITY

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MRS. HIRSCH HEADS SCOTTISH RITE CLUB



—Photo by The Times-Picayune.
MRS. J. VALLY HIRSCH

Mrs. J. Vally Hirsch was elected president of the Scottish Rite Ladies Club at a meeting in the Grand Consistory of Louisiana. She succeeded Mrs. Lawrence Toepfer.

Others elected were Mrs. June Bryant, first vice-president; Miss Katherine Styron, second vice-president; Mrs. Robert Stratman, recording secretary; Mrs. Thomas Freese Jr., corresponding secretary, and Mrs. Thomas Cousim, treasurer.

RAGUSA INSTALLED HEAD OF DANTE LODGE

Pasquale Ragusa, was installed Venerabili Maestro of Dante Lodge No. 174 Free and Accepted Mason, on January 11. Installation ceremonies were conducted by Peter Laguens Jr., grand secretary of the Grand Lodge of the State of Louisiana.

Others installed were Marion Sacco, Primo Vigilante; Nicholas DeSalvo, Secondo Vigilante; Giuseppe Cusumano, P.M. Oratore; Nunzio Guarnieri, P.M. Segretario; Robert Russo, P.M. Tesoriere; Frank Ruffino, Maestro Esperto; Leon DeGeorge, Maestro Cerimonie; Salvatore Centanni, P.M.; Primo Diacono; Joseph Paccacio Sr., Secondo Diacono; Ignazio Spera, Guardia Interna; Otello Simoncione, Guardia Esterna; Joseph Lopresto, P.M. Ospitaliere and Peter D'Angelo, Economo.

HERMAN JONES 111 AWARDED GOD AND CONTRY AWARD

Herman S. Jones 111, son of Mr. and Mrs. Herman S. Jones 11 and grandson of Mr. and Mrs. O. Al. Chiarello, was awarded one of the most coveted awards of Scouting Sunday, January 28 at the Oak Park Presbyterian Church.

This award culminates over one year of work and study that was conducted by the Minister of the church. This recognition of religious faith and scouting was conducted by Rev. William

King and Queen of Verona



Her Majesty the QUEEN of VERONA - portraying the "Beauties of Art" Miss Charlene Ruffino, daughter of Mr. and Mrs. Frank A. Ruffino, His Majesty the King of Verona - Felix Fallo.



Presenting the gavel to the new Master of Dante Lodge Pasquale Ragusa, is Peter Laguens Jr., grand secretary of the Grand Lodge of the State of Louisiana, and Nunzio Guarnieri, secretary of Dante Lodge. Left

Crosland and Rev. Louis Fowler at an impressive ceremony.

Others receiving the award were: Stanley DeMoss, Bernard Pays, Ray Russell, Pat Overson, and Jay Reid.

WORLD WAR VETERANS ELECTS HUSBAND AND WIFE

At a meeting held in the Italian Hall January 16, Oscar Wollfarth was elected Commander of Old Friends Barracks No. 640 Veterans of World War I

and his wife Mary Kate Wollfarth, elected president of the Ladies Auxiliary.

Others elected were: Edgar W. Gras, senior commander; Edmund Buras, junior vice-commander; Perley L. Woodman, quartermaster; Robert Newsom, judge advocate; Daniel Carroll, trustee and John Parent, chaplain.

In the ladies group: Noemie Schweitzer, senior vice-president; Patricia Dillenkoffer, junior vice-president; Eva Parent, chaplain; Myrtle Bolh, conductress; Miss Lorraine Reynolds, guard; Mary Cook, treasurer; Madeline Nick, trustee 1-yr; Johanna Schroeder, trustee 2-yr, and Gertrude Pontiff, trustee 3-yr.

THE TEACHING OF THE ITALIAN LANGUAGE IN THE PUBLIC HIGH SCHOOLS OF ORLEANS JEFFERSON AND ST. BERNARD PARISHES

(AN EDITORIAL)

The editorial of last month on the teaching of the Italian language in the public high schools of Orleans, Jefferson and St. Bernard Parishes has stirred a keen interest in several Italo-American societies and many Italo-Americans.

In greater New Orleans there are not less than 70 thousands inhabitants of Italian descent. The institution of Italian courses seems a public duty - which should not be further delayed - toward these people, who have so much contributed, especially during this century, to the progress of this city.

It is a fact that many large cities of the United States offer courses of Italian language in their public high schools in order to give to so many students the opportunity of selecting a subject most preferred by them. We, Italo-Americans here, do not feel second to anyone and grow more and more eager to have in New Orleans such privilege. We sincerely hope that the scholastic and administrative authorities may find an early solution to this problem.

It seems strange that, while the very progressive Tulane University has seen the importance and necessity of offering also courses of Italian language and has hired for the purpose two brilliant minds in the educational field: Prof. Gino Rizzo and Prof. Giovanni Cecchetti, this so important city has not yet one single high school teacher, qualified to teach Italian. The lack of such teacher is the main problem for the institution of Italian classes, and we remain confident that the scholastic administration will give their proper attention to it.

MAYOR VICTOR H. SCHIRO WILL BE "VICTOR" IN SECOND PRIMARY MARCH 3TH.

In the race for Mayor, Victor H. Schiro--received 52,537 votes against 56,862 a difference of 4,323, which will be greatly overcome by the many new Schiro supporters by a large majority. It is the prediction of many, that with the many new friends he has made his election is assured. Rumor has it that Mayor Schiro, will endorse and be supported** by city councilman James E. Fitzmorris and candidate Joseph V. DiRosa.

At this writing there is no assurance of support from the other organizations, but it is hoped that they will come along.

Mayor Schiro, is grateful to all, that--worked-- so hard during the campaign and to 52,537 voters that cast their ballots in his favor, to them he says thank you so much and come again for the second primary.

It is the opinion of many that the qualification of Joseph V. Di Rosa to serve as councilman-at-large will be advantageous to the City of New Orleans.

As for James E. Fitzmorris Jr., the general opinion of all Jimmie's friends that with his experience as councilman he is qualified to be advanced to Councilman-at-large, and his election in the second primary is assured

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HER MAJESTY THE QUEEN OF VERONA AND HER ROYAL COURT

By Kay Kavanaugh

The Ball of the Krewe of Verona was held Saturday January 13, in the International Room of the Roosevelt. The Ball depicted "Portraits in Music" and we were very fortunate once again to have as our narrator the very capable Mr. Norris Fitzmorris, who in his usual manner, conducted it with much finesse. So again a special thank you to you Mr. Fitzmorris, for your cooperation.

Our Ball opened with the presentation of the Queen and Maids of the Royal Court of 1962. Thus began our Ball.

The Krewe of Verona romped in costumed as Bathing Beauties of the roaring 20, their costumes were most appropriate. The Krewe were as follows; Miss Susanne Korson, Miss Mary Ann Clark, Miss Dorothy Meigul, Mrs. Elizabeth Supato, Mrs. Josie Raine, Mrs. Lena Kron, Mrs. Myra Egan, Mrs. Marie Posada, Mrs. Bertha Castro, Mrs. Mary Domino, Mrs. Gene Ruffino, and Mrs. Alvina Vererame.

The entrance of the Captain Mrs. Flo Picaccio, was very symbolic, of the Beautiful White Christmas which she portrayed so vividly. Her gown was white sheathed with fri ge and rhinestone trim, was most stunning, her head piece a small white Christmas tree aglow with lights was very chic and attractive, and we were most happy to see her looking so radiant, as she had been very ill, and handled the Ball most graciously. Preceding the entrance of our Captain were the 10 lovely maids, who were all beautifully gowned. They were as follows Delicate - One Rose - Miss Barbra Gandrell, Flamboyant Tangerine - Miss Judy Traina, Mysterious- Orchid' in the moonlight - Miss Kathleen Cimo, Alluring Green Eyes - Miss Arleen Cimo, Bewitching Black Magic - Mrs. Mary Hoges, Fascinating - Autumn Leaves - Mrs. June Carter, Lovely - Pink Lady - Miss Pat Domino, Bewildering Blue Moon - Miss Cynthia Ruffino, Lavishing - Deep Purple - Miss Lindner Picaccio, and Captivating - Lady in Red - Miss Vivanno Korson.

Now the grand highlight of the Ball Her MAJESTY QUEEN OF VERONA Miss Charlene Ruffino, daughter of Mr. and Mrs. Frank A. Ruffino, was most elegant. Her gown was of the most exquisit tast, it was of white satin brocade with rhinestones and ostrich plumes to add to it's beauty. She was a very beautiful young lady, and did much to add to the splendor of our Ball. P a g e s t o

her Majesty were- Miss Jennifer Maria Ruffino, daughter of Mr. and Mrs. Joseph Ruffino, Miss Mareanina Matassa, daughter of Mr. and Mrs. Jos. Matassa.

Then the presentation of the dukes to HIS MAJESTY'S Court. Presented by the lovely Lieutenants of the Krewe of Verona, dukes were as follows; Mr. Paul Cimino, Mr. Vincent Glorioso, Mr. Salvador D'Angelo, Mr. Jay Eagan, Mr. Thomas Radecker, Mr. Milton D'Abadie, Mr. Bill Lemann, Mr. Jake Ciaccio, Mr. Charles Schroeder Jr., and Micheal Thompson. The Lieutenants were as follows; Miss Grace Avocato, Mrs. Theresa La Giudice, Mrs. Josie Guidroz, and Mrs. Bertha LaBarbara. Then the entrance of HIS MAJESTY KING OF VERONA FELIX FALLO, who was very stimulating, he made a very dapper King, and has a very magnetic personality so I would say Mr. Fallo also added quite a bit of enthusiasm to the audience. The attendants to the King were; Master Frank Puglia, son of Mr. and Mrs. Peter Puglia. Master Joseph F. Ruffino 3d., son of Mr. and Mrs. Joseph F. Ruffino Jr.

Committees; Honorary Chairman Mr. Salvador F. Centanni Sr., General Chairman Court - Mr. Joseph Verderame, Mr. Joseph Mannino, Mr. Lawrence Cimo, Mr. Alvin J. Mehrtens, Sr., Mr. Peter D'Angelo, Mr. Salvatore LoGiudice, Mr. Salvatore Domino, Mr. Joseph F. Ruffino, Jr., Mr. Joseph Pacaccio, Jr., Mr. Charles Giusti, Reception; Mr. Frank Ruffino, Mr. Joseph Pacaccio, Jr., Mr. Joseph Verderame, Floor; Mr. Charles Rowe, Mr. Philip Cusumano, Mr. Joseph Pecoraro, Mr. Anthony Taormina 3d., and Mr. Albert Saputo.

Acknowledgements; Narration, script and Program Norris V. Fitzmorris, Orchestra - Val Barbara, Entertainment - Lorraine Centanni.

Special guest who were presented to the Court were; Mr. and Mrs. Richard Dowling, Mr. Charles Giusti and daughter Miss donna Giusti, and we were very happy to have them attend. Two familiar faces were not present at our Ball Hon. Mayor Victor Schiro, due to a previous engagement and Councilman James Fitzmorris Jr., due to illness. The success of our Ball is due to the capable assistance of the lovely ladies Mrs. Salvador Centanni, president and member of the Italo-American Club, Ladies Auxiliary of New Orleans.

THE MILAN FAIR

From April 12 through 17, 1962, the Milan International Sample Fair will open its gates again. This will be the 40th addition of a fair which the New York Times recently referred to as "the world's greatest, providing a gigantic show-window where all countries, whatever their economic structure or social system are able to present the best products of their skill and ingenuity."

The main abjective of the Milan Fair is to provide a meeting ground for bussinessmen from different countries, as well as a most effective stage for introducing new product to world markets.

The Milan Fair extends over an area of some 449,101 sq. yards. Last year there were 13,907 exhibitors, including 3,429 from 72 foreign countries. The visitors have averaged 4 million since 1951.

In 1961, the International

Trading Center was created to assist the foreign business visitors to Milan in establishing and developing--under one roof--the various connections that they seek in visiting the fair.

This center consists of offices established by the governments of the countries officially participating in the Fair, where foreign visitors will receive all possible assistance in locating and contacting sources of supply for the products in which they are interested

Among the experts that the Italian government has provided for its department are the Italian Trade Commissioners, brought over from their present posts in other countries. They will assist business men from the areas under their jurisdiction in contacting Italian manufacturers and exporters, in arranging appointments and meetings for them, and in providing premises and interpreting facilities for such meeting.

If you plan to visit the Milan Fair this year, we shall be hap-

addition to the services listed above, we are in a position to help you make contacts outside the Fair, arrange visits to manufacturing plants, showrooms, etc. To this effect, however, is essential that we know you in advance of your trip the dates on which you will be in Milan, the field in which you operate and the particular products in which you are interested.



FRED ASSUNTO and the Dukes of Dixieland return to the Blue Room of the Roosevelt hotel for a two-week engagement

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FRANK ASSUNTO of New Orleans' own Dukes of Dixieland will open with the jazz group Thursday at the Blue Room of the Roosevelt hotel.

Foreign Bids

Editor
Italo-American News

I learn that several Southern utility companies filed damage suits in a federal court against electric equipment manufacturers who had allegedly conspired to fix prices.

It may be well to point out a fact which might surprise most Americans — the majority of these Southern utility companies above-cited follow strictly the "Buy American" policy, refusing to accept bids from foreign suppliers although their prices are substantially lower.

These suits and complications, which leave a bitter taste, could have been avoided by stimulating free competition and permitting bids to be received from qualified firms in foreign countries friendly toward the United States.

ETTORE SCAMPICCHIO,
Italian Trade Commissioner.

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For the 40th year, American businessmen are invited to the "greatest show on earth", the Milan Fair, scheduled to open April 12. Last year's show was the biggest ever. Still further improvements are on top for this year.

Foreign exhibitors rival Italians for exhibition space. All told there were fourteen thousand exhibitors from 72 countries last year. Better than 4 million visitors from 122 countries viewed the exhibits; this is a record high and it is certain to be topped this year.

Fair Grounds

The Fair is an eye-opener. Besides large outside grounds, within the huge perimeter of the Fair, there are forty modern permanent pavilions, many of which have been face-lifted or completely remodeled. They house a most attractive and eye-catching array of products from food-stuffs, apparel, highly decorative handicrafts and home furnishings, toys, out-door and sporting goods, to plastics, chemicals, electronics, nuclear research, aircraft, and capital goods of all possible use and sizes. Products of the same kind are grouped together.

C. I. S.

Secretarial, interpreting and other facilities and just plain comfort are to be found at the International Trade Center (C.I.S.). It is quartered in the very heart of the Fair-grounds in the beautiful Palace of Nations. The Palace used to house the official exhibitions of foreign countries. Now it has been completely remodeled, its entire space converted into very modern facilities used for office space, show-and-conference rooms, post office, interpreter's service, information and bank services, restaurants and as an extra-added attraction for the comfort of foreign visitors, a stately Club of Nations has been added. Visitors like C.I.S. because it provides a highly functional meeting and working place.

Last year, besides Italy, 34 foreign countries set up their trade information offices at C.I.S. The information section of the Italian Institute for Foreign Trade (I.C.E.) was particularly well equipped and efficient. Italian Trade Commissioners abroad, recalled home for the occasion, gave foreign visitors complete and detailed assistance. The same facilities will be available next April and new improvements have already been announced by the Fair management to make the visits of foreign businessmen more profitable and enjoyable.

Assistance to Americans

In order to take full advantage of the facilities and special assistance afforded by C.I.S. and the Italian Institute for Foreign Trade Information Office at the Fair, please register in advance with the nearest Italian Commercial Office in the United States (see back cover) stating in detail the purpose of your visit.

The 120 commodity or product categories listed below are grouped at the Fair into 8 principal divisions. The organization of these groupings is so arranged that visitors to the Fair entering any of the fourteen gates, can locate easily the products of special interest to them.

Exhibits are grouped as follows:

1. Foreign information offices.
2. Agricultural produce—Agricultural and winemaking machinery—Food and beverages—Machinery and plant for food and cold storage industries—Horticulture, floriculture, silviculture—Livestock and poultry—Farmyard and breeding installations—Fodder and food stuffs—Veterinary.
3. Agricultural and industrial chemicals—Pharmaceutical products—Medical supplies—Machinery for chemical and pharmaceutical industries—Nuclear power applications—Paints and varnishes.
4. Road and house building machinery and materials—Municipal and public services equipment—Elevators and conveyor plant—Sanitary equipment.
5. Iron and steel products—Mechanical engineering—Machine tools for metal work—Machine tools for wood work—Plastic materials and associated machinery—Textile and hosiery machinery—Sewing machines—Printing machinery—Office equipment and supplies—Packaging—Plant for extraction, refining and use of mineral oils and natural gases.
6. Electronics—Radio and television—Electronic, radio and television components and instruments—Optical, photographic and motion picture equipment—Electrical engineering—Lighting.

7. Aircraft, motor cars, moto, cycles and bicycles—Boats and nautical equipment—Camping and sports—Tourism, Banking and Insurance.

8. Antiques—Furniture and furnishings—Household goods—Electrical domestic appliances—Hotel supplies—China, porcelain and glass ware—Gold and silver ware—Clocks and watches—Textile, manufactured clothing—Furs—Leather, hides, footwear and associated machinery—Handicrafts—Toys—Minor inventions—Musical instruments—Perfumes and cosmetics—Publications.

DATES TO REMEMBER

April 12: Official opening of the 39th Milan Trade Fair attended by the Chief of State and by Representatives of the Diplomatic Corps and of the Italian Government and Parliament.

April 14: Nations Day—Rally in honor of Countries officially represented at the Fair.

April 26-27: Days reserved for Foreign Visitors and Clients.

BUYERS' MORNINGS

Tuesday and Friday mornings are strictly reserved for businessmen and foreign visitors.

OPENING HOURS

Weekdays: 9 a.m.-11:30 p.m.; Sundays and Holidays, 8:30 a.m.-11:30 p.m.

VISITOR'S CARD

This Card is a pass for the use of foreign visitors. It is issued by the Fair's honorary delegates abroad, by Italian diplomatic and consular representatives and by all important travel and tourist agencies. A Visitor's Card entitles the holder to the following: 1) a free passport visa for Italy from countries requiring same; 2) travel reductions on Italian railways and on some foreign transport lines; 3) eight free entries to the Fair; 4) Buyer's badge; 5) services of guide-interpreter for maximum of two hours; 6) free issue of Pocket Guide to Fair; 7) complete services of Foreign Visitors' Reception Centre.

TRAVEL FACILITIES

Many transport companies grant special fare reductions to travelers going to the Milan Fair. To avail yourself of these facilities it is necessary to have a Visitor's Card. On arrival at the Fair this Card, together with travel tickets, must be presented at the Foreign Visitors' Reception Centre (Porta Domodossola entrance) where it will be stamped and made valid. Failure to do this nullifies the validity of a reduced fare for the return journey.

RESERVATION SERVICE

Owing to the large influx of foreigners during the Fair period difficulty is sometimes found in obtaining hotel rooms. It is therefore advisable to book accommodations in Milan by March 25 at the latest. Applications may also be made to the Ente Provinciale per il Turismo, via Dogana, 4, Milano (Italy). Where accommodation has not been booked beforehand the visitor should, on arriving in Milan, apply to one of the following offices: Information Bureau, Milan Central Station (by platform entrance); Ente Provinciale per il Turismo, via Caserotte, 3; Fair Accommodation Service at the Porta Domodossola, foreign visitors' entrance.

INTERPRETERS

At the Foreign Visitors' Reception Centre (Porta Domodossola entrance) there is a general information office staffed with interpreters who speak the principal languages of the world. No charge whatever is made for this service. On application to the Secretary at the Centre, persons coming from abroad whose Visitors' Cards are in order may obtain an interpreter-guide. This service, which is a free one, is limited to a maximum of two hours.

FOREIGNERS' CLUB

At the Foreign Visitors' Reception Centre (Porta Domodossola entrance) a Foreigners' Club has been installed in a comfortable and friendly setting. It offers the following services to visitors: secretarial office with multilingual staff, facilities for consulting Official Catalogue, writing room, lounge, restaurant, bar.

Again this year, Americans at the Fair will be served by Italian Government officials who are thoroughly familiar with U.S. business. Mr. Angelo Giaroli, Mr. Vittorio Sanguineti and Mr. Ettore Scampicchio, Italian Trade Commissioners respectively in Chicago, Los Angeles and New Orleans (for address see back cover) will be on hand at the ICE information bureau to assist U.S. businessmen.

Prior to their departure from the U.S., they will welcome requests of U.S. businessmen desiring to find product leads and contacts and to learn details relating to investment opportunities both in Italy and the U.S. When the Trade Commissioners return to their posts, they will be available for any "follow up" which might be necessary.

The firms Fiat and Ansaldo have signed a contract with EURATOM, Europe's international atom agency, to design and build a 50,000-ton atom-propelled tanker. Work will go in two phases. In the next six months FIAT will propose several different types of reactors. When one is chosen, FIAT will plan the design and manufacture of the selected reactor for installation in the vessel. Ansaldo will concentrate on the shipbuilding end. Expenses are to be shared.

TRADE OPPORTUNITIES WITH ITALY

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