



Published in the Interest of the Italian Americans in the United States

VOLUME NO. 1

NEW ORLEANS, LOUISIANA

OCTOBER 12, 1960

NUMBER 1

COLUMBUS DAY A NATIONAL HOLIDAY



Christopher Columbus

Today we again pay tribute and homage to the discoverer of our North American continent, Christopher Columbus. His exact date of birth is unknown, but we can approximate it in or about the year 1446. The place of his birth is accepted as Genoa but in that also there is room for conjecture. To many of us the story of Columbus has become almost a legend. He was the son of a humble family of wool-combers whose land holdings were barely enough to eke out a meager existence. His early education was neither thorough nor comprehensive and as he grew up, more and more of his training came from his practical experience rather than from his formal education.

It is accepted in many areas that Columbus showed an early interest in the adventure and appeal of a maritime career for himself. His first voyage was in the year 1460, and from that time until he was about twenty-four he made numerous voyages which were to serve as his lengthy apprenticeship. During these voyages he learned the ways of the sea and the ways of the men of the sea, particularly those occupied in piracy and slave trading. It is true that there is an abundance of conjecture concerning both these practices but it has become accepted that many Portuguese ships and captains profited from these endeavors.

It was about this time that Columbus moved from Genoa to Lisbon as the maritime industry grew. The knowledge of his life here is also very limited but it is known that during these years he became a skillful draftsman and map-maker. He also engaged in commercial enterprise, or what we may term speculation. It is hard to believe, but during the next twenty three years up until 1492 little is known about the actions of Columbus other than the fact that he made voyages during this period. Soon after Columbus reached Lisbon, he became possessed with the idea that important discoveries could be made by sailing due West. Since much of the credit given Columbus is dependent on this idea it should be noted that as early as 1474 he had formed and declared in letters the purpose of visiting and exploring the unknown regions of the East if at all possible, by sailing West. To enumerate the trials and errors, the plights and disappointments and the hardships and tragedies that preceded the culmination of his dream has filled volumes. All of these tend to add to, rather than detract from, the credit of Columbus. Others perhaps were as familiar with all the geographical facts and ideas that had filled his head. Perhaps even others saw the conclusion to which these facts pointed. However, it remained for the Genoese, Christopher Columbus, a man possessed with lofty enthusiasm, vigorous prescience and unrelenting and unrelenting courage, to fulfill these dreams.

On the 20th of May, 1506, the dreamer who had made the dream come true passed away. Within this short life a new world of maritime activity had opened up. In all parts of the Old World, as well as the New, it was evident that Columbus had kindled the fire of a new era which has yet to be extinguished.

WHEN President Roosevelt, on April 30th 1938 affixed his signature to the Joint Resolution of Congress declaring Columbus Day, October 12th, henceforth to be proclaimed a national holiday, it marked the culmination of a 28-year campaign on the part of the Italians in this country, and especially a few leaders, to have the great navigator's exploit officially recognized by the country. Largely through the tireless and unceasing efforts of Judge John J. Freschi of the General Sessions Court in New York City, who is known as "the father of Columbus Day," was this brought about, assisted by the Columbus Day League and



Angelo Noce

Italian Hall



O. Al. Chiarello

SPECIAL BULLETIN

The regular meeting of the Italo-American Club will be held on Tuesday October 11th meeting will be called to order promptly at 3:00 o'clock p. m. Sharp.

Come early and help I A K E arrangement for our HALLOWEEN TACKY PARTY DANCE to be held on Saturday

To the member present and coming on time, there will be a surprise package for the lucky one, SO COME, you may be the lucky one.

Refreshment after meeting with the Ladies Auxiliary.

ITA-AM PICNIC

Morning rain failed to damper the spirit of large number attending our picnic held in City Park on Sunday August 28, members with their families and friends turned out for a full day of fun and enjoyment, there were many who participated in various games for adult and children winning many prizes, and there was plenty of Gold Seal Ice Cream for every-body.

The highlights of the picnic was the ball games by the Club: The Gold Seal Creamery team lead by Salvator Centanni who won by a score of 10 to 3, against the Consolidated Work Shop team led by Peter D'Angelo. Mr. Centanni will be presented with the Club's perpetual Baseball Trophy for 1960.

In the ladies group the team led by Mrs. Loretta Sacco, won by a score of 11 to 8 from the team led by Miss. Marie Pecoraro, each lady in the winning team received a box of face powder.

Special mention for their part making this picnic a successful and a enjoyable one is due to these lovely ladies; Mrs. Alvina Verderame, Miss. Marie Pecoraro, and other members of the Ladies Auxiliary.

CONTINUED ON PAGE 2


ST. JOSEPH CHURCH

Sunday Masses 8-9:30-10:30 & 11 A.M.
and 5:30 P.M.—Holy Days 7 P.M.
910 6th, Gretna PO 1-9908

Motorists Stop
And Get
FIRST CLASS SERVICE
AT
JOHN W. HALL
AMOCO SERVICE
STATION
4600 EARHART BLVD.
UN 6-7114 N. O., La.

ELECTRIC CONTRACTOR
24 HOUR SERVICE
• House Wiring
• Wiring For Washers - Dryers
• Air Conditioners
• Electric Control
• Trouble Shooter
A STEP THE RIGHT WAY
VERNON 3-0595
KEN BOHNENSTIEHL
ELECTRICAL CONTRACTOR
728 ORION AV. METAIRIE

Vinson
Cleaners
ONE DAY SERVICE
Cleanings—Laundry—Alterations
Pickup & Delivery in Gentilly Area
2513 Royal -----WH 7-3773

New Orleans
Refrigeration Ser.

Commercial Refrigeration
Air Conditioning
1522 Magazine St.
New Orleans 13, La.
JA. 2-1472
A J. BENNETT, SR.

REVE'S CHEMICAL CO.
Manufacturers and Distributors
Sanitary Supplies and Maintenance
Materials
1024 HARMONY STREET
New Orleans, La.

LeBLANC'S
Jessie LeBlanc
EXPERT TELEVISION SERVICE
Auto Radios . . . Home Radios
Antennas Erected . . . Small Appliances
2141 FRENCHMEN STREET
New Orleans, La.
Day Calls WH 9-0448 Night Calls ED 1-1564

WOODS BODY SHOP
2762 BIENVILLE AVENUE
Phone HUNter 6-2111 New Orleans, La.

Italian Hall

CONTINUED FROM PAGE 1

The General Picnic Committee were; Peter D'Angelo Chairman, Salvator Centanni, Joseph F Ruffino, Joseph H. Cimo, Joseph L. Verderame, Michael Sacco and Joseph D. Basile. Committee of the Ladies Auxiliary were; Miss. Marie Pecoraro Chairlady, Mrs. Lavina Verderame, Mrs. Loretta Sacco, Mrs. Lina Alfonso, Miss. Grace Avocato, Mrs. Lilly Chutz, and Mrs. Luville Napoli.

Special thanks to the Ladies Auxiliary for their contribution of \$25.00 for prizes, and to the following contributors; J. P. Cusumano, Charles Gusti, Felix Fallo, Philip Cusumano, F. Ruffino, J.H. Cimo, M. Sacco, E. J. Michel, J. D. Basile, J. N. Ogden, J. J. Migliore, P. D'Angelo, J. Vederame, Leon De George, J. L. Vederame and last but not least to the very generous Salvator F. Centanni, of the Gold Seal Creamery.

REGULAR MEETING SCHEDULE
AT THE
ITALIAN HALL

COLUMBUS DAY GREETINGS
GLASS HOUSE
Restaurant
3320 GEN. MEYER AVE.
ALGIERS, LA.

Dieux-Carré
RESTAURANT
Established 1831
Impeccably Served French
& Creole Delicacies From 11:00
AM to 1:00 AM For Dinner
& Supper
242 Bourbon -----EX-3475

REVE'S CHEMICAL CO.
Manufacturers and Distributors
Sanitary Supplies and Maintenance
Materials
1024 HARMONY STREET
New Orleans, La.

MAC'S TEXACO SERVICE
Tune-Ups - Lube - Washing - Repairs
8101 CHEF MENTEUR HIGHWAY
CHestnut 2-9851

LeBLANC'S
Jessie LeBlanc
EXPERT TELEVISION SERVICE
Auto Radios . . . Home Radios
Antennas Erected . . . Small Appliances
2141 FRENCHMEN STREET
New Orleans, La.
Day Calls WH 9-0448 Night Calls ED 1-1564

ADAMS TRIM SHOP
COMPLETE AUTO TRIM
and UPHOLSTERY
Free Estimate
1025 MELPOMENE STREET
New Orleans, La.

WOODS BODY SHOP
2762 BIENVILLE AVENUE
Phone HUNter 6-2111 New Orleans, La.

Compliments of
Jackson's Mirabeau Service Station
1500 MIRABEAU AVENUE
FAirview 2061

MONDAY OCTOBER 3d
DANTE LODGE NO. 174 F. & A. M.
George J. Gullota Master
Nunzio Guarniere Secretary

TUESDAY OCTOBER 4th.
STALLING BOOSTERS CLUB
Bert Eigher, Pres. Gasper LoCicero, Sec.
VICTORY LODGE NO. 618 B. of R. T.
LADIES AUXILIARY

MONDAY OCTOBER 10th.
CONTESSA ENTELLINA SOCIETY
Peter N. Ciaccio, Pres. Jacob J. Amato, Sec.
CELIKA BOWEN LODGE NO. 185
LADIES AUXILIARY
Frances Zimmer, Pres. Joan Caffarel, Sec.

TUESDAY OCTOBER 11th.
ITALO-AMERICAN CLUB
Leon DeGeorge, Pres. Vincent Ruffino, Sec.
ITALO-AMERICAN CLUB
LADIES AUXILIARY
Mrs Salvator F. Centanni President
Mrs Alvina Vederame Secretary

TUESDAY OCTOBER 18th.
ORLEANS POST NO. 3565 V. F. W.
AND LADIES AUXILIARY

THURSDAY OCTOBER 27th.
OLD FRIENDS BARRACKS
No. 640 VETERANS OF W. W. 1
AND LADIES AUXILIARY

SATURDAY OCTOBER 29th.
ASOCIACION HONDURENA DE
NUEVA ORLEANS
Dr. Raul Reyes, Pres. Louis Lobo, Sec.

Best Wishes
WILLIAM S. "BILL" COCI
Jefferson Parish

GASOLINE - WASH AND MARFAK SERVICES
Pick-Up and Deliver
RANNA'S TEXACO SERVICE
3060 St. Claude Avenue
WH 7-9170 New Orleans, La.

KENNETH T. "KEN" EDWARDS
Insurance of All Types — Real Estate
Fire—Auto—Bonds—Life
Office 2805 Paris Road
ED. 1-1626—TU. 0677
Residence ED. 1-3830
Chalmette, La.

GARSAUD'S FINE FOODS
O. G. SEASONED HAMBURGERS
521 Metairie Road

TELEVISION AMPLIFIERS RADIO
COLOR TV'S SERVICED
TRI-COLOR TELEVISION SERVICE CO.
3535 PALMYRA STREET
HU. 2-3771 HU. 2-9148
ANTENNA INSTALLATION
INTER-COMMUNICATION
PORTABLE TAPE RECORDERS
CARL SIERRA
DAVID BONNETTE

IL MAROCCO NON POTRA' COMPRARE ZUCCHERO A CUBA

Washington vieta che l'acquisto abbia luogo con un prestito americano

WASHINGTON, 29. (UPI) — Gli Stati Uniti si sono rifiutati di autorizzare il Marocco di comprare zucchero a Cuba con dollari ricevuti in prestito da Washington.

Un funzionario ha riferito che, se gli eventi futuri lo consentiranno, questo orientamento potrà divenire di carattere generale, nel senso che sarà vietato alle nazioni che ricevono prestiti in dollari di impiegarli in scambi commerciali con Cuba.

Fonti dell'ICA (International Cooperation Administration) ha confermato che l'accordo per un prestito di \$10 milioni, di cui il Marocco si servirà per acquistare zucchero è stato modificato per escludere che l'acquisto sia fatto a Cuba.

La decisione sarebbe motivata da due constatazioni fondamentali:

1. — In condizioni normali, il Marocco avrebbe ordinato lo zucchero attraverso un mediatore di New York, il quale lo avrebbe importato da una delle ditte americane produttrici di zucchero a Cuba. Ma dal momento che il Governo di Fidel Castro ha confiscato tutti i beni delle ditte americane, il mediatore dovrebbe pagare la partita di zucchero direttamente al Governo cubano. Ciò costituirebbe un implicito riconoscimento dell'espropriazione della proprietà americana.

Best Wishes From
MEXIC BROS. JEWELERS
We Specialize In
FRATERNAL RINGS - FRATERNAL EMBLEMS
Easy Terms
634 CANAL STREET 940 CANAL STREET

GREETINGS
William Gaudi Battistella



Columbus Day Greetings
EMBREE'S BELL SUPER MARKET
SLIDELLS COMPLETE FOOD STORE
SLIDEL, LA.

C&S Pharmacy
Call 21-4-2246
2314 AIRLINE HWY.
KENNER LOUISIANA

PUGLIA'S
QUALITY FOODS
1100 NORTH RAMPART

STORE HOURS:
Monday thru Thursday 7 A.M. 'til 7 P.M.
Friday and Saturday 7 A.M. 'til 8 P.M.
Sunday 8 A.M. 'til Noon

Famous for Pizza Pie, Sausages and Cheese

Emer's
NEW ORLEANS
GOLD BRICK

Emer's GOLD BRICK
A Million Dollars Taste

Packed in Individual Boxes of 6, 12, and 24

W INSTALLATION - SERVICE
WEATHERMASTERS
PARTS & SERVICE, INC.

2 TO 100 TONS
Air Conditioning
JA. 5-8491

CONTESSA ENTELLINA SOCIETY CELEBRATION

By O. Al. Chiarello

The Contessa Entellina Society celebrated its Seventy - Fourth Anniversary with Solemn High Mass and Benediction. The Holy Mass was celebrated by Father Nicholas Schiro S.J. son of Theodore Schiro. the Mass was in Honor and Glory of Maria S.S. Della Favara, Protectress of the Society at 11:00 o'clock a.m. followed by Benediction of the Most Blessed Sacrament at St. Mary's Italian Church.



THE REV. NICHOLAS T. SCHIRO, S. J.

This day has always been a day of thanksgiving and joy for the Society, and Members their families and guest participated in the celebration.

After the Services, refreshments were served at St. Mary's Italian Center.

Peter N. Ciaccio, President of the Society was General Chairman for all activities. For the Mass at St. Mary's Italian Church, he was assisted by Charles P. Lamana, C a v. W. N. Parrino, and Louis Terranova.

On Monday September 12, a dinner dance, was held in the Queen Anne Room of the Monteleone Hotel with music by Al. Ballanco Orchestra. The Committee serving for the Supper Dance were as follows; Joseph G. Schiro, Charles P. Lamana, Cav. W. N. Parrino, Louis Terranova, Jerome Scramuzza, John P. Latino, George J. Schiro, M. J. Sacco and De. John P. Schiro.

2. — In base alle clausole dell'accordo per il prestito, metà della mercanzia acquistata dovrebbe esser trasportata da navi che battono bandiera statunitense. Ma gli armatori americani sono riluttanti, a causa delle difficoltà create da Castro, ad inviare le loro navi a Cuba.

Una donna muore dopo avere ascoltato la Messa

Una donna di 60 anni è morta davanti alla rettoria della Chiesa di Nostra Signora del Sacro Cuore, in Hilltown, presso Sellerville, Contea di Montgomery, dopo che aveva assistito alla Messa delle 11.

We Specialize In Smoking Pleasure
CRESCENT CIGARETTE SERVICE, INC.
1240 MONTEGUT ST. N. O., La.
WH 3-5523

"ILENE FOR GIFTS"
JOHN C. GUIDOS
Bus. EV 8711 - Res. VE 3-4274
2052 CATON STREET
Gentilly Shopping Center

Trade at
LANE LAMBERT BAKERY
355 HARRISON AVE.
Tel. HU-6-6345

HOLIDAY GREETINGS FROM
The Uptown Catholic High School for Boys
DE LA SALLE
5300 St. Charles Ave.
Conducted by Brothers of the Christian Schools

General Auto Repairs
Tires, Batteries and Wrecker Service
Housewives Visit Our Launderette Service
SAL'S
AMOCO SERVICE
BARATARIA BLVD.
FI 1-8270 Marrero, La

EUGENE LE CRON
Auto Body & Fender Repairs
HU. 2-4740 701 N. HAGAN

Serving The Public Faithfully For Years
ATLAS LIFE INSURANCE COMPANY
Affiliated with Lamana-Panna-Fallo, Inc. Funeral Home
JA 5-7359 633 N. Rampart Street

MILK GRADE A - HOMOGENIZED - PASTEURIZED
AT YOUR FAVORITE FOOD STORE OR
HOME DELIVERY

Health for His Highness and the Whole Family
GOLD SEAL CREAMERY INC.
520 S. ALEXANDER
CALL HUNTER 8-4421

LESTERS**CLEANERS and DYERS**PICKUPS AND DELIVERY
SERVICE IN THE UPTOWN AREA

1418 CONSTANCE ST. MA. 8586

ALBA SALES Service
Cash Registers
710 CARONDELET ST. - MA. 3975For The Safety And Protection
Of Our Children
DRIVE CAREFULLY**JOHN G. "JACK" FITZGERALD**
Sheriff, Jefferson Parish**MERCY HOSPITAL**
AND
MERCY HOSPITAL SCHOOL OF NURSING**B AND L CONCESSIONS**Coker Room
Municipal Auditorium**WEDDINGS — ALL TYPES OF CATERING**
W. C. Ryan, Manager

MAGNOLIA 3059

EXpress 2897

JOSEPH C. DOMINO

TUGS - BARGES - TOWING

Drawer 247 Harvey HARVEY, LA. FO. 6-9671

MILK GRADE A -
HOMOGENIZED - PASTEURIZED
AT YOUR FAVORITE FOOD STORE
ORHealth for His Highness
and the Whole Family**HOME
DELIVERY**CALL
HUNTER 8-4421**GOLD SEAL CREAMERY INC.**

520 S. ALEXANDER

FOres 6-7217

ROBIN BOAT RENTAL SERVICE

Vincent J. Robin, III

Crew Boats - Tugs - Barges
HARVEY, LOUISIANA**AIRLINE PLUMBING & HEATING, Inc.**

INSTALLATIONS AND REMODELING

PLUMBING AND HEATING REPAIRS

FREE ESTIMATES

302 CAUSEWAY BLVD.



VE. 3-5281

FOGARTY BROS. TRANSFER INC.

300 St. George Ave.

Phone VE 1-1161

JACKSON 5-2239

DUNLOP TIRES

PHIL MERAUX

TIRE and BATTERY SERVICE

Vulcanizing — Recapping
Batteries — Tubes

547-51 CARONDELET ST.

NEW ORLEANS, LA.

BROWN-MILLER CO.

RAINBO and AMERICAN

PICKLES

P. O. BOX 10278

NEW ORLEANS 21. LA.

DANOS DRIVE-IN RESTAURANT

FI. 1-8327

4300 4th

Marrero, La.

JOHN W. STONE

Shell Oil Distributors

601 MADISON STREET

Phone FO 6-3401-2

GRETN, LA.

SCHWAB MUSIC HOUSE

SINCE 1877

*Piano Keys open many doors*Buy Your Piano With Confidence
As Your Grandparents
Did at Schwab'sWE SELL - RENT - BUY &
TRADE
LARGE SELECTION
OF USED SPINETS
STUDIOS & BABY
GRANDS
Ask About Our
Rental Purchase Plan**SCHWAB
MUSIC HOUSE, INC.**

1629 DRYADES ST.

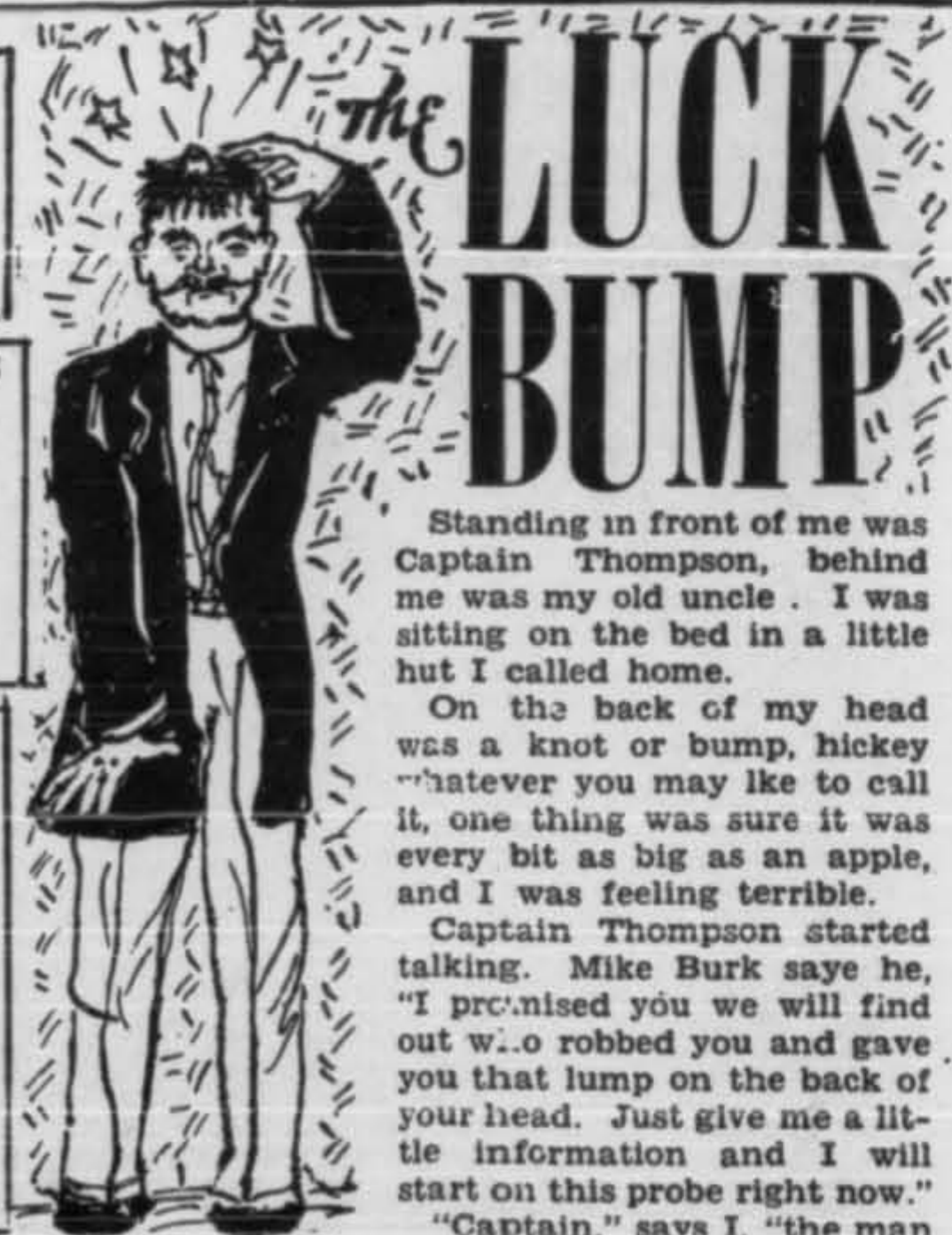
TU LAWE 7727

**PHOTO OFFSET
PRINTING**

- ★ Direct Mail Advertising
- ★ Vari-Type Composition
- ★ Complete Letter Service

Mimeographing
Multigraphing
Multilithing

JACKSON 5-2751

OSBORNE LETTER SERVICE
119 COMMOStanding in front of me was
Captain Thompson, behind
me was my old uncle. I was
sitting on the bed in a little
hut I called home.On the back of my head
was a knot or bump, hickey
whatever you may like to call
it, one thing was sure it was
every bit as big as an apple,
and I was feeling terrible.Captain Thompson started
talking. Mike Burk says he,
"I promised you we will find
out who robbed you and gave
you that lump on the back of
your head. Just give me a lit-
tle information and I will
start on this probe right now.""Captain," says I, "the man
who hit me on the back of the
head did me a great favor
that I do most appreciate and
in place of prosecuting him,
I would like to reward him,
the few nickels he stole from
me won't buy too much these
times."The Captain started talking
again, "Mike, I always knew
you were none too smart, but
judging by what you have just
said, I would say you were
down right crazy." "Captain
may I have a little of your
time to justify my reason for
thinking as I do?" I asked.
"Speak up," replied the cap-
tain, take as much time as
you need."All right, here is the story,"
I answered. "Years ago my
father, who was then living,
used to tell me many things,
my mother had just died and
he used to confide in me as
though I was a full grown
person, instead of just a small
boy. I thought because of the
great wealth, large, beautiful
home and the many servants
he employed he was truly a
wonderful person. I still do."There is a part you already
know Captain, about the big
fire, my father's home being
burned to the ground leaving
only this little shed in the
back yard the only home I
have ever known since that
time, many folks remember
how my father died saving my
life.Unfortunately for me, he
did not believe in insur-
ance, had very little money in
the bank, but had a great
amount invested in stocks
and bonds, but as the only
paper we could find was part
of the will leaving me every-
thing, but as part of that was
in ashes the remaining de-
tails could not be read. The
ground his house large house
had stood on was sold, this
little hut I am now in was
left untouched. The money
was used with the smallCONTINUED ON NEXT PAGE
SECOND COLUMNCOLUMBUS DAY GREETINGS
TTMANN BROS. CUSTOM BROKERS

Greetings
Zatarain's Pure Food Products
 920 Yalmon St. TW. 7-2601
 NEW ORLEANS 15, LA.

United Refrigeration, Inc.
 A Friedrich Factory
 Franchised Dealer
 Since 1936
 Friedrich Top Quality
 Since 1883
 Look for the
 Friedrich Sign
 2338 Tulane Ave.
 TU. 4541

GREETINGS
DE PAUL HOSPITAL
 NEW ORLEANS

SALCEDO DISTRIBUTING Co.
 Call ED. 1-3481
 3400 PARIS RD.
 CHALMETTE LA.

LOUISIANA UNDERTAKING CO.
 Bobbie Francois, Mgr. and Director
 Corner Kelerec & N. Claiborne
 WH. 5-2145

LUCK BUMP
 amount left in the bank to send me to school.
 Having graduated from grammar and high school I now find myself at L. S. U., the terrific hazing at L. S. U. was talked of throughout the land, this was years ago when most of the boys lived in the old pentagon barracks, the living quarters of the cadets of the school, at the time. We underclassmen were so well spanked with very large paddles that we would do most and foolish thing asked of us to keep from getting another lick, and that is just the way upper classmen would like it to be.
 So when I was told to climb up a five-foot ladder and screw in an electric bulb holding it with a wet towel I very quickly obeyed. When I woke up on the cement floor with a lump on the back of my head, it did not matter, it was what happened while I was in an unconscious state that I was most interested in. My thoughts had roamed back many years, I was a small boy again. My father was telling me about the stocks and bonds he had put away for me in an old safe, it has enough to make three generations wealthy, and then just about the time he was

telling me where the safe was placed, I regained consciousness. My only thought was to bump my head until I was unconscious again, so I could find out in another delirious state where the safe was hidden.
 Well, after bumping my head a few times I was put in a strait jacket, taken to the hospital and operated upon the next morning. After the operation, I never wanted to bump my head or was I able to do much else either, for that matter. I could learn practically nothing, and I remembered very little. My friends bought me an old box camera in which I took tourist pictures making a bare living, until the lick on the head last night. In my unconscious state again my father returned, this time telling me where the safe was hidden, under the floor of this old place I have lived in so long. I have had the stocks and bonds appraised. I am many times a million-

aire, why should I not want to reward the man that hit me so hard on the head that I regained my normal intelligence, besides my birthright to a fortune.

BRIDGET RIZZO VINCE UNA BORSA DI STUDIO

Frequenterà i corsi a Roma e alla Università di Perugia

DETROIT, Mich. (Bonaldi). — È partita per l'Italia la signorina Bridget Rizzo, la quale ha ottenuto una Borsa di Stu-

dio Fulbright, che la porterà nell'Università di Perugia e quindi a Roma, a continuare i suoi studi per affermarsi sempre più nel campo televisivo.
 La Signora Rizzo, nativa di Detroit, laureata dal Manhattanville College e dall'Università del Michigan, si è distinta come direttrice e scrittrice nei programmi della Stazione WTVS di Detroit, ai quali collaborava da 5 anni, prima di recarsi ad assumere una importante posizione nella TFI di New York.
 Conoscendo la sua non comune intelligenza, accoppiata ad una squisita personalità, siamo certi saprà trarre profitto.

ITALO-AMERICAN NEWS IS READ BY ALL



Green-Walker Galvanizing Co., Inc.
 4932 Jefferson Hwy.
 VE. 3-6301

JONES RADIO & TV SERVICE
 SERVICE WITH A REPUTATION
 Television Repairing
 2714 SO. GALVEZ STREET
 New Orleans, La.
 call IW-1-6077

McDermott SURGICAL INSTRUMENT CO. INC.
 734 POYDRAS ST. - JA-54166

JACK METAL REPAIR SHOP
 Polishing - Lamp Wiring
 Brass and Copper Pieces Made Over and Also Made To Order
 EXpress 3149
 939 CHARTRES ST.

FAMILY RESTAURANT
 FAMILY COOKING FOR FAMILY PEOPLE
 2049 MAGAZINE ST. NEW ORLEANS

BUY FROM OUR ADVERTISERS
Central Oyster House
 138 CENTRAL AVE.
 call VE. 3-2060

Best Wishes from a Friend

EMILE RACKLE Communications Inc.
 3847 Airline Highway
 Phone: VE 3-2748

AMERICAN GENERAL SAVINGS & LOAN ASSN.

 222 CARONDELET STREET, NEW ORLEANS 12, LOUISIANA
 your key to financial security

A. L. VITTER, CHAIRMAN OF BOARD
 M. P. ARNOULT, JR., PRESIDENT
 RAYMOND GAUCHE, VICE-PRESIDENT
 E. MILTENBERGER, JR., TREASURER
 YVONNE M. LAPLACE, SECRETARY
 PAUL J. GANUCHEAU, NOTARY

GREETINGS
Howard Auto Parts
 955 Howard Ave. MA. 7643

READ THE ITALO-AMERICAN NEWS

PACKING SHIPPING
H. G. BAUER MOVING AND STORAGE
 SERVING NEW ORLEANS 37 YEARS
 Sanitized Vans
 "Moving with Care Everywhere"
 1111 Barracks St. Agents: United Van Lines JACKSON 2-1388

Bond bread is good to eat!

 Bond FARM STYLE ENRICHED BREAD

H. B. "BUSTER" HUGHES CONTRACTOR
 OFFICE ADDRESS: 2900 WHITNEY AVENUE, GRETNA, LOUISIANA
H.B. BUSTER HUGHES CONTRACTOR
 OIL FIELD SPECIALISTS
 Forest 6-6461
 Mailing Address: P. O. BOX 55 - HARVEY, LOUISIANA

incontro fra Inter l'Hakoah sospeso

La partita precampionato fra l'Internazionale e l'Hakoah F. C., che avrebbe dovuto essere disputata oggi nel nuovo campo sportivo di Queens, è stata rinviata ad altra data a causa delle condizioni del campo, che trovasi in via di sistemazione.

UN PONTE TRAGHETTO SUL TEVERE

Una Lupa Capitolina
posta all'ingresso del
Villaggio Olimpico

ROMA, 20. (ANSA) — Al Comitato organizzatore della XVII Olimpiade, è stato consegnato il ponte-traghetto, costruito da un plotone del Secondo Reggimento Genio-Pionieri sul Tevere, a monte del ponte della Libertà, allo scopo di agevolare il rapido traffico degli atleti ed accompagnatori tra il Villaggio Olimpico e gli impianti sportivi del Foro Italo. Si è registrata intanto un'altra novità che rientra nei grandi preparativi della vigi-

lia dei Giochi Olimpici. Una Lupa Capitolina, l'esatta copia dell'originale etrusco che si trova nel Museo capitolino, è stata posta dinanzi all'ingresso del Villaggio Olimpico. La copia, che è un omaggio del Comune di Roma, poggia sulla trabeazione di un antico tempio romano.

Un giovane muore per ferite riportate in un incidente

PHILADELPHIA, Pa. — Il 20enne William A. Dillon, del numero 3734 Earlham St., East Falls, che dal 22 aprile, quando fu vittima di un incidente automobilistico, trovavasi in coma nel Montgomery Hospital di Norristown, è morto mercoledì mattina.

Dillon si trovava su un'automobile che, abbandonando, andò a cozzare contro un albero in

Whitmarsh Township. La polizia dice che egli aveva comprato quella macchina poco prima uscendo \$30.



Lloyd's Homes, Inc.

HOME BUILDER AND DEVELOPER

1568 PLEASURE STREET
NEW ORLEANS 22, LA

STOP AT
RIGG'S
SHELL
Service
Station



COMPLETE
SERVICE
2401
JEFFERSON
AVE.
JEFFERSON
PARISH

Gimma Chrysler
Gimma Imports
JOHN P. GIMMA
TEL. TU. 0404
NEW ORLEANS LA.

Italo - American News

PUBLISHED MONTHLY
ITALO AMERICAN PUBLISHING
COMPANY

613 Poydros St. - P. O. Box 835 - New Orleans, La.
Telephone - JA 5-1479

Nu-Look
BODY & FENDER WORKS
2800 FRANKLIN AVE call WH. 5-9264



A Thought From Nu-Look


GOD BLESSES YOU

Sunday is a blessed day,
Go to church, sing and pray,
Study your Bible, Love it true,
Peace and joy will follow you.

New Orleans
Cigarette Service Corp.
Cigarette Vending Machines
Over 25 Years of Dependable Service
DICK HOOSE
LOU ANGELO
HUnter 8-6626

LIPCO INTERIORS
VINCENT R. ALMERICO
Custom Made Draperies - Carpets
1112 NO. RAMPART STREET
MAGnolia 4909 New Orleans

YOU ARE ALWAYS WELCOME
JOES BAR TEL. WH. 3-7755
4026 ST. CLAUDE AVE.



Always Dependable Service
Phone or Write
TOWEL AND LINEN RENTAL CO.
1239 MONTEGUT STREET
Phone WH 5-1149

Tulane Motel
TV & TELEPHONE
IN EVERY ROOM
1325 Airline Hwy. VE3-7261

Compliments of
**Southern Leather
Co. of La.**
950 Perdido New Orleans

BEN H. MORENO
TILE CONTRACTOR
1116 GOV. NICHOLLS STREET
TULane 3127 - TULane 5537

I. C. BRIEL, SHIP SUPPLIES
222 Crossman St. JA. 5-1683

CONVENT OF THE GOOD SHEPHERD
2601 Bienville St.
Phone TU 4848

LOCALLY OWNED
STATE BLOCKS INC.
3615 LAUSAT - METAIRIE



ROYAL CARPET CLEANING CO.
50 YEARS
OF RUG CLEANING EXPERIENCE
3704 ROBERTSON METAIRIE VE. 5-3151

Compliments
FRANK A. GEFFES
GODCHAUX BLDG.
Phone JA 2-7713

ST. CHARLES TAVERN
Specializes in Fried Chicken, Steaks, Seafoods
Mixed Drinks, Sandwiches
MA 9823 1433 St. Charles Ave. New Orleans, La.

**BEST WISHES
ST. FRANCIS
DE SALES CHURCH**
2203 Second St

Ranson Industrial Life Ins. Co., Inc.
1024 ELYSIAN FIELDS AVE.
Phones: WH 5-3117 - 5-3118

**Park Way
Bakery**
528 HOGAN AVE
HO. 5-5143



UDDO CO.
MANUFACTURES
EXPORTS
CHEMICALS
P.O. BOX 213
NEW ORLEANS, LA. U.S.A.



**WHITE
PAINTING COMPANY, INC.**
W. E. WHITE
SAND BLASTING AND METALIZING
SPRAY AND BRUSH PAINTING
541 ST. JOSEPH LANE
FOrest 6-9751
HARVEY, LA.

W. B. THOMAS
BUILDERS
OF
QUALITY HOMES
4855 PATTERSON DRIVE
Phone FOrest 6-2130 Algiers, La.

Harahan Cleaners
ONE DAY SERVICE
Raymond B. Dumas, Mgr.
6546 Jefferson Hwy. Harahan 21-4-4466

CURLEY & MAC
Refrigeration Service
 ALL WORK GUARANTEED
 WH. 3-4320
 1535 PAULINE ST.

COLUMBUS DAY GREETINGS
Columbus Day Greetings
S and S RECORD SHOP
 WH. 3-7153
 4227 ST. CLAUDE AVE.

GREETINGS
CANADA DRY CORP
 WINE AND SPIRITS DIVISION
 MARITIME BLDG. N.O

M. BORDELOX
CARPENTER and BUILDER
 WH 9- 5633
 1934 ABUNDANCE ST.

COLUMBUS DAY GREETINGS
Beauregard Miller St.
Beauregard Miller St.
 GRETN LA.

NEW ORLEANS CYCLE CO.
 Robert Weyling
 Repairs Guaranteed - Free Pick-up and Parking
 BICYCLE and DELIVERY CYCLES
 Sales - Leasing
 2635 DREAUX AVENUE
 Phone EV 4129-5325 FRANKLIN AVE.

COLUMBUS
 Day
 GREETINGS

COLUMBUS
 DAY GREETO
VOLA OPTICAL CO.
 315 BARONNE ST.
 JA. 5- 3826

WNOE

TRADE AT
MARINO
 RECALL
 DRUG STORES

ALWAYS ON TOP
BRANDIN SLATE Co., Inc.
 ESTABLISHED OVER 100 YEARS
 ALL KINDS OF ROOFING SOLD OR APPLIED
 JA 5-0631

7600 ST. CHARLES
 AVE
 UN. 1-1491

A Happy Holiday
**NEW ORLEANS BARBER &
 BEAUTY COLLEGE**
 For Beauty and Barbering
 Also Advanced Dept.
 1106 CANAL ST. JA. 5-5193

Brooks
 VENITIAN
 BLIND
 SERVICE
 HU. 8-6651.
 2836 CONTI ST.

Thompson's
Refrigeration
 SALES & SERVICES
 401 No. Claiborne JA2-7166
 NEW ORLEANS, La.

LOCAL MOVING A SPECIALTY
EDEL MOVING SERVICE
 CHECK OUR RATES - - - DAY OR NIGHT
 1441 Constance Street
 TU 1164 New Orleans, La.

Music

Two of the major concert organizations in the city this season will offer lecture previews of their musical presentations.

As previously announced, the New Orleans Opera House Association will continue its program of Opera Forums preceding each operatic production of the 1960-61 season.

The first, on Ponchielli's "La Gioconda," will be Oct. 13 at 8:15 p. m. at the Orleans Club, 5005 St. Charles. The opera will be reviewed by Renato Cellini, general director and conductor of the Opera House.

Oct. 23—Arthur Zach guest conductor discussing Bach's Suite No. 3 in D Major; Dr. John Butler, professor of music theory and composition at Loyola university, Delius' "In the Forest" Prelude. At Grunewald's auditorium, 325 Baronne.

Nov. 6—Dr. John Kuyper, professor of music at Tulane university, Villa-Lobos' Choros No. 10; Dr. Butler, Prokofiev's Violin Concerto No. 1 and the Tchaikovsky Violin Concerto. At Grunewald's.

Jan. 5—Dr. Butler and John Mack, oboist, Copland's "Salon Mexico" and Piston's Sixth Symphony. At Werlein's auditorium, 605 Canal.

March 6—Miss Elise Cambon, organist and choral director, the music of Bach, Werlein's.

Tickets for the entire series or for individual "previews" are available from the Philharmonic Symphony office. Season subscribers to the Opera House currently have first call on tickets to the free opera forums and receptions which follow.

GREETINGS
PARISH
Real Estate Inc.
 3335 METAIRIE ROAD

I campioni del Palermo battono la combattiva Pro Patria per 4 a 2

(Peter Di Lisa) — La squadra dei campioni del Palermo ha battuto la Pro Patria per 4 reti a 2 al Dyker Park di Brooklyn.

Si è assistito ad un gioco veramente combattivo e vivace che ha lasciato contenti i dirigenti e gli spettatori; specie i primi che in vista del campionato cercano le soluzioni più adatte per risolvere i problemi della definitiva inquadratura standard. Si è giocato su un terreno alquanto pesante per la pioggia caduta durante il giorno.

E' il Palermo ad andare per primo in vantaggio al 13' con Marciante che insacca in bello stile con una mezza rovesciata. Le azioni si svolgono veloci e si assiste a continui, rapidi rovesciamenti di fronte. Per tutto il primo tempo il risultato non muta, sebbene i giocatori della Pro Patria per supplire alle loro lacune tecniche si sono impegnati al massimo.

In questa prima parte della partita molte buone occasioni sono state sciupate da entrambi i contendenti per precipitazione o per scarso senso della rete.

Al 6' del secondo tempo, se-

gna la Pro Patria. Sull'uno a uno quest'ultimi giocano la loro carta tentando di prevalere sul Palermo e giostrano in lungo e in largo ma con scarsa convinzione. E' però ancora il Palermo a ristabilire le distanze allorchè su traversone, Agosta si butta a corpo morto sulla palla e segna.

E' ancora Agosta a raddoppiare il bottino personale, ben servito dal centravanti Mellilli. Al 30' segna ancora la Pro Patria su azione conseguente a calcio d'angolo. L'ultima rete della partita è ancora opera di Marciante che di prepotenza insacca all'incrocio dei pali.

Nell'ultimo scorcio di partita la pesantezza del campo costringe tutti i giocatori a rallentare la velocità e si assiste ad un gioco un po' arruffato e sornione. E' ancora però il Palermo a ribadire la sua superiorità concludendo a lato una splendida azione in linea.

Il Palermo si è così schierato: Bulone, Mannino, De Loia, De Simone, Emanuele, Rapaglia, Marciante, Perna, Mellilli, Agosta, Savaro.

HARVEY & ANGEL
 Cab Co.
THE RED CABS
 FI-1-8189

TWO WAY RADIO
 24 HOUR INSURED
 SERVICE
 METER EQUIPED

SERVICE TO WEST SIDE PEOPLE
 3700 FOURTH ST. HARVEY LA.

GREETINGS
IMPERIAL TRADING CO
 JA. 2 - 2378
 325 TCHOPTULAS STREET

VE. 3 1386 VE.3 1643
A.G. SEIGEL
 Electrical
 Contractor
 4123 Jefferson
 ave
 P.9 BOX 10112 N.O LA.

Lesfants CATERERS
 5236 CANAL BLVD

BUY YOUR CHEVROLET FROM

PERSIA

MIKE PERSIA



317 No. Rampart
MAGNOLIA 7106

ALWAYS OPEN FOR SERVICE - NIGHT & DAY

La produzione italiana di auto aumentata del 26% in un anno

ROMA. (ANSA) — Secondo un recente studio statistico ufficiale dei tre paesi produttori di automobili appartenenti al mercato comune europeo l'Italia ha registrato nello scorso anno il maggiore aumento di produzione rispetto al 1958.

La produzione italiana è infatti aumentata del 26 per cento, quella tedesca del 15 per cento, quella Francese del 16,5 per cento. Nell'insieme del mercato comune la produzione ha registrato un aumento di circa il 17 per cento, pari a 450 mila veicoli, raggiungendo nell'anno in esame la cifra di 3.071.300 veicoli.

Di questo totale, il 49 per cento è stato prodotto dall'industria tedesca (contro il 50 per cento del 1958), il 37 per cento dall'industria francese (percentuale invariata rispetto al 1958) e il 14 per cento dall'industria italiana (con il 13 per cento nel 1958).

Nello studio, dedicato particolarmente all'industria automobilistica nel mercato comune, si mette in rilievo che quasi il 40 per cento della produzione dei tre paesi è assorbito dall'esportazione, diretta in notevole parte verso i paesi dell'"EFTA", e gli Stati Uniti. L'ulteriore sviluppo della esportazione in queste direzioni viene tuttavia definito "problematico". Lo studio sottoli-

new pertanto la necessità di una politica commerciale e doganale diretta a mantenere aperti i principali mercati di sbocco della produzione automobilistica del mercato comune.

READ THE
ITALO-
AMERICAN
NEWS



ROXY RADIO & TELEVISION SERVICE

Fully Equipped to Service and Repair All Makes of T. V. Home and Auto Receivers
Most Modern Electronic Service Department in City
1421 CHARTRES ST. NEW ORLEANS, LA.

PHONE
WH. 5 - 4689

JACK METAL REPAIR SHOP

Polishing - Lamp Wiring
Brass and Copper Pieces Made Over and Also Made To Order

EXpress 3149
936 CHARTRES ST.

INTERNATIONAL SHOE REPAIR

Orthopedic Corrections
Invisible Half Soles
Shoes Dyed Any Color

1407 CANAL STREET
M. C. Rosato MAGNOLIA 8787

S. J. MATRANGA & SON

WHOLESALE BANANAS

Phone MAGNOLIA 9822

423 GOVERNOR NICHOLLS STREET

NEW ORLEANS, LA.

COSSE'S GROCERY & MARKET

2600 ST. MAURICE AVENUE
WHITEHALL 7-9441

SAM OVELLA, JR.

ICE
Cubes — Crushed — Blocks
General Hauling

729 Wm. David Pkwy.
VE. 5-3996 Metairie

Hummel Sign Service

"Don't Grumble - See Hummel"

120 Dodge Ave.

VE. 3-3342



JERRY'S WOODCRAFT

DOUGLAS BAKER, Prop.

WOODWORK IS OUR BUSINESS
Craftsmanship Guaranteed To Satisfy

2116 N. CLAIBORNE AVENUE

WH. 9-1203
New Orleans, La.

SABANNA

Gold Fish

SHINERS

Live Bait

AL DAMMERAU

401 Newmon VE. 3-1868

Chimpanzee and Monkeys

LANGE BROTHERS

Dealers in
IRON, METALS and
PAPER STOCK

WE SELL STERILIZED
WIPING RAGS

2613 URQUHART STREET
WHITEHALL 5-6422

New Orleans 17, La.

Antoine's Saddlery

and

Belt Manufacturers

507 Magazine St

JA. 5-2896

New Orleans 12, La.

Pendarvis Real Estate

MORTGAGE and INSURANCE
SHORT LISTINGS

Speedy Sales

1116 N. Causeway Blvd.

Evelyn Pendarvis

VE. 5-4211

VE. 5-4536

Felix Bonura

Wholesale Poultry

Chickens & Eggs Received Daily

1871 Agricultr -----WH 7-2146

Top Permanent Employees

A-1 EMPLOYMENT SERVICE

Jackson 2-4241

Insured, Bonded Temporary
Employees

EMPLOYERS OVERLOAD CO.

Tulane 0387

1409 NATIONAL BANK OF
COMMERCE BLDG.

LILLIAN LEE DESLATTES, Mgr.
NELL CROMILLER, Asst. Mgr.

Normand Co., Inc.

Floors, Asphalt and Vinyl Tile
Wood Blocks

Residential - Commercial - Industrial

WH. 9-1829

LICENSED MASTER PLUMBER

Call Us For Estimates

LaBarre Plumbing & Heating

405 Highway Drive

Jon LaBarre

VE. 3-2760

"Hog Enough To Want Your Business
Man Enough To Appreciate It"

Frank Townsend

REAL ESTATE

Commercial Property — Homes
Lots — Acreage

639 St. George St.

VE. 1-1540

New Orleans 21, La.

**VILLA MARIA
CONVALESCENT AND BED PATIENTS
NURSING CARE**

Licensed by State and City
24-Hour Nursing Service
Sprinkler System and Exit Lighting

VILLA MARIA No. 1
6100 CHEF MENTEUR HWY.

VILLA MARIA No. 2
1708 PRYTANIA ST.

TU 4417

NEW ORLEANS, LA.

Compliments
of

INDUSTRIAL ELECTRIC INC.

3227 MAGAZINE ST.

Twinbrook 1-6311

**Whatever Tourists Ask
the Answer's in Italy**

ROME (UPI) — "Where can I buy an island and an espresso machine good for four cups?" Questions of this kind posed at an information counter in many parts of the world probably would stir a call for a psychiatric first aid squad.

Not in Italy. A special tourist information office has been set up by the government's ministry for tourism and entertainment to answer whatever extravagant inquiries foreign visitors may want to pose.

No wonder, for the tourist trade is largely responsible for the favorable balance of payments which Italy has been enjoying in the past few years and authorities feel the 15 million visitors who each year invade the sunny peninsula deserve the highest and most efficient solicitude.

Sponsors Right

Many tourists, in the opinion of local experts, generally don't like to put themselves totally in the hands of guides, no matter how good and unselfish they can be, especially if the questions go beyond touristic subjects. Hence the idea of a very particular tourist information office capable of answering the most unorthodox questions.

"Where can I find some bibliography on architecture?"

Questions of that kind cannot be answered off-hand most of the time. But tourist office employees have the proper tools — and immense archive alphabetically arranged by cities and by subjects, set up through the joint efforts of various ministries.



Eleonora Rossi Drago è una delle migliori attrici italiane e resiste ancora al fascino "della dolce vita". Ella non ha mai fatto parlare di sé, perchè implicata in qualche scandalo.

**HIBERNIA ROOFING
AND METAL WORKS**
TINNERS AND ROOFERS
Asbestos Shingles
Warehouse: 2831 Burgundy Street
WH. 7- 5515
2265 St. Claude Ave.

**Roger's
CREAMERY**

GRADE-A DAIRY PRODUCTS
New Orleans & St. Bernard
For the Past 28 Years
ED 1-5443

**SCARIANO
BOATS**

REPAIRS OF ALL KINDS
Crane Service
Boats Rented

FRANK J. SCARIANO
Designer and Builder

Office: EVergreen 4256

WEST END BOULEVARD
New Orleans • Louisiana

ADVERTISE IN THE ITALO - AMERICAN NEWS FOR RESULTS

COLUMBUS DAY GREETINGS



2222 POYDRAS ST.

JA. 2- 7172

NEW ORLEANS LOUISIANA

AUTO WASHING, POLISHING & MOTOR
STEAMING OUR BUSINESS

JIFFY 3-MINUT CAR WASH

234 S. Claiborne Avenue

JA. 2-7592

'New and Used Car Detailing Specialists

New Orleans 12, La.

JOHN K. KNIGHT MGR.

LARSEN'S UPHOLSTERY

FURNITURE AND AUTO UPHOLSTERY
BOAT CUSHIONS AND TOPS

Serving Arabi, St. Bernard, Chalmette

Free Estimates — Peppie Larsen, Prop.

6411 St. Claude Ave.

WH 5-4928

24 HOURS - - - 7 DAYS

DAY & NIGHT T. V.

SALES & SERVICE CO.

Anywhere - - - Anytime

VE 4-4374

2573 Metairie Road

Metairie, La.

DRINK

WRIGHT ROOT BEER

AND

DR. PEPPER

Motorists For Service Phone Victor 2338

DUPRE'S TRANSMISSION SERVICE

Specializing In Automatic Transmissions

ALL WORK GUARANTEED

WH 4-2333

1611 N. Claiborne Ave.

New Orleans, La.

**Gibbins
Auto Service
Inc.**

INSURANCE SPECIALISTS

Serving

Metairie & Jeff. Parish

BODY & PAINT WORK

Located One Block Off Causeway

Bly

3109 26th ----- VE 3-5825

**Vanguard
Finance Co.**

Loans \$25.00 to \$1,500.00

ROBERT McCARTHY, Mgr.

701 Carondelet Bg.

New Orleans, La.

Season's Greetings —

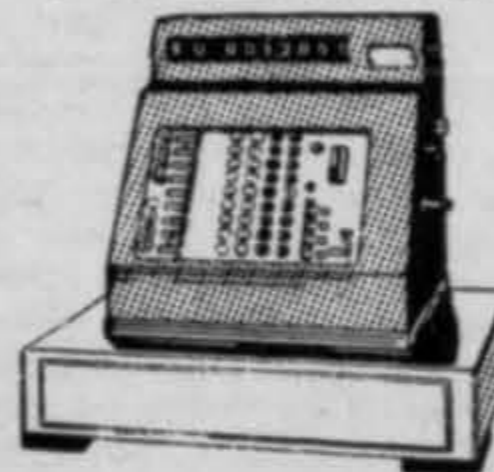
**Hammond
Ready Mix
Concrete Co.**

C. C. GAIENNE

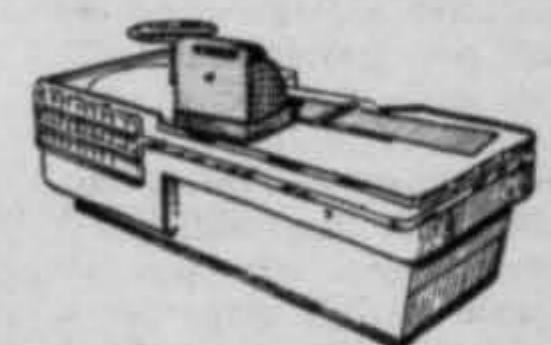
W. Church St. Hammond, La.

SWEDA CASH REGISTERS

NEW and USED



Sweda and National
Cash Registers



Zepher
Automatic Check Stands

BOUGHT-SOLD

ADDING MACHINES &
CHECKWRITERS

RENTED-REPAIRED

STANDARD & PORTABLE
TYPEWRITERS

CALL

TU LANE 9011 or TU LANE 8990

Nights, Sundays & Holidays Call

EDGEWOOD 1-4768

CASH REGISTER SALES CO.

124 N. BROAD

ROLLAND PFISTER - Owner



MAYBE SO

"Grandpa", asked little Johnny, "Will you tell me another Fairy Tale?" Without hesitation I started my story: "Many years ago when I was an eight year old boy we lived in a neighborhood in which three people formed a great part in our everyday life. One was an old lady who lived in a small home surrounded with flower beds. She disliked the children very much and chased them out of her yard because she thought they'd trample her flowers. This old lady was known to the children as "the Old Witch." The next person was Peter the midget. He was retired from the circus and as his size was about the same as a child, and his wit was that of a grown-up we looked upon him as not only a friend but one of great wisdom. The next was Marcus a Magician who was also retired from the legitimate stage. We thought of him as one of the smartest men we had ever known.

One night while I laid in bed a bird flew in the window and dropped a candy bag on top of the sheet. I had seen such bags in the Old Witch's garden. It was very late at night and as the candy tasted good, I saw no reason why I should not rid her garden of these tasty goodies that might stop her flowers from growing, especially as she would be asleep at this hour of the night.

I was in the garden picking up a bag of candy when the Old Witch appeared with a watering can in her hand. She started sprinkling me with water. I felt a strange feeling aroused and I could not run. She led me to a fenced-in wall in the rear of her home. Pushing me through the gate I was encircled with many children I had seen before but they all had aged bodies and faces. Upon looking in the mirror that was hanging on a tree I could see that the water sprin-

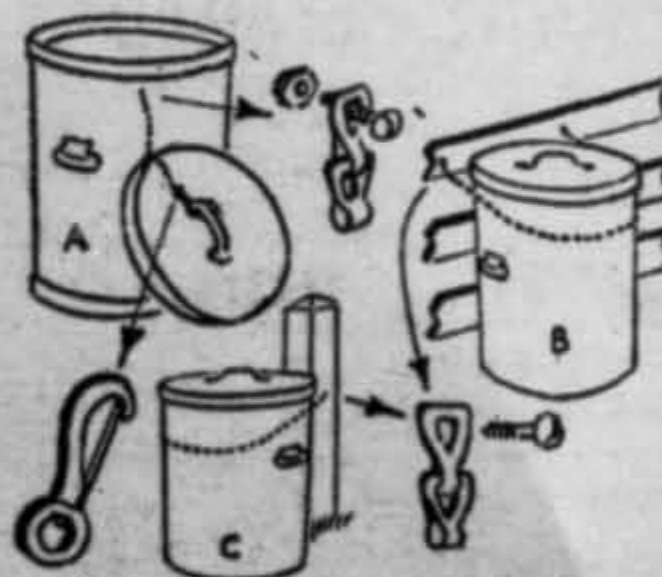
kle on me had changed me into an old person, although I had not aged in thought or mind I had in appearance of my body and face.

This contributed to the surroundings I saw in front of me A great many tiny old people walking around with dolls in their hands and all day suckers in their mouths.

Suddenly I saw my small friend; Mike the Midget peeping through a crack in the fence. I ran towards him and whispered about what had happened to me. Mike assured me he would visit our friend the Magician and find out what could be done about the situation.

The next night I could feel that Mike had been advised what to do. For there he was standing in the middle of the Old Witch's flower garden. She mistook Mike to be a little boy instead of a thirty-five-year-old midget, she started pouring water on top of him from her watering can. Because of Mike's age no matter how much water the Old Witch would empty upon him there was no transformatory occurring. She just could not make her magical water work on a matured person the same as it did on children. Eventually her watering can ran dry. The whole spell was broken. The Old Witch seemed to vanish. I found myself waking up in the morning as though nothing had happened. I told the story to my mother and she laughed at me. I confided in Mike the next day. He knew nothing about it. Even my wise friend, the Magician, could only account for my happenings as being a form of dream. But I will always know that it actually happened for the old lady whom we children had called a Witch was never seen again in our neighborhood.

Chaining Trash Cans



Your trash-can lid won't be blown away if anchored to can with No. 35 zinc-plated sash chain, detail A. The chain is brought through handle of lid and is fastened with a snap so lid can be separated quickly. If a garbage can is chained to a fence, detail B, or to a post, detail C, it will not be upset by dogs. Unauthorized removal of can is hampered if chain is passed through can handles and padlocked.

These suggestions were prepared by Enno R. Haan, Technical Writer and Consultant, Nashville, Ind.

AL'S GARAGE

ERNEST BRINGIER, Prop.

General Auto Repairing

2732 MELPOMENE AVENUE

TULane 7326

New Orleans, La.

Ph. JA 5-1391-2

Res. WH 5-6273

RICKS AUTO REPAIRS

Automotive Service with a Reputation
Wheel Alignment Service

519 Barracks Street New Orleans 16, La.

Lift & Equipment Service, Inc.

Harry L. Tabony

ALLIS-CHALMERS - THE MOTO-TRUC CO.
SILENT HOIST CRANE CO. - 24 HOUR SERVICE

Phone Jackson 2-2768

Night: WH 0-2536 - WH 0-2553

1341 SO. PETERS STREET
NEW ORLEANS 13, LA.

Free Estimates

40 Years Experience

PAUL'S REPAIR SHOP

Paul Caronna, Prop.

Furniture Repaired and Refinished
Drawers Felt Lined - Antiques Renovated

1212 ROYAL STREET

Jackson 2-7370

Res. Jackson 5-5014

J. R. QUAID, INC.

A. G. VanDenburgh, Vice-President

QUAID FENCE

AMERICA'S FINEST FENCE

3131 FRANKLIN AVENUE

Phone Whitehall 5-3145

New Orleans 22

Louisiana

Hobart-Dayton Sales & Service

L. A. MONTEROS

DAYTON SCALES

Meat & Bone Saws - Meat Choppers - Steak Makers
Meat Slicers - Vegetable Peelers - Food Cutters
Coffee Mills - Food Mixers

1219 S. BROAD STREET

Jackson 2-0592

New Orleans, La.

Silver Nickel Brass Gold Copper
CHROMIUM

ZITO'S

PLATING & POLISHING WORKS

"We Plate to Please"

621 S. Prieur St.

New Orleans 16, La.

JA 2-6900

RALPH'S

TELEVISION & RADIO REPAIRS

3600 ST. CLAUDE AVENUE

New Orleans, La.

WH. 4-3582

HU 8-6464

H. & J. SERVICE

H. J. MOLAISON, Prop.

GENERAL AUTO REPAIRS

Automatic Transmissions - Starters - Generators
Electric Welding - All ESSO Products

3300 DUMAINE STREET

NEW ORLEANS, LA.

CAMPO'S HARDWARE STORE

2601 JACKSON AVENUE

STARLIGHT BAR & LOUNGE

ALTON DIKET, Proprietor

MIXED DRINKS AT POPULAR PRICES
SOFT DRINKS AND BEER



2047 MAZANT STREET

Whitehall 5-9331

J. and J. AUTOMATIC TRANSMISSION EXCHANGE

Walter C. Joyner, Proprietor

General Automobile Repairs
Specializing in Automatic Transmissions
All Work Guaranteed

3914 THIRD STREET

TWinbrook 7-0053

New Orleans, La.

TIP TOP TV SERVICE

R. Millon - F. Cornish

Top Repairing All Ways

Whitehall 7-9223

2442 LONDON AVENUE

RESTAURANT SCLAFANI

Nationally Known For

FINE FOODS

Open 12:00 Noon Till 1 A.M.

VERNON 5-1718

1315 N. Causeway Blvd.
METAIRIE

PETER SCLAFANI

Prop. & Chef

Sclafani's Restaurant

HOME AUTO SALES

Emile Gardette, Proprietor

"GUARANTEED USED CARS"

2760 CANAL STREET

New Orleans, La.

Business: HU 6-6905

Home: CH 2-4574

Mollere's General Welding Service and Contracting

Allen J. Mollere

SPECIALIZING IN TRUCKS, TRAILERS AND
TRACTOR REPAIRS

Bus: MA 3439

Res: WH 5-2656

4030 Clio Street

New Orleans, La.

JEWEL

an Nite Food Store

HOURS 8 A.M.

TO 1 A.M.

MEATS - GROCERIES - LIQUORS

JA. 5 - 5284

2136 MAGAZINE ST.

NO JOB TOO LARGE
 We Have Experience
 To Handle All
**RESIDENTIAL AND COMMERCIAL
 PLUMBING REQUIREMENTS**

MILLER PLUMBING CO.

764 OAK STREET
 Harahan, La.
 Phone 21-4-5602

VISIT OUR MODERN
 SERVICE STATION
NIGHT AND DAY SERVICE
DARBY'S

BAY SERVICE STATION

400 AIRLINE HWY.
 Metairie, La.
 VE 3-9315

Dress the Car
 With All Types of
 Automobile Upholstering
 Safety Glass Work
 And P. Covers
 EASE TERMS
WESTSIDE
AUTO UPHOLSTERY
 138 MORGAN ST.
 FO 6-1881 Algiers 14, La.

Specializing In
 "Souped" Up Jobs
 General Auto Repairs
 of All Kinds
SPEED
SHOP & SERVICE
 918 FRANKLIN AVE.
 WH 7-9360 N. O., La.

-GIFTS-

Of The Famous Southland
HUNT'S CREOLE SHOP

MA 8764

700 ROYAL ST. N. O., LA.



Lowest priced electric chord organ ever produced in America is this Magnus "Jewel" which produces real music, rich and mellow with both melody and chords. Made by the Magnus Organ corporation of Livingston, N. J., it is being offered for under fifty dollars. It may be played in just 60 seconds by anyone with no previous musical knowledge since this is a "play by number" organ. Light in weight, it may be tucked under your arm and taken to parties or dances.

Kesler

Auto-Electric

3701 Airline Hwy.



— Oggi è una di quelle orribili giornate in cui non posso uscire per giocare! —



— Lei non sa chi suona io! —

WH. 5-3606 50 Years Experience

Aarrow
House Raising & Movers

SPECIALIZING IN SHORING
 LEVELING AND FOUNDATIONS
 2449 Touro Robert A. McLean, Prop.

DRYADES-FURNITURE MART

BUY AND SELL
 FURNITURE, TOOLS, AND ANTIQUES
 Herbert L. Parody, Prop.
 2020 DRYADES STREET
 MA. 7685

Notizie scientifiche.
 Non è vero che mangiando cervella si diventa intelligenti, come non è vero che mangiando pesce si impara a nuotare.

In un teatrino di campagna una quinta cade improvvisamente sulla schiena del primo attore.

Uno spettatore esclama:
 Che bel colpo di scena!

Il marito e la moglie hanno bisticciato. La signora se ne sta, tutta imbronciata, in un angolo. Il marito le si avvicina, per dirle:

— Tu hai la pretesa di essere un angelo ed io, invece, affermo che conosco soltanto una moglie che si può dire sia veramente un angelo. E' la moglie del mio caro amico Matteo.

— Io neanche la conosco.
 — Allora, il marito risponde trionfante:

— S'intende che non la conosco: Matteo è vedovo.

Alla stazione.
 — Signore, nei vagoni letto è tutto esaurito.

— Va bene. Non avrebbe un posticino in un vagone pagliericcio?

Consigli utili.
 Se volete indossare biancheria sempre più fresca, non tenetela nei cassetti del comodò, ma nel frigorifero.

G & L
Construction
CONSTRUCTIONS BUILDERS
Repairs

HARRY R. LEVY
 YE. 3 7904
 3105 CARROLLTON WAY DR.

COLUMBUS DAY GREETINGS

CROWN
REFRIGERATION CO.

813 NORTH BROAD ST.
 HU. 2-5731

HERB'S GULF SERVICE

I. E. Hebert, Prop.

Washing - Waxing - Complete Lubrication
 Tires - Battery - Accessories
 Free Car Delivery

HUNter 8-9224 4327 Bienville Avenue

HILLS ARTISTS SUPPLIES

EVERYTHING FOR THE FINE ARTIST
 CUSTOM FRAMING

715 ST. ANN

JA 5-6855 New Orleans 16, La.

NEW ORLEANS MACARONI MFG. CO.

Manufacturers of

RICCO BRAND PRODUCTS

Egg Noodles, Vermicelli, Macaroni and Spaghetti

1107-1109 DAUPHINE ST.

PHONE MAgnolia 5419

THE ITALIAN HALL
IS
AVAILABLE FOR

Dances—Banquets—Wedding Receptions
 Stage Plays—Reviews
 All Social Functions
 Organization and Club Meetings
 Business Meetings

Facilities Available
Include

AUDITORIUM
 Seats Approximately 400

PATIO
 Spacious, Terrazzo Tiled
 For Dancing

**COMPLETE REFRESHMENT AND
 ENTERTAINMENT FACILITIES**
CATERING SERVICE
MEETING ROOMS,

For Further Information Without
 Obligation Please call

O. Al. Chiarello, Manager

1020 ESPLANADE AVE. Tel. LA. 96021753

QUICK AUTO SERVICE

F. LAMBERT - H. STRAIN

Automotive, Industrial & Marine
 Repairs

Automatic Transmissions

307 ARABELLA STREET

Twinbrook 9-5812

NEW ORLEANS, LA.

SILVER CLEANERS & TAILORS

JULIUS (JULES) CARRIERE, Prop.

Tuxedos Rented For All Occasions

Phones: JA 2-8910 - Res. WH 4-6224

1400 GOV. NICHOLLS STREET

WAH LAUNDRY AND CLEANERS



Insured Against Fire and Theft



4539 FRERET STREET

Twinbrook 9-9224

martha jane's

Greeting Cards, Records, Gifts
Party Accessories
S. Carrollton at Palm Street

HUinter 2-1162 New Orleans

NOLA BEEF CO.

300 ALABO STREET

Contractors and Fabricators



George Salvaggio

Phones:

Off.: FO. 6-6474

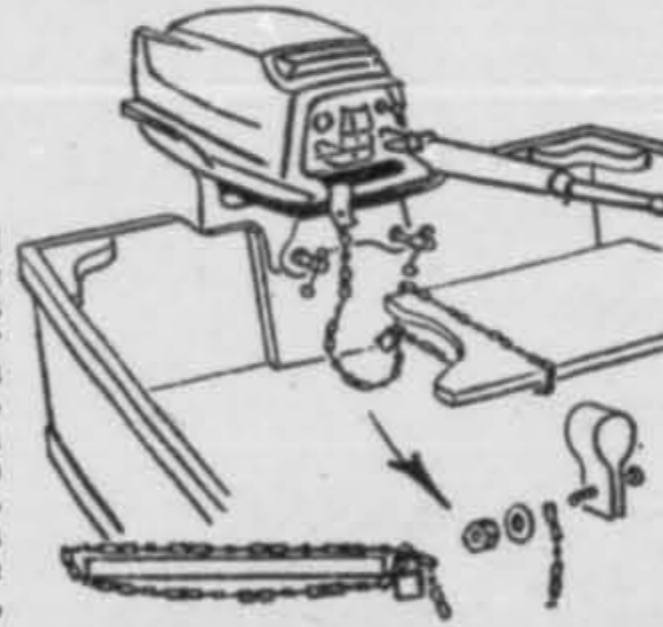
Res.: FO. 1-4258

P. O. Box 91

Harvey 1-

Do It Yourself with Chain**Prevent Losing Motor**

Each year many outboard motors are lost because the holding screws are not kept tight on the boat transom, or they loosen from vibration. You can prevent such loss by anchoring your motor with a length of No. 2/0 twin-loop chain. A simple method of attachment on a rented boat is to bring the chain around the rear seat (if well secured), fastening the chain with a spring snap or small padlock. The latter hampers unauthorized removal of the motor. Allow enough slack in the chain for free movement of the motor when steering.



ADVERTISE IN
THE
ITALO-AMERICAN
NEWS

Il "figaro-poeta" di Wall Street, Chiariello, scriverà un libro in Italia

NAPOLI. (ANSA) — Dopo mezzo secolo è ritornato in Italia dagli Stati Uniti il "celebre" barbiere-poeta Giuseppe Chiariello. Chiariello, che oggi ha settant'anni e che per cinquanta anni ha tagliato i capelli a tanti grossi calibri della finanza americana lavorando nella sua bottega al numero 14 di Wall Street a New York, è giunto a Napoli con il transatlantico "Leonardo da Vinci". Da Napoli proseguirà subito per Polignano a Mare in provincia di Bari, il suo paese natio che lasciò da ragazzo per emigrare negli Stati Uniti.

La storia di Giuseppe Chiariello è simile a quella di tanti italiani che hanno fatto fortuna oltreoceano. Accanto al lavoro però, egli ha coltivato sempre la sua vocazione letteraria scrivendo poesie e racconti. Ora è tornato in Italia a godersi un po' di agiatezza e tranquillità. Non si tratterà però di riposo completo perché ha intenzione di scrivere un libro che avrà per titolo: "I miei cinquant'anni di Wall Street".

Columbus Day Holiday

To quote from the first issue of *Atlantica*, in November 1923, when it was known as the *Rivista d'Italia e d'America*, and was published in Rome: "Yet while in Italy the people and official representatives of many nations, for the first time, celebrated the day of the discovery of the New World through the efforts of an Italian, we must not forget another Italian — a humble printer — who, with a faith more unique than rare, fought for some thirty years to have North America officially proclaim October 12th a legal holiday.

"In the United States many States, beginning with Colorado in 1907, celebrate on October 12th the discovery of the great new continent by the great sailor from Genoa.

"The tenacious advocate of this great Latin holiday—Angelo Noce—who also came from the same city, was brought to America by his parents at the age of three in 1850, and he lived as a proud Italian among other immigrants who had come to America from all parts of the world. "Angelo Noce died in Denver on January 6, 1922, alone, poor and tired, yet happy and satisfied with his work and the result already obtained.

Senators Robert Wagner and Royal S. Copeland of New York, Congressman James M. Fitzpatrick of the 20th Congressional District in New York City, Gr. Off. Generoso Pope, and former Judge Albert H. Vitale.

The campaign began, according to Judge Freschi, as far back as 1906 when the measure was first introduced in Washington. At that time Judge Freschi went to the Capitol accompanied by Antonio Zucca, Vito Contessa, Pietro Acritelli, Rofrano, and Bernardino Ciambelli and urged the measure before the committee. Though it was defeated, the bill was brought up again in succeeding Congresses, but its progress was interrupted by the war. Meanwhile various States were officially proclaiming Columbus Day a State holiday, beginning with Colorado in 1907, and now only 13 States do not officially celebrate the holiday.

"GENOA, which always remembers Noce with nostalgic affection, should worthily honor the memory of this other son of hers, humble, but noble and generous, who worked, fought and triumphed for the ideal of having the Americans celebrate the memory of Columbus, of having universally celebrated the date of the discovery of the new continent.

"Columbus Day has been proposed as a national holiday by the entire country in a bill presented at Washington by a committee of Italians and Americans, headed by Judge John J. Freschi, one of those Italo-Americans who, though devoted sons of the land where they were born, do not for that reason renounce the language, the traditions and the native land of their fathers.

"The Italian societies of North America and the Italian press of the great and hospitable country have also made assiduous efforts for this assertion of public and official recognition for the great navigator."

The above article was written by Dr. Giovanni Perilli, who has, in a volume entitled "Colorado and the Italians of Colorado," amply documented the writings and the life of Angelo Noce.

**DULCICH AND ROVIRA
ELECTRONIC SPECIALISTS**

Radio - Window Air Conditioning Units - TV
All Trucks Radio Equipped For
Speedy Service

901 TECHE STREET
Phone FOrest 6-4576
New Orleans 14, La.

Compliments

GARRETT'S FOOD STORE
5022 FLORIDA AVENUE
Whitehall 4-9198**BEYER INSURANCE AGENCY**

Life - Health and Accident - Automobile
Liability - Fire - Glass - Bonds
Savings Plans

119 N. CARROLLTON AVENUE
HUinter 2-7745 New Orleans, La.

REGAL TIRE SERVICE
R. B. LAWSON

Wholesale Jobbers

231 N. CARROLLTON AVENUE
HUinter 8-6554 - HUinter 8-7474
New Orleans 19, La.

You Can't Go Wrong If You Go Right
GREG'S

General Auto Repairs and Service
2101 N. GALVEZ STREET
New Orleans, La.

PHONE US FOR ROAD SERVICE
Bus.: WH 5-9187 Res.: WH 7-7122

"New Orleans' Leading Sign Artist"

EST. SINCE 1905

★ REAL ESTATE
★ SHOW CARDS
★ GOLD & SILVER LEAF LETTERING



★ TRUCK & OFFICE LETTERING
★ SILK SCREEN PROCESSING
★ DISPLAYS
★ BULLETINS

DIETZ SIGN CO.

JACKSON 5-2623

KARL W. DIETZ
743 POYDRAS

MAY LUMBER CO., INC.

ALEX MAY



Office:

VERnon 1-3267 - VERnon 4-4372



955 CENTRAL AVE. 219 NEWTON STREET

T. SMITH & SON, INC.

TU 0611

625 Hibernia Bank Building

New Orleans 12, La.

ELMO'S IMPERIAL SERVICE

ELMO SOIGNIER, Proprietor

Complete One-Stop Auto and Truck Service
7827 FORSHEY STREET

HUinter 8-4759

New Orleans, La.

GREETINGS

MERITA BREAD & CAKES

3101 TULANE AVENUE

**JOHNSON'S
OUTBOARD MOTOR REPAIR CO.**

LAWN MOWERS - GO-KARTS
SALES AND SERVICE - MARINE SUPPLIES
MONDAY THRU SATURDAY

8100-A CHEF MENTEUR HIGHWAY
CHestnut 2-3931 NEW ORLEANS