

LIBRARY OF CONGRESS
WASHINGTON, D.C.

COLUMBUS Balbo Review

Elviro Di Laura, Editor

Birmingham, Ala., December, 1933

Vol. 1 No. 2



1492

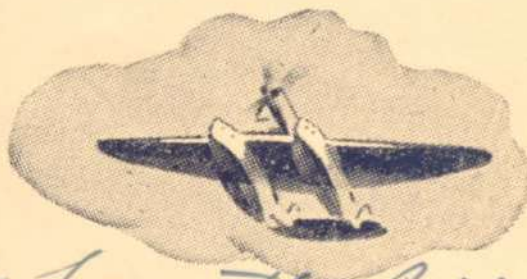


25 c

Adoration of the Shepherds



1933



*Compliments from the Publisher
Elviro Di Laura*

A



Christmas Message

Greetings From Many Friends

DR. F. DEP CORONADO,
Director Biblioteca Nacional
Havana, Cuba.

CAV. FRANK DEEDMYER, Attorney.

H. A. BERG

C. B. GAMBLE, General Manager Gas Co.

DR. A. L. STABLER

J. FRANK RUSHTON, JR.,
Vice-President City Ice Co.

JUDGE ROGER W. SNYDER

DR. R. W. GRIZZARD, Nashville, Tenn.

W. F. CREIGHTON, President
Forster-Creighton Construction Co.

TONY ST. CHARLES (Cianciolo)
City Commissioner, Nashville, Tenn.

FRANK GUAIANO (Yaney) Supt. Cooper,
Weels & Co., Decatur, Ala.

JOSEPH J. TAFURI, Attorney
Nashville, Tenn.

JUDGE JOHN GALELLA, Memphis, Tenn.

LEO TERRAZZANO, Attorney
Memphis, Tenn.

C. L. MARSILLIOTTI, Attorney
Memphis, Tenn.

D. J. CANALE, Attorney, Memphis, Tenn.

PROF. CAV. PRIMO BARTOLINI,
Nashville, Tenn.

FRANK SALADINO, Brooklyn, N. Y.

MAURICE WEINBERGER,
Nashville, Tenn.

JIM STARK, Editor of New Era,
Louisville, Ky.

HERMAN LOEB, Juigo, Tenn.

AUGUST G. GENESIO, Attorney

G. H. NONI, Architect

W. COOPER GREEN, Postmaster

C. E. ESTES

HARRY DEBORDE, Manager
Life and Casualty Insurance Co.

We often talk as if peace depended on governments and could be refused or granted at their will.

It is not true. PEACE is a state of the spirit and depends only on our good will towards all other men, black and white, Jews and Gentiles, yellow and red, bond and free together. Purge the heart of anger, dislike, contempt, suspicion; fill it with loving kindness to others and at once peace will come to you, the peace that passeth understanding, the sacred peace promised in the words:

"My peace I give unto you, not as the world giveth, give I unto you."

And this spiritual peace, this high content, is the health of soul, as summer calm is of the ocean.

There fare a mother driven forth
Out of an inn to roam;
In the place where she was homeless
All men are at home.
The crazy stable close at hand,
With shaking timber and shifting sand,
Grew a stronger thing to abide and stand
Than the square of stones of Rome.

A child in a foul stable,
Where the beasts feed and roam,
Only where He was homeless
Are you and I at home.
We have hands that fashion and heads that know,
But our hearts we lost—how long ago?
In a place no chart nor ship can show
Under the sky's dome.

—G. K. Chesterton.

THE NEW DEAL

"Arise, ye prisoners of starvation!
Arise, ye wretched of the earth!
For justice thunders condemnation—
A better world is in birth.
No more tradition's chains shall bind you;
Arise, ye slaves, no more in thrall!
The world has risen on new foundations—
You have been naught: you shall be all."

W. A. HUDSON, Salesman
Birmingham Gas Company

DONOVAN COFFEE COMPANY

ROBERT H. MANGUM, Ala. Power Co.

J. S. PEVEAR, President
Birmingham Electric Co.

TOM BOWRON, Vice-President
First National Bank of Birmingham

G. B. PULTS, Birmingham Water Works

HICK CADLE, A. C. Legg Packing Co.

HARRIS MORIARTY, President
Fairfield-American National Bank

LOUIS MAENZA, Manager
City Wholesale Warehouse No. 2

CHAS. E. ARMSTRONG, Wofford Oil Co.

DR. LOUIS BOTTA, M.D., Ensley, Ala.

GIULIO FARNETTI, Mechanician and
Inventor

THE COLUMBUS-BALBO REVIEW

Published Monthly

931 South 13th Street. Birmingham, Alabama

ELVIRO DI LAURA.....Editor and Publisher

MRS. CARMEN E. DI LAURA.....Associate Editor

SUBSCRIPTION RATES

One Year.....	\$2.00
Six Months.....	\$1.50
Single Copy.....	.25c
Foreign.....	\$3.00



EDITOR'S PAGE

WE EXPRESS OUR WARMEST THANKS TO ALL

On the next page of this magazine you will find reprinted several communications from friends and newspapers alike, expressing their opinions of our first number of "Columbus-Balbo Review."

Their expressions are sincere, and we can not find any words in the dictionary to thank them for what they said and thing about us.

We know that the road of our aims at present is very hard, but we have courage, faith and patience which will surmount every obstacle and carry us to our goal and give to our friends what we promise.

Again we thank all for their moral and material support.

FIORIELLO H. LA GUARDIA, MAYOR OF THE WORLD'S GREATEST CITY

Fiorello H. La Guardia first saw the light on Varick Street, Manhattan, New York, 51 years ago, but he was reared in the State of Arizona and was brought back to New York as a young man. His father was a bandmaster, who died at Tampa, Florida, during the World War, being in the regular army service and stationed at Fort Huachuachua.

Fiorello, at the age of 20, got into the consular service, serving at Budapest, Trieste and Fiume. La Guardia has mastered several languages, and although being an Italian he never spoke a word of Italian until the age of 19. But he mastered it.

The political career of La Guardia and the elevation to such a position as he now holds is an unusual one. After he was sent back to Ellis Island (where he was interpreter) from the consular service, he started the practice of law, and in 1917 was sent to Congress on the Republican ticket. He took a leave of absence when the World War broke out, joining the aviation corps and made a brilliant record as a combat flyer. After his return he was nominated and elected for aldermanic president, the second highest city office in New York.

As a Congressman in the House of Representatives at Washington, La Guardia made one of the most brilliant careers. He is both loved and hated.

La Guardia was the cause of Jimmie Walker's collapse in 1932 when Walker resigned as mayor of New York under fire.

It was in the campaign of 1929 that La Guardia was a candidate for mayor against Walker that La Guardia planted a bomb in Tammany Hall and set the fuse that put the "house on fire" and caused the downfall of Walker's administration.

When La Guardia goes to the voters of his districts he addresses them in their languages—German, Yiddish, Spanish, English, French, Russian, Italian, and several European dialects.

Mrs. Maria La Guardia, his wife, is a German blonde, and he married her almost before she realized what was happening. She was his private secretary. La Guardia lost his first wife and also a child, both lying within the space of two weeks.

La Guardia received the support of all political parties in the recent election. The newspapers were full of his professional achievements. His outstanding record is that he always fights for the rights of the people, and New York citizens love him for it. It is predicted that he will make the best mayor New York City has ever had.

With the election of Fiorello H. La Guardia, New York again comes into her own as a great civil city and frees herself from the political corruption that has kept her retarded for the last quarter of a century.

The Columbus-Balbo Review extends to Mayor La Guardia the most fervent congratulations.

THE REVIEW SALUTES THE LINDBERGH'S

To you, oh former Eagle of the Air, and to your Anne, we salute and greet you and your new conquest.

BE YOURSELF

Don't be subdued. Don't be silenced by the judgments of others. Don't permit your own brain to be invaded.

Don't allow your intelligence to be intimidated, conquered, vanquished. Manifest yourself at any cost.

Give rein to your own thoughts, whatever they may be. Don't restrain or suppress your powers.

To do that is to commit mental suicide. It is to destroy the very life of your mind.

It is self-murder. It means for you slavery and ruin eventually. Don't put your brain in bondage to theologies of other men, or the philosophies of other men, or the laws of other men. To do this is to accurse yourself. Evil comes upon all who do it. They go down in the scale of existence.

They lose all their masculine, God-like qualities and are damned in the most literal sense.

That is why such vast hordes of human beings really amount to nothing. They do not reverence themselves. Their brains are dead and even putrid. They obey the will of others and have abandoned the sacred instincts and hopes of their own nature. They try to be what they are not and never can be. They are not even men. They are intellectual castrates.

Develop your own individual character, therefore. Reverence it, honor it, obey it implicitly and boldly, aggressively. Defend your personality against all attempted social, political or priestly pressure.

The most precious force within you is your ancestral, natural instinct. It is your very soul. It is your spirit. It was born in you to be your guide. It comes from your forefathers.

It is their experience transmitted through generations. It is your hereditary memory.

Hence it is for you only the highest truth, the holiest religion.

Never permit the dogmas of others to be imposed upon yourself. Resent, above all things, mental enslavement. Do not put your soul in irons.

Do not bend your will to any man. Stand up and be a warrior and a hero in everything you do, or say, or think.

RESPONSIBILITIES OF CITIZENSHIP

It is not enough to be a good husband, a good father, a good neighbor and an all around good fellow. These are all necessary but to crown it all one should be a good citizen.

One of the things a good citizen should do is to pay his taxes, of course, but he should give of his time and his thought to city affairs. He should know what his taxes are spent for and see that he gets value for his money. You are part owner of this municipality and it is your business to know how your money is spent.

Most of our ills are due to bad citizenship, which give the professional politician an opportunity to get away with what should be spent for your benefit.

Are you doing your duty as a citizen, to your family and to yourself. If you are, the words of the great Lincoln apply to you. He said: "I like to see a man proud of the place in which he lives. I like to see him in it, so that the place will be proud of him." He also said: "Be honest, but hate no one; overturn a man's wrong-doing, but do not overturn him unless it is done to overturn the wrong. Stand with a man that stands right, stand with him while he is right, and part with him when he goes wrong."

Do you do it?

AMBITION

Are you really ambitious or do you merely believe you are? Mere dissatisfaction with your work is no indication of ambition. The fact that you want the job higher up is not ambition.

Ambition consists in performing the task which you have so well and so efficiently that you will best fit yourself for the position above.

Ambition consists in preparing oneself for promotion, not merely desiring promotion.

A



Christmas Message

Greetings From Many Friends

DR. F. DEP CORONADO,
Director Biblioteca National
Havana, Cuba.

CAV. FRANK DEEDMYER, Attorney.

H. A. BERG

C. B. GAMBLE, General Manager Gas Co.

DR. A. L. STABLER

J. FRANK RUSHTON, JR.,
Vice-President City Ice Co.

JUDGE ROGER W. SNYDER

DR. R. W. GRIZZARD, Nashville, Tenn.

W. F. CREIGHTON, President
Forster-Creighton Construction Co.

TONY ST. CHARLES (Cianciolo)
City Commissioner, Nashville, Tenn.

FRANK GUAIANO (Yaney) Supt. Cooper,
Weels & Co., Decatur, Ala.

JOSEPH J. TAFURI, Attorney
Nashville, Tenn.

JUDGE JOHN GALELLA, Memphis, Tenn.

LEO TERRAZZANO, Attorney
Memphis, Tenn.

C. L. MARSILLIOTTI, Attorney
Memphis, Tenn.

D. J. CANALE, Attorney, Memphis, Tenn.

PROF. CAV. PRIMO BARTOLINI,
Nashville, Tenn.

FRANK SALADINO, Brooklyn, N. Y.

MAURICE WEINBERGER,
Nashville, Tenn.

JIM STARK, Editor of New Era,
Louisville, Ky.

HERMAN LOEB, Juigo, Tenn.

AUGUST G. GENESIO, Attorney

G. H. NONI, Architect

W. COOPER GREEN, Postmaster

C. E. ESTES

HARRY DEBORDE, Manager
Life and Casualty Insurance Co.

We often talk as if peace depended on governments and could be refused or granted at their will.

It is not true. PEACE is a state of the spirit and depends only on our good will towards all other men, black and white, Jews and Gentiles, yellow and red, bond and free together. Purge the heart of anger, dislike, contempt, suspicion; fill it with loving kindness to others and at once peace will come to you, the peace that passeth understanding, the sacred peace promised in the words:

"My peace I give unto you, not as the world giveth, give I unto you."

And this spiritual peace, this high content, is the health of soul, as summer calm is of the ocean.

There fare a mother driven forth
Out of an inn to roam;
In the place where she was homeless
All men are at home.
The crazy stable close at hand,
With shaking timber and shifting sand,
Grew a stronger thing to abide and stand
Than the square of stones of Rome.

A child in a foul stable,
Where the beasts feed and roam,
Only where He was homeless
Are you and I at home.
We have hands that fashion and heads that know,
But our hearts we lost—how long ago?
In a place no chart nor ship can show
Under the sky's dome.

—G. K. Chesterton.

THE NEW DEAL

"Arise, ye prisoners of starvation!
Arise, ye wretched of the earth!
For justice thunders condemnation—
A better world is in birth.
No more tradition's chains shall bind you;
Arise, ye slaves, no more in thrall!
The world has risen on new foundations—
You have been naught: you shall be all."

W. A. HUDSON, Salesman
Birmingham Gas Company

DONOVAN COFFEE COMPANY

ROBERT H. MANGUM, Ala. Power Co.

J. S. PEVEAR, President
Birmingham Electric Co.

TOM BOWRON, Vice-President
First National Bank of Birmingham

G. B. PULTS, Birmingham Water Works

HICK CADLE, A. C. Legg Packing Co.

HARRIS MORIARTY, President
Fairfield-American National Bank

LOUIS MAENZA, Manager
City Wholesale Warehouse No. 2

CHAS. E. ARMSTRONG, Wofford Oil

DR. LOUIS BOTTA, M.D., Ensley, Ala.

JULIO FARNETTI, Mechanician and
Inventor

THE COLUMBUS-BALBO REVIEW

Published Monthly

931 South 13th Street

Birmingham, Alabama

ELVIRO DI LAURA.....Editor and Publisher

MRS. CARMEN E. DI LAURA.....Associate Editor

SUBSCRIPTION RATES

One Year.....	\$2.00
Six Months.....	\$1.50
Single Copy.....	25c
Foreign.....	\$3.00



EDITOR'S PAGE

WE EXPRESS OUR WARMEST THANKS TO ALL

On the next page of this magazine you will find reprinted several communications from friends and newspapers alike, expressing their opinions of our first number of "Columbus-Balbo Review."

Their expressions are sincere, and we can not find any words in the dictionary to thank them for what they said and thing about us.

We know that the road of our aims at present is very hard, but we have courage, faith and patience which will surmount every obstacle and carry us to our goal and give to our friends what we promise.

Again we thank all for their moral and material support.

FIORELLO H. LA GUARDIA, MAYOR OF THE WORLD'S GREATEST CITY

Fiorello H. La Guardia first saw the light on Varick Street, Manhattan, New York, 51 years ago, but he was reared in the State of Arizona and was brought back to New York as a young man. His father was a bandmaster, who died at Tampa, Florida, during the World War, being in the regular army service and stationed at Fort Huachuachua.

Fiorello, at the age of 20, got into the consular service, serving at Budapest, Trieste and Fiume. La Guardia has mastered several languages, and although being an Italian he never spoke a word of Italian until the age of 19. But he mastered it.

The political career of La Guardia and the elevation to such a position as he now holds is an unusual one. After he was sent back to Ellis Island (where he was interpreter) from the consular service, he started the practice of law, and in 1917 was sent to Congress on the Republican ticket. He took a leave of absence when the World War broke out, joining the aviation corps and made a brilliant record as a combat flyer. After his return he was nominated and elected for aldermanic president, the second highest city office in New York.

As a Congressman in the House of Representatives at Washington, La Guardia made one of the most brilliant careers. He is both loved and hated.

La Guardia was the cause of Jimmie Walker's collapse in 1932 when Walker resigned as mayor of New York under fire.

It was in the campaign of 1929 that La Guardia was a candidate for mayor against Walker that La Guardia planted a bomb in Tammany Hall and set the fuse that put the "house on fire" and caused the downfall of Walker's administration.

When La Guardia goes to the voters of his districts he addresses them in their languages—German, Yiddish, Spanish, English, French, Russian, Italian, and several European dialects.

Mrs. Maria La Guardia, his wife, is a German blonde, and he married her almost before she realized what was happening. She was his private secretary. La Guardia lost his first wife and also a child, both lying within the space of two weeks.

La Guardia received the support of all political parties in the recent election. The newspapers were full of his professional achievements. His outstanding record is that he always fights for the rights of the people, and New York citizens love him for it. It is predicted that he will make the best mayor New York City has ever had.

With the election of Fiorello H. La Guardia, New York again comes into her own as a great civil city and frees herself from the political corruption that has kept her retarded for the last quarter of a century.

The Columbus-Balbo Review extends to Mayor La Guardia the most fervent congratulations.

THE REVIEW SALUTES THE LINDBERGH'S

To you, oh former Eagle of the Air, and to your Anne, we salute and greet you and your new conquest.

BE YOURSELF

Don't be subdued. Don't be silenced by the judgments of others. Don't permit your own brain to be invaded.

Don't allow your intelligence to be intimidated, conquered, vanquished. Manifest yourself at any cost.

Give rein to your own thoughts, whatever they may be. Don't restrain or suppress your powers.

To do that is to commit mental suicide. It is to destroy the very life of your mind.

It is self-murder. It means for you slavery and ruin eventually. Don't put your brain in bondage to theologies of other men, or the philosophies of other men, or the laws of other men. To do this is to accurse yourself. Evil comes upon all who do it. They go down in the scale of existence.

They lose all their masculine, God-like qualities and are damned in the most literal sense.

That is why such vast hordes of human beings really amount to nothing. They do not reverence themselves. Their brains are dead and even putrid. They obey the will of others and have abandoned the sacred instincts and hopes of their own nature. They try to be what they are not and never can be. They are not even men. They are intellectual castrates.

Develop your own individual character, therefore. Reverence it, honor it, obey it implicitly and boldly, aggressively. Defend your personality against all attempted social, political or priestly pressure.

The most precious force within you is your ancestral, natural instinct. It is your very soul. It is your spirit. It was born in you to be your guide. It comes from your forefathers.

It is their experience transmitted through generations. It is your hereditary memory.

Hence it is for you only the highest truth, the holiest religion. Never permit the dogmas of others to be imposed upon yourself. Resent, above all things, mental enslavement. Do not put your soul in irons.

Do not bend your will to any man. Stand up and be a warrior and a hero in everything you do, or say, or think.

RESPONSIBILITIES OF CITIZENSHIP

It is not enough to be a good husband, a good father, a good neighbor and an all around good fellow. These are all necessary but to crown it all one should be a good citizen.

One of the things a good citizen should do is to pay his taxes, of course, but he should give of his time and his thought to city affairs. He should know what his taxes are spent for and see that he gets value for his money. You are part owner of this municipality and it is your business to know how your money is spent.

Most of our ills are due to bad citizenship, which give the professional politician an opportunity to get away with what should be spent for your benefit.

Are you doing your duty as a citizen, to your family and to yourself. If you are, the words of the great Lincoln apply to you. He said: "I like to see a man proud of the place in which he lives. I like to see him in it, so that the place will be proud of him." He also said: "Be honest, but hate no one; overturn a man's wrong-doing, but do not overturn him unless it is done to overturn the wrong. Stand with a man that stands right, stand with him while he is right, and part with him when he goes wrong."

Do you do it?

AMBITION

Are you really ambitious or do you merely believe you are? Mere dissatisfaction with your work is no indication of ambition. The fact that you want the job higher up is not ambition.

Ambition consists in performing the task which you have so well and so efficiently that you will best fit yourself for the position above.

Ambition consists in preparing oneself for promotion, not merely desiring promotion.

COMMENTS FROM OUTSIDE

FROM "ATLANTICA MONTHLY ITALIAN REVIEW"

New York, October 13, 1933.

Dear Mr. Di Laura, Birmingham, Ala.
 Congratulations on the fine appearance of "Columbus-Balbo Review."
 Sincerely yours,
 M. CLEMENT-GROCHAU,
 General Manager.

STATE OF ALABAMA DEPARTMENT OF ARCHIVES AND HISTORY Montgomery

October 13, 1933.

Mr. Elviro Di Laura, Editor and Publisher,
 The Columbus-Balbo Review, 931 South 13th St.,
 Birmingham, Alabama.

My dear Mr. Di Laura:

The two copies of your new magazine, The Columbus-Balbo Review, have arrived in this office, and I am writing to beg you to place the Alabama Department of Archives and History on your complimentary mailing list. On account of the great reduction of our appropriation made by the legislature we are not able to subscribe to your publication, as in the past. If you will send us your magazine with your compliments, I promise you that it will be carefully preserved in this department, and as soon as we have a binding fund at our disposition it shall be bound for preservation. It was my happy privilege to be in Chicago at the time Balbo and his party arrived in that great city. I saw his fleet of airplanes light upon the water of beautiful Lake Michigan and I was thrilled with the sight.

Many years ago I traveled through Italy and, like so many Americans who have seen your country, I marveled at the beauty of it.

Thanking you again for the copies of your publication which you sent us, and wishing your magazine success, I am,

Most sincerely,

MARIE B. OWEN, Director.

SPANISH NOTABLE WRITES FROM CUBA

La Habana, 23 de Octubre, de 1933.

SR. ELVIRO DI LAURA,
 Editor de "The Columbus-Balbo Review,"
 Birmingham, Alabama.

MUY SENOR MIO:

Tengo la honra de acusarle el recibo de los impresos que a continuacion describen, los que Vd. bondadosamente se ha servido regalar a esta Biblioteca Nacional, y en nombre de la misma me es muy grato darle las mas expresivas gracias por ese donativo.

Al propio tiempo me complace en comunicarle que estos impresos han sido puestos ya a la disposicion del publico en la seccion correspondiente.

Mis mas sinceras felicitaciones por su Revista es muy interesante y le deseamos todo exito.

De Vd. con el mayor respeto,

DR. F. DEP CORONADO, Director,
 Biblioteca Nacional, Habana, Cuba.

FROM THE ROYAL ITALIAN VICE-CONSUL

Birmingham, Ala., October 23, 1933.

Egregio Signor Elviro Di Laura,
 Editor "Columbus-Balbo Review,"
 Birmingham, Alabama.

La ringrazio per il gentile invio di una copia del primo numero della Sua nuova rivista "Columbus-Balbo Review" giuntami recentemente e mi pregio inviarle i miei piu' vivi complimenti per l'accuratezza della compilazione, l'eleganza del formato e lo spirito di alto patriottismo a cui la Sua nuova nobile fatica si informa.

Birmingham ed in generale tutte le Comunita' fra le quali la Sua rivista verra' diffusa, troveranno in essa nuove fonti di ispirazione e di fede.

Il Suo e' un magnifico lavoro, degnissimo di fortuna. Gradisca, Egregio Signor Di Laura, i sensi della mia piu' alta considerazione.

G. A. FIRPO, II Reggente.

LIKES FIRST "COLUMBUS-BALBO REVIEW"

Birmingham, Ala., October 20, 1933.

Mr. Elviro Di Laura, Birmingham, Alabama.

Dear Mr. Di Laura:

Please accept my thanks for the first number of "Columbus-Balbo Review." I trust that it will be continued as an Italo-American magazine, receiving the most generous support from Italo-Americans throughout the whole of the United States. If you continue in the subsequent issues to supply the same valuable reading matter found in the first number, your publication will become a rich source of information for Italo-Americans, and inspire them with enthusiasm for the great and glorious things which the Italian race has contributed to our civilization.

A publication of such a character would fill a long felt want. And this "Want" is the deficiency in the knowledge of Italy's great past, which we so often notice in young people of Italian parentage living in this country. You, Mr. Editor, have often been in audiences of Italians and Italo-Americans which I had the pleasure to address during the last thirty-five years, and I am sure you noticed that my addresses, more and more, were designed to inform the Italo-Americans of what their race contributed to the world's literature, art, and all the finer and more valuable things which constitute the noblest and the best to which mankind has attained—our civilization.

Your first number gives promise of work in the same direction. I wish you every success.

FRANK DEEDMEYER,
 Cavaliere dei Santi Maurizio e Lazzaro.

BY JOHN TEMPLE GRAVES, II, IN AGE-HERALD

Editor Elviro Di Laura, of Birmingham's Italian-American magazine, is also a stone mason. His stone masonry is the secret of an editorial success which is destined to be more lasting than that of any other editor we know. It has been his privilege as a mason to insert in the cornerstones of many public and private buildings here whatever documents and records he thinks most worth discovering and examining many years hence when the buildings crumble or are demolished. He is thus an editor not only for his own day but for the days of centuries to come. He shares with other editors the opportunity of influencing what living people think and know, but he stands alone among them in the opportunity of influencing what people who haven't yet been born will think and know. Even Arthur Brisbane should envy him.

MAGAZINE FOR ITALIANS IN SOUTH

The recent epoch-making flight of General Balbo, act of Italy's air heroes, to the Century of Progress exposition with his ninety-six intrepid comrades, provided the opportunity for the long contemplated magazine, The Columbus-Balbo Review, published in Birmingham, to promote the interests of the Italians in the South land.

The first number for October has been received with an enthusiastic welcome by the many friends of the editor, Elviro Di Laura, not only amongst his own countrymen but also by native citizens since the greater part of the magazine is printed in English. In addition to the excellent typographical set-up of The Review, the contents cover a wide range of subjects from the history making achievements of famous Italians to "The Glory and the Responsibility of Citizenship" of the sons of Italy in this, the adopted land.

Under the guidance of Editor Di Laura and his estimable wife, Mrs. Carmen E. Di Laura, as associate editor, a successful future is predicted for the only magazine of its kind in the South.—The Mobile News, Nov. 22, 1933.

"COLUMBUS-BALBO REVIEW" IN CORNERSTONE

Included in the papers sealed in the marble cornerstone of a new postoffice in Nashville which was laid Saturday, November 11, is a copy of "Columbus-Balbo Review" published in Birmingham and edited by Elviro Di Laura, formerly a resident of Nashville.

Enclosure of The Review in the Nashville postoffice cornerstone is significant of the bond of friendship between this country and Italy. The magazine has various patriotic American songs, it as well as the pictures of George Washington and Franklin Roosevelt.—The Nashville Tennessean.

THE GREATEST EVENTS OF THE WORLD

ALESANDRO VOLTA, THE MAN WHO "TAMED" THE ELECTRIC SPARK

Little over a century ago, on March 5, 1827, Alesandro Volta died at the age of 73, and kings and scientists paid homage to his memory.

Today when men speak of a "volt" they unconsciously honor Volta. For nearly three decades he had been looked up to as the magician who had tamed the electric spark. Volta enriched the world with a new source of energy, especially in sending telegraph messages over thousands of miles.

Volta was born July 18, 1745, at Como, Italy. This invention of his caused much excitement, and set men still harder to work.



He demonstrated his electric cell before the first consul, Napoleon Bonaparte.

With Volta there is another great Italian, Luigi Galvani, which is now classic and which has made it impossible to discuss the work of the one without considering that of the other.

Galvani, who was born at Bologna, Italy, in 1737, and died there in 1798, one day in 1780 dissected a frog in his laboratory and placed it on a table near which was an electrical machine. His assistant touched the nerves of the dead frog while the machine was being turned and while it was emitting sparks. Suddenly the dead frog was thrown into convulsions, although there was no physical connection with the machine. When the machine stopped the convulsions also stopped.

Galvani, with this discovery, stirred the world. He wrote a book in Latin, in accordance with the established professional practice, and definitely took the stand that there was an intimate relation between organic life and electricity, and he suggested that human beings may be affected by thunderstorms and that electricity may influence plant and animal growth.

The book made a tremendous sensation, and today when the people speak of "galvanize" they honor Galvani, as speaking of "volt" they honor Volta, two great Italians who gave to the world what is now known as electricity.

THOMAS ALVA EDISON

After the discovery of electricity by Volta and Galvani, many modern inventions resulted from the contributions of many minds. Mr. Edison was one of the contributors who succeeded in making an incandescent lamp in which a loop of carbonized cotton thread glowed in a vacuum. The New York Herald of December 21, 1879, (54 years ago this month) announced Edison's success.

Mr. Edison was also the inventor of many other modern elec-



trical apparatus, such as the phonograph, the kintograph, a motion picture camera, which was invented in 1891.

In the year 1927 a world exposition was held at Como, Italy, the birth place of "Volt" (Alessandro Volta), the discoverer of electricity, and Mr. Edison went there to place a wreath on the tomb of his master as tribute to the great discoverer.

Thomas Alva Edison was born at Milan, Ohio, on February 11, 1845, and died on October 18, 1931, as one of the greatest inventors in America.

GUGLIELMO MARCONI, THE FATHER OF WIRELESS TELEGRAPHY AND RADIO

Bologna, the cradle of many great men in the world, is the birth place of Guglielmo Marconi, the inventor of wireless telegraphy and the radio.

Marconi first saw the light of day in 1874 in the city of Bologna, Italy, the birth place of Alesandro Volta, the inventor of electricity.

From boyhood Marconi was intensely interested in electricity and made it his chief subject of study at Bologna University, and was astonished when he succeeded in sending messages a distance of two miles by waves without the aid of wires. He offered his



discovery to the Italian government, but it did not accept the offer. Then he went to London, England, and the English government accepted the invention. Marconi went on with his experiments with great success, and wireless service was established between England and France.

The first message was sent across the Atlantic on December 12, 1901, from Poldhu, England, to Newfoundland, which was simply the letter "S," and was received by Marconi.

Marconi's new transatlantic short wave beam transmitter, which concentrates radio waves as a searchlight flashes a shaft of light, is now in operation between England and Canada, handling traffic at a speed of 200 words a minute.

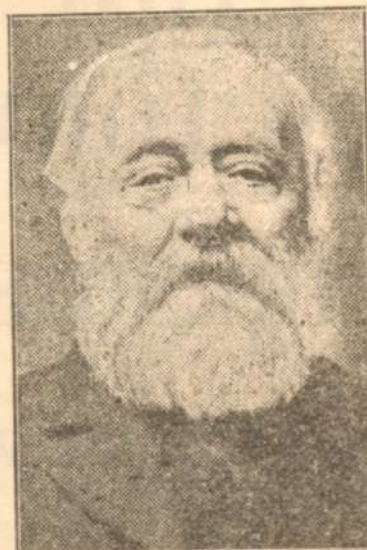
The wireless invention of Marconi is one of the marvels of the world, which has and will save millions of human lives.

Some of these days we will hear that Marconi has made a new discovery to bring more joy to humanity.

ANTONIO MEUCCI

The first crude model of the telephone invention is said to have been built in 1841 in Havana by Antonio Meucci. It was named the "Teletrofone." Meucci attempted to market his invention in Italy, but had no success.

While he was living in Havana, Meucci treated parties with



electricity in his own home and once thought that he heard voices coming over the wire he was using. Investigating, he found that the voice came from a patient who was some eighty feet from him.

(Continued on Page 6)

COMMENTS FROM OUTSIDE

FROM "ATLANTICA MONTHLY ITALIAN REVIEW"

New York, October 13, 1933.

Dear Mr. Di Laura, Birmingham, Ala.

Congratulations on the fine appearance of "Columbus-Balbo Review."

Sincerely yours,

M. CLEMENT-GROCHAU,
General Manager.

STATE OF ALABAMA

DEPARTMENT OF ARCHIVES AND HISTORY Montgomery

October 13, 1933.

Mr. Elviro Di Laura, Editor and Publisher,
The Columbus-Balbo Review, 931 South 13th St.,
Birmingham, Alabama.

My dear Mr. Di Laura:

The two copies of your new magazine, The Columbus-Balbo Review, have arrived in this office, and I am writing to beg you to place the Alabama Department of Archives and History on your complimentary mailing list. On account of the great reduction of our appropriation made by the legislature we are not able to subscribe to your publication, as in the past. If you will send us your magazine with your compliments, I promise you that it will be carefully preserved in this department, and as soon as we have a binding fund at our disposition it shall be bound for preservation.

It was my happy privilege to be in Chicago at the time Balbo and his party arrived in that great city. I saw his fleet of airplanes light upon the water of beautiful Lake Michigan and I was thrilled with the sight.

Many years ago I traveled through Italy and, like so many Americans who have seen your country, I marveled at the beauty of it.

Thanking you again for the copies of your publication which you sent us, and wishing your magazine success, I am,

Most sincerely,

MARIE B. OWEN, Director.

SPANISH NOTABLE WRITES FROM CUBA

La Habana, 23 de Octubre, de 1933.

SR. ELVIRO DI LAURA,
Editor de "The Columbus-Balbo Review,"
Birmingham, Alabama.

MUY SENOR MIO:

Tengo la honra de acusarle el recibo de los impresos que a continuacion e describen, los que Vd. bondado samente se ha servido regalar a esta Biblioteca Nacional, y en nombre de la misma me es muy grato darle las mas expresivas gracias por ese donativo.

Al propio tiempo me complazco en comunicarle que estos impresos han sido puestos ya a la disposicion del publico en la seccion correspondiente.

Mis mas sinceras felicitacions por su Revista es muy interesante y le deseamos todo exito.

De Vd. con el mayor respeto,

DR. F. DEP CORONADO, Director,
Biblioteca Nacional, Habana, Cuba.

FROM THE ROYAL ITALIAN VICE-CONSUL

Birmingham, Ala., October 23, 1933.

Egregio Signor Elviro Di Laura,
Editor "Columbus-Balbo Review,"
Birmingham, Alabama.

La ringrazio per il gentile invio di una copia del primo numero della Sua nuova rivista "Columbus-Balbo Review" giuntami recentemente e mi pregio inviarle i miei piu' vivi complimenti per l'accuratezza della compilazione, l'eleganza del formato e lo spirito di alto patriottismo a cui la Sua nuova nobile fatica si informa.

Birmingham ed in generale tutte le Comunita' fra le quali la Sua rivista verra' diffusa, troveranno in essa nuove fonti di ispirazione e di fede.

Il Suo e' un magnifico lavoro, degnissimo di fortuna. Gradisca, Egregio Signor Di Laura, i sensi della mia piu' alta considerazione.

G. A. FIRPO, Il Reggente.

LIKES FIRST "COLUMBUS-BALBO REVIEW"

Birmingham, Ala., October 20, 1933.

Mr. Elviro Di Laura, Birmingham, Alabama.

Dear Mr. Di Laura:

Please accept my thanks for the first number of "Columbus-Balbo Review." I trust that it will be continued as an Italo-American magazine, receiving the most generous support from Italo-Americans throughout the whole of the United States. If you continue in the subsequent issues to supply the same valuable reading matter found in the first number, your publication will become a rich source of information for Italo-Americans, and inspire them with enthusiasm for the great and glorious things which the Italian race has contributed to our civilization.

A publication of such a character would fill a long felt want. And this "Want" is the deficiency in the knowledge of Italy's great past, which we so often notice in young people of Italian parentage living in this country. You, Mr. Editor, have often been in audiences of Italians and Italo-Americans which I had the pleasure to address during the last thirty-five years, and I am sure you noticed that my addresses, more and more, were designed to inform the Italo-Americans of what their race contributed to the world's literature, art, and all the finer and more valuable things which constitute the noblest and the best to which mankind has attained—our civilization.

Your first number gives promise of work in the same direction. I wish you every success.

FRANK DEEDMEYER,
Cavaliere dei Santi Maurizio e Lazzaro.

BY JOHN TEMPLE GRAVES, II, IN AGE-HERALD

Editor Elviro Di Laura, of Birmingham's Italian-American magazine, is also a stone mason. His stone masonry is the secret of an editorial success which is destined to be more lasting than that of any other editor we know. It has been his privilege as a mason to insert in the cornerstones of many public and private buildings here whatever documents and records he thinks most worth discovering and examining many years hence when the buildings crumble or are demolished. He is thus an editor not only for his own day but for the days of centuries to come. He shares with other editors the opportunity of influencing what living people think and know, but he stands alone among them in the opportunity of influencing what people who haven't yet been born will think and know. Even Arthur Brisbane should envy him.

MAGAZINE FOR ITALIANS IN SOUTH

The recent epoch-making flight of General Balbo, act of Italy's air heroes, to the Century of Progress exposition with his ninety-six intrepid comrades, provided the opportunity for the long contemplated magazine, The Columbus-Balbo Review, published at Birmingham, to promote the interests of the Italians in the Southland.

The first number for October has been received with an enthusiastic welcome by the many friends of the editor, Elviro Di Laura, not only amongst his own countrymen but also by native citizens since the greater part of the magazine is printed in English. In addition to the excellent typographical set-up of The Review, the contents cover a wide range of subjects from the history-making achievements of famous Italians to "The Glory and the Responsibility of Citizenship" of the sons of Italy in this, their adopted land.

Under the guidance of Editor Di Laura and his estimable wife, Mrs. Carmen E. Di Laura, as associate editor, a successful future is predicted for the only magazine of its kind in the South.—The Mobile News, Nov. 22, 1933.

"COLUMBUS-BALBO REVIEW" IN CORNERSTONE

Included in the papers sealed in the marble cornerstone of the new postoffice in Nashville which was laid Saturday, November 5, is a copy of "Columbus-Balbo Review" published in Birmingham and edited by Elviro Di Laura, formerly a resident of Nashville.

Enclosure of The Review in the Nashville postoffice cornerstone is significant of the bond of friendship between this country and Italy. The magazine has various patriotic American songs in it as well as the pictures of George Washington and Franklin D. Roosevelt.—The Nashville Tennessean.

THE GREATEST EVENTS OF THE WORLD

ALESSANDRO VOLTA, THE MAN WHO "TAMED" THE ELECTRIC SPARK

Little over a century ago, on March 5, 1827, Alessandro Volta died at the age of 73, and kings and scientists paid homage to his memory.

Today when men speak of a "volt" they unconsciously honor Volta. For nearly three decades he had been looked up to as the magician who had tamed the electric spark. Volta enriched the world with a new source of energy, especially in sending telegraph messages over thousands of miles.

Volta was born July 18, 1745, at Como, Italy. This invention of his caused much excitement, and set men still harder to work.



He demonstrated his electric cell before the first consul, Napoleon Bonaparte.

With Volta there is another great Italian, Luigi Galvani, which is now classic and which has made it impossible to discuss the work of the one without considering that of the other.

Galvani, who was born at Bologna, Italy, in 1737, and died there in 1798, one day in 1780 dissected a frog in his laboratory and placed it on a table near which was an electrical machine. His assistant touched the nerves of the dead frog while the machine was being turned and while it was emitting sparks. Suddenly the dead frog was thrown into convulsions, although there was no physical connection with the machine. When the machine stopped the convulsions also stopped.

Galvani, with this discovery, stirred the world. He wrote a book in Latin, in accordance with the established professional practice, and definitely took the stand that there was an intimate relation between organic life and electricity, and he suggested that human beings may be affected by thunderstorms and that electricity may influence plant and animal growth.

The book made a tremendous sensation, and today when the people speak of "galvanize" they honor Galvani, as speaking of "volt" they honor Volta, two great Italians who gave to the world what is now known as electricity.

THOMAS ALVA EDISON

After the discovery of electricity by Volta and Galvani, many modern inventions resulted from the contributions of many minds. Mr. Edison was one of the contributors who succeeded in making an incandescent lamp in which a loop of carbonized cotton thread glowed in a vacuum. The New York Herald of December 21, 1879, (54 years ago this month) announced Edison's success.

Mr. Edison was also the inventor of many other modern elec-



trical apparatus, such as the phonograph, the kintograph, a motion picture camera, which was invented in 1891.

In the year 1927 a world exposition was held at Como, Italy, the birth place of "Volt" (Alessandro Volta), the discoverer of electricity, and Mr. Edison went there to place a wreath on the tomb of his master as tribute to the great discoverer.

Thomas Alva Edison was born at Milan, Ohio, on February 11, 1845, and died on October 18, 1931, as one of the greatest inventors in America.

GUGLIELMO MARCONI, THE FATHER OF WIRELESS TELEGRAPHY AND RADIO

Bologna, the cradle of many great men in the world, is the birth place of Guglielmo Marconi, the inventor of wireless telegraphy and the radio.

Marconi first saw the light of day in 1874 in the city of Bologna, Italy, the birth place of Alessandro Volta, the inventor of electricity.

From boyhood Marconi was intensely interested in electricity and made it his chief subject of study at Bologna University, and was astonished when he succeeded in sending messages a distance of two miles by waves without the aid of wires. He offered his



discovery to the Italian government, but it did not accept the offer. Then he went to London, England, and the English government accepted the invention. Marconi went on with his experiments with great success, and wireless service was established between England and France.

The first message was sent across the Atlantic on December 12, 1901, from Poldhu, England, to Newfoundland, which was simply the letter "S," and was received by Marconi.

Marconi's new transatlantic short wave beam transmitter, which concentrates radio waves as a searchlight flashes a shaft of light, is now in operation between England and Canada, handling traffic at a speed of 200 words a minute.

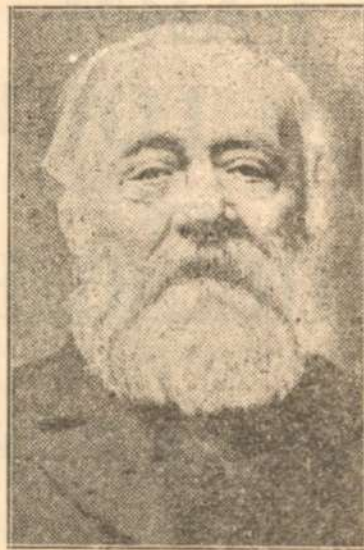
The wireless invention of Marconi is one of the marvels of the world, which has and will save millions of human lives.

Some of these days we will hear that Marconi has made a new discovery to bring more joy to humanity.

ANTONIO MEUCCI

The first crude model of the telephone invention is said to have been built in 1841 in Havana by Antonio Meucci. It was named the "Teletrofone." Meucci attempted to market his invention in Italy, but had no success.

While he was living in Havana, Meucci treated parties with



electricity in his own home and once thought that he heard voices coming over the wire he was using. Investigating, he found that the voice came from a patient who was some eighty feet from him.

(Continued on Page 6)

Loveman, Joseph & Loeb

Congratulates

EDITOR DI LAURA AND THE ITALIAN-AMERICAN
of this Community for the Fine Little Publication
COLUMBUS-BALBO REVIEW
and wishes him every success in his worthy and
intelligent undertaking.

Season's Greetings

Woco Pep
TRADE MARK REG
KING OF MOTOR FUEL

Wofford Oil Company

Serving
**FARM
FACTORY**
and
FIRESIDE

**ALABAMA POWER
COMPANY**

In 66 Counties in Alabama

WHO'S WHO AMONG THE ITALO-AMERICANS IN THE SOUTHLAND

JUDGE JOHN GALELLA.

John Galella was born in Naples (La Bella Napoli), Italy, coming to America when just a lad. He is a graduate of Cumberland University, Lebanon, Tenn. Judge Galella is a lawyer by profession, practicing in Memphis, Tenn., where he is one of the prominent members of the Memphis Bar. He was appointed consular agent of Italy on May 1, 1913, and has held this office for about twenty years. On November 5, 1918, he was elected State Representative, representing Shelby County in the Legislature of State of Tennessee, the duties of this office being discharged by him with honor. On May 1, 1919, he was elected to the important office of Judge of the Juvenile Court, being the first Italian to be elected to a judgeship in the South. He discharged the duties of this office with credit to himself and the community, as will appear from the files of the court. So well did he conduct himself that it was said of him by the public and officials alike that he was the best judge that ever occupied that bench.

Judge Galella is a prominent citizen of Memphis, and often takes a leading part in movements designed to uplift the community. In 1915, at his own expense, he began the publication of L'Appello Coloniale, an Italian weekly newspaper, keeping the Italo-Americans advised as to current events and with a view of giving the colony more prestige in the community. He was decorated by the Italian government as "Cavaliere della Corona d'Italia." He is president of the Newspaper News Club of Memphis, president of Springdale Civic Club, member of American Bar Association, member of Tennessee Bar Association at Memphis and the Shelby County Bar Association.

In 1914 Judge Galella organized the Italian-American Political League, and the Italians were enabled to enter the political arena, thereby safeguarding their rights. He gave his services as a lawyer without compensation.

FRANCESCO G. GUAIANO (Yaney).

Francesco G. Guaiano (Yaney) first saw the light in the city of Castelvetrano, Province of Trapani, Sicily, the Land of Sun, 30 years. He came to America when he was one month old. Mr. Guaiano, like the rest of the millions of Italians in this country, is struggling to reach the high pinnacle. Today he is superintendent of one of the most modern full-fashioned hosiery factories in the South, the Cooper Wells & Co., of Decatur, Ala. Mr. Guaiano is a very nice young gentleman, and while he speaks only his dialect he is proud to be Italian. He joined the army and fought in the World War. He was then only 16 years of age.

GIUSEPPE J. TAFURI.

Giuseppe J. Tafuri was born in Salerno, Italy, at the foot of Vesuvio. He came to America when he was a little boy. Mr. Tafuri is a brilliant young lawyer, being a graduate of the University of Boston, Massachusetts. He practices law in Nashville, Tennessee, where he is well liked by everybody.

MIKE ST. CHARLES (Cianciolo).

Mike St. Charles (Cianciolo) was born in Nashville, Tenn. He graduated from Vanderbilt University four years ago as a lawyer, and today is practicing law in Chattanooga, Tenn. His parents were born in Cefalu, Italy.

AUGUST G. GENESIO.

August G. Genesio was born in Jefferson County. He graduated at the University of Alabama, being the first Italian student in the state of Alabama to graduate as a lawyer. Mr. Genesio is well esteemed, and is very genial with an appealing personality.

SHORT SENTENCES

"In the short space of one year we cannot cure the chronic illness that beset us for a dozen years."—President Roosevelt.

"NRA is a forum for national planning where every opposing interest has a voice."—General Hugh S. Johnson.

"The masses ought to be educated, not played and plattered upon by demagogues."

"Men are nothing, they disappear—only ideas remain. If I advance, follow me; if I retreat, kill me; if I fall, avenge me."

"He who wishes to govern must learn to say 'NO'."—Mussolini.

GADSDEN, ALABAMA, THE CITY OF HOSPITALITY

Gadsden, only 65 miles northeast of Birmingham, Alabama, is a fast growing city. It nestles among the foothills of the Alleghenies under the shadow and protection of historic Lookout Mountain.

The population of Gadsden is about 30,000, the citizens being very hospitable with a friendly smile at all times.

The city of Gadsden eventually has become among the very busiest and most prosperous of all the Alabama towns. There are several great industrial plants located here, with a great deal of natural resources nearby. The Coosa River flows through the corporate limits and is the source of the city's water supply.

There are five railroads furnishing shipping facilities, radiating in all directions and representing 14,658 miles of trackage. These railroads are: Alabama Great Southern, L. & N., N. C. & St. L., Southern, and the Tennessee-Alabama-Georgia.

The climate of Gadsden is not subjected to extremes of either hot or cold. The average minimum temperate ranges from 43.1 in January to 76.6 degrees in July. It is a very healthful city with an abundance of pure drinking water.

The principal business street is known as Broadway. The city also has several beautiful residential districts. Historical Gadsden was incorporated in 1871. It was named in honor of General Gadsden. The city is surrounded by marvelous scenery. The famous Noccalula Falls, where the waters tumble over a cliff for a sheer drop of 95 feet, is only a ten-minute drive from the heart of time. Adjacent to Gadsden are Attalla and Alabama City, two thriving and progressive towns. The tri-cities maintain close physical relationships, with a combined population estimated at approximately 50,000.

There are approximately 65 families in the Italian colony of Gadsden district. The first Italian families to settle in Gadsden were the Carlo Virgones and Carlo Bonaseras, in the year 1907.

Mr. Carlo Virgone is very popular and well liked among all the people. He was the first man to organize an Italian society under the name of 'Fratelli Bandiera,' and today he is Grand President of the Federation of Italian Societies of the South, also member of the board of directors of the technical committee of the American Federation of Shoe Repairers with headquarters in New York City.

Mr. Virgone won second prize in the national contest for the best article written for the organization of Shoe Repairers of America.

There are several Italian business stores in Gadsden district—The City Shoe Shop, C. Virgone, proprietor; Cusimano Lunch and Fruit Store; Blue Ribbon Shoe Shop, C. Schillace; The Great Western Market, Joe Piazza; Little Joe Cafe, Joe D'Accardi; Union Shoe Shop, C. Rapollo; White Palace Cafe, Tony Palai, Alabama City; Frank Troncali's Meat Market and Grocery, Alabama City; Alabama City Shoe Shop, Carlo Bonasera; City Meat Market, V. Pizzitale; Blue Ribbon Shoe Shop, V. Ciullo; Dyni Bakery, F. Giamalva; and Gadsden Fruit, Cigar and Magazine Store, Philip Cusimano and brothers.

Gadsden has fine commercial banking institutions, a modern and up-to-date school system, excellent hospitals, fine churches, and nine hotels, the largest with 150 rooms. Gadsden is the birthplace of the Alabama Power Company, which now has available more than one million horsepower of electrical energy generated at its several hydro-electric plants located on the nearby rivers of Alabama.

KENT'S BARBER SHOP

The Best Place in Town—The White Folks' Favorite
Next Door to Printup Hotel

127 North 4th Street Gadsden, Alabama

BARGAINS IN UNREDEEMED PLEDGES—TRUNKS,
SUIT CASES AND HAND BAGS

Gadsden Loan Office

LIBERAL LOANS MADE ON DIAMONDS, WATCHES,
JEWELRY AND ALL KINDS PERSONAL PROPERTY

315 Broad Street Gadsden, Alabama

Greetings

C. & S. Service Station

WASHING—GENERAL REPAIRING—GREASING
Corner 3rd and Locust St.—Phone 423—Gadsden, Alabama

SAM VERNON

LADIES' AND GENTS' TAILOR

Altering and Repairing A Specialty

We Specialize on Fur Coats

623 Broad Street Gadsden, Ala.

Greetings

VANCE SHOE COMPANY

QUALITY—STYLE

Gadsden, Alabama

Greetings

Dunaway Pharmacy

ROLLO DUNAWAY, Mgr.

Corner 5th and Chestnut—Phone 1125—Gadsden, Alabama

Season Greetings

White Furniture Co., Inc.

121 N. Fourth St.

Telephone 241

GADSDEN, ALABAMA

A MERRY CHRISTMAS

May Your Heart and Home Be Warm with Cheer
at Christmas Time and Through the Year

Outlet Sales Co., Inc.

"THE HOME OF 10,000 BARGAINS"

313 Broad Street

Gadsden, Ala.

TURNER HOTEL

V. B. Turner, Prop.

ROOMS WITH HOT AND COLD WATER—\$1.00

Broad and 3rd St.—Phone 626—Gadsden, Alabama

The Great Western Meat Market

JOE PIAZZA, Prop.

514 Broad Street

Gadsden, Alabama

Season Greetings

Gadsden TheatreTHE FAMILY PLAYHOUSE—JACK CRAWFORD, Mgr.
Pictures-Vaudeville—Frank Russo and His Italian Orchestra**Dependable Radio Service**

CHAS. BLACK—PHONE 58

Chestnut at Fifth St.

Gadsden, Alabama

Season Greetings

Kress 5 & 10c Store

Gadsden, Alabama

The Gadsden Studio

Where You Can Have Made the Best Photography

A. SPIELBERG, Prop.

417½ Broad Street

Gadsden, Alabama

Season Greetings

Right Way Shoe Shop

J. McALPIN, Prop.

623 Broad Street

Gadsden, Alabama

Greetings from

Gadsden Fruit Stand

HEADQUARTERS FOR FIREWORKS

Phillip Cusiomano & Bros.

543 Broad Street

Gadsden, Alabama

COLUMBUS-BALBO REVIEW REPRESENTATIVE

Born at Gadsden, Ala., on the seventh of June, 1915, the son of Mr. and Mrs. Carlo Bonasera. Young Bonasera was educated at the Gadsden High School, and was also a student at St. James Catholic



LOUIS BONASERA

School. He works with The Chattanooga Times, The Birmingham Age-Herald, and The Birmingham Post.

Mr. Bonasera is a very popular young man and well liked among his friends and acquaintances. He is very interested in the journalistic field and today is a member of the staff of Columbus-Balbo Review as advertising agent. He is authorized to solicit advertising and subscriptions for The Columbus-Balbo Review in the Gadsden, Alabama, district.

ANTONIO MEUCCI

(Continued from Page 3)

He found by experiment that he could increase the volume of sound by using a paper cone.

Despite many discouragements he continued to work on his invention and gradually developed it to what he believed was relatively perfect form. He was interrupted in his work by a serious accident and for five months was unable to help himself. During this period he was in straightened circumstances and his wife, in order to raise money, sold his "teletrofone" to a junk dealer for \$6.00. The fate of this model remains a mystery.

From Havana, Meucci went to New York about 1850. There he constructed the first electric devices for telephones, dating back as early as 1856. It ran from his wife's room to the kitchen and in turn to his work shop nearby.

The device consisted of a crude magnet with a coil and diaphragm inclosed in a box of paper and wood. According to his testimony before the United States Circuit Court, Meucci had perfected this invention by 1860, although he continued to work on it for five years more.

Meucci filed caveats for his invention in 1869 and again in 1871, when he announced his intention of taking out patents and forming a company to exploit the invention. In 1871 he formed the Teletrofono Company but could raise only \$20 for capitalization.

According to A. P. Ullman, a lawyer living on Staten Island, New York, he remembers as a boy talking with Meucci about his invention. The Italian was living at the time with General Garibaldi, and the two men were engaged in manufacturing sperm candles, their factory being near what then was called the Vanderbilt Steamboat Ferry. Mr. Ullman recalls that Meucci told him about his "talking machine," as he called it, some seventeen years before "Bell" patented his telephone.

Meucci was born in Florence, Italy, in 1807, and was educated for the stage. His interest in mechanics and especially electricity led him to give up the theatre, and in 1835 he went to Havana, where he became an electroplater. In 1844 he returned to Italy and took part in the revolution, winning a commission. Meucci died in Staten Island in 1888 with a broken heart.

Greetings from

Gadsden Marble and Granite Co.

"LONG BROTHERS MEMORIALS"

John W. Long

Gadsden, Ala.

C. Reid Long

NOT ENOUGH REPRESENTATION

The subject of the Italians in American politics is ever one of vital interest for Italian Americans. The general opinion held by the latter throughout the country—and it is nothing new—is that they are not by far represented in public office as much as their number and achievements warrant. For example, in recent issues of the Italian dailies in New York and Philadelphia, Generoso Pope, publisher, has inveighed editorially against this disregard on the part of political leaders of the numerical and moral strength of the Italian Americans. In a recent editorial, entitled "The Italo-Americans and Public Offices," he states that the last three years the Italians contributed most to the increase of naturalized aliens that has taken place in the last three years. He asserts that in New York, out of a population of 1,200,000 persons of Italian origin, and he shows his indignation over the fact that in Brooklyn, with 120,000 voters out of a population of 400,000 inhabitants of Italian descent, there is not a single representative of Italian blood in any important office, and only a few in the smaller public offices.

The opinions expressed above by Mr. Pope are laudable and, of course, shared by the vast majority of us. But there is another angle to the matter that has frequently been lost sight of. This viewpoint was ably expressed last month by Harold Napoliello in an article in the New Jersey Italian American of Newark, and though his remarks were meant for local consumption only, they are worthy of a wider audience.

"There has been very fervent discussion and propaganda in the past," he says, "on the subject of representation in our city government by nationalities. We Italian-Americans have said that because of our extraction and numerical proportionate strength, we were entitled to have at least one City Commissioner of Italian-American origin. Such an oft-repeated belief is fallacious. We ought to desire representation as American citizens and not as Italians. . . . We are emphasizing the very thing we should forget when we demand that a man be elected City Commissioner solely because he is of Italian-American extraction. The true test should be capability and competency for the office, rather than because of a classification into which the candidate happens to fall."

The answer to this assertion, naturally enough, is that there is plenty of capability and competency among the up and coming younger generation of Italian-Americans. At least, it cannot be logically said that they have less of those qualities than any other race. These things being equal, therefore, among the different nationalities, realistic political factors come into play, such as the numerical strength of the class represented by the candidate.

Whichever way you look at it, the fact remains that the Italian-Americans, as a class, are not represented politically in proportion to their numerical and moral strength.—From Atlantica.

THE CASE OF E. CORSI

A brilliant illustration of the upgrade path beaten by the Italian-American element is the recent appointment of Edward Corsi as a Commissioner of Immigration and Naturalization.

Mr. Corsi is an outstanding Republican who a few years ago organized the Columbian Republican League of New York, of which he is the president. In consideration of his partisan activities, President Hoover appointed him Commissioner of Immigration of New York and the East. As soon as the Democratic administration was installed in Washington, Mr. Corsi offered to relinquish his position, but the Secretary of Labor, Miss Perkins, asked him to stay. Then, three weeks ago, when the Immigration Department was merged with the Naturalization Department, Mr. Corsi promptly offered his resignation again, but again President Roosevelt reappointed him as head of the two departments.

There are two important considerations attached to this event. First, Mr. Corsi's character and ability together with his admirable record, are of such an outstanding level as to compel admiration and reward. Secondly, President Roosevelt discards politics when he finds a man suitable to do a good job for the interest of the public.

Unquestionably, a great deal of political pressure has been brought to bear on the President in order to displace Mr. Corsi with a well deserving Democrat. But the fact that the President has renamed Mr. Corsi is an evidence of the dispassionate character and the beneficial effects of politics when the White House is occupied by a lofty man like Mr. Roosevelt and a public office is invested in a man of Mr. Corsi's stature.

In the meantime, the Italian-American element may happily discern in this gesture a propitious man for its political future.—From Italian-American.

Compliments

THE SANITARY MARKET

J. A. NORRIS, Proprietor

2029 Second Avenue

Phone 3-7637

Birmingham, Ala.

DR. W. P. WILSON

DENTIST

Phone 7-5661

1729½ Third Avenue, N.

Birmingham, Ala.

Greetings

PITTSBURG PAINT & GLASS CO.

Phone 7-1148

Night and Sunday 3-9845

2907 Second Avenue, N.

Birmingham, Ala.

Greetings

Brown-Service Funeral Company

Birmingham, Alabama

For Finer Flavor

RED DIAMOND COFFEE



Donovan Coffee Co.

Birmingham, Alabama

Compliments
MARTIN BISCUIT COMPANY
 Phone 4-1420
 Birmingham, Ala.

Compliments
SILVERS 5c & 10c STORE
 The Friendly Store
 ENSLEY, Ala.

REMEMBER THIS NAME WHEN YOU
 "INVEST IN REST"

PERFECTION

Beds—Mattresses—Springs

Tune in on "Perfection Half Hour"—Station WBRC
 Every Evening

Compliments
**Flint Refrigeration
 Company**
 FRIGIDAIRE PRODUCTS
 Phone 3-0251

1907 First Avenue, North Birmingham, Ala.

Gold Nugget Buttermilk—Pasteurized Milk & Cream
 Creamed Cottage Cheese—Sweet Cream Butter
 Country Style Butter—Orange Ade

At All First Class Dealers

Delivered Daily By

Foremost Dairies, Inc.

Phone 2-1143

JUDGE ROGER SNYDER



Judge Snyder is one of the most active judges in the Jefferson County court house. He likes to work, and does what he preaches. There are no loop holes or technicalities to delay the cases in his court, and he has saved many thousands of dollars to the people of Jefferson County and State of Alabama through the efficient method of handling the matters of his court since he has been judge.

WHAT IS WAR?

I was conceived in passion, hatred, envy, and greed; born in the morning of antiquity, and have a genealogy whose every page drips with the red blood of murdered innocence. I respect neither the feebleness of gray hairs, the helplessness of infancy, nor the sacredness of virtue, and walk, iron-shod, ruthlessly and impartially over the form of the weakling or the form of the giant.

I paint the midnight skies a lurid glow from the burning homes I have ravaged, and I turn peaceful scenes of rural beauty, where God's own creatures dwell together in amity, into a raging hell. I set neighbor against neighbor in deadly combat, and I incite the brother to slay his brother.

I make puppets of kings, princes of paupers, courtiers of courtesans, and thieves of respected subjects, and empires melt before my breath as does mist before the morning sunlight.

I make of religious fanaticism; the heathen I make a fiend incarnate; and of all men I make playthings devoid of reason and justice. Through intrigue I make the intelligent powerful, the unscrupulous wax fat on the spoils of blood-won victories gained by others, and the less learned suffer for their own ignorance.

Famine, want, and misery follow in my path; I lay waste green fields and still the hand of industry. I pillage the land of its resources but contribute nothing of benefit to mankind, leaving pestilence to stalk ghost-like in my wake and complete the work of destruction. I lay a heavy tribute upon my most loyal subjects for the maintenance of my establishment; I squander the vitality and lives of those who serve me faithfully, yet return to the world nothing but ruin and ashes. The baubles of fame I confer on some are the empty shells of false standards wherein the license to commit murder and rapine is held to be the insignia of glory by a mistaken civilization.

I can offer no excuse for my having come into existence, nor can I give one plausible reason why I should not cease to be, other than so long as men who wield influence are permitted to gratify their selfish desire and ambitions at the expense of the many who must carry the burdens and endure the suffering, that long will I continue to enact my toll of sorrow, devastation and death. For I am pitiless—devoid of all feeling—fear neither man nor God. I am amenable to no law, and I am in myself the Law and the Last Resort.

I AM WAR!—From Life.

Greetings

**Birmingham
 Waterworks Co.**

ITALIANS IN THE HISTORY OF AMERICAN LIFE

Over a century ago a man whose name will remain in the history of America, and who today is also in the mind of every industrial person, came from sunny Italy and landed on the beautiful shores of the United States. This person was Eugene (Eugenio) Grasselli, who settled in the state of Pennsylvania, and in 1839 established the first chemical plant west of the Alleghanies.

The Grasselli Chemical Company now affords its customers the exceptional shipping facilities of 36 warehouses and works in various parts of the United States. It maintains its own fleet of steam lighters and barges, which permits the transfer of acids and chemicals direct from its New Jersey works, located within the metropolitan district, to pier and steamer side—unparalleled facilities for export shipping.

The Grasselli Chemical Company produces a complete line of chemicals which are backed by two of America's oldest, most experienced and best equipped chemical organizations.

The company has plants at Birmingham, Gadsden, and Grasselli (Alabama), a town named after the founder.

The Grasselli family resides at Cleveland, Ohio, and New York.

A VISION

A vision of the future arises. . . . I see a world where thrones have crumbled and where kings are dust. The aristocracy of idleness has perished from the earth.

I see a world without a slave. Man at last is free. Nature's forces have by science been enslaved.

Lighting and light, wind and wave, frost and flame, and all the subtle powers of the earth and air are tireless toilers for the human race.

I see a world at peace, adorned with every form of art, with music's myriad voices thrilled, while lips are rich with words of love and truth; a world in which no exile sighs, no prisoner mourns; a world on which the gibbet's shadow does not fall; a world where labor reaps its full reward, where work and worth go hand in hand, where the poor girl, trying to win bread with a needle—the needle that has been called "the asp for the breast of the poor"—is not driven to the desperate choice of crime or death, of suicide or shame.

I see a world without beggar's outstretched palm, the miser's heartless, stony stare, the piteous wail of want, the livid lip of lies, the cruel eyes of scorn.

I see a race without disease of flesh or brain—shapely and fair, married harmony of form and function—and, as I look, life lengthens, joy deepens, love canopies the earth; and over all in the great dome shines the eternal star of human hope.—Ingersoll.

JAMES A. SIMPSON

Attorney

Mr. Simpson is one of the outstanding young lawyers in the forum of the Birmingham and Jefferson County Bar Association. He is a member of the law firm of Lange, Simpson and Brantley. Mr. Simpson's inclination is to go into politics, and in the next state election will run for State Senator. He would make a good legislator. We wish him good luck.

TO A MAN

Oh, man who sits there in a dream,
Rowing your canoe with a gentle stroke
While moonbeams swaying on you seem
To disclose a heart swathed in hope.

Do you, oh man, look for your love,
Or is she unaware that you await
In silvery splendor from up above
For a God-sent aspired fate?

Or is your love somewhere about,
Fascinated by the strength of her knight
And stands spellbound, no doubt,
In a perfect glimpse of delight?

—Lucia Musso.

Compliments

MUTUAL OIL COMPANY

Phone 8-2204

WYNN-KNOX CANDY CO., INC.

Wholesale

2304 First Avenue, North
Birmingham, Alabama

Phone 3-6796

Compliments

MOORE & HANDLY HARDWARE COMPANY

Birmingham, Ala.

Compliments

Yeilding Brothers Company

"The Oldest Department Store in Birmingham"

2131 North Second Avenue

Greetings

Pure Milk Company

Hansen's Quality Products

Telephone 4-3873



GREENWOOD CAFE

407 North 20th Street

Birmingham, Ala.

Compliments

Avondale Mills

Birmingham, Ala.

Compliments

Rhodes-Carroll Furniture Co.

COMPLETE HOME FURNISHINGS

Phone 4-1615

2020 3rd Ave., N.

Birmingham, Ala.

HUGH SEALS FLORIST

411 North 19th Street

Phone 3-9747

Birmingham, Ala.

ALABAMA-GEORGIA FREIGHT LINES

Motor Freight

Speed-Safety-Service

Phones: 3-0193—3-0194

1901 Ave. D., South

JEFFERSON SEA FOOD CAFE

Serve all kind Sea Food and Game Daily

Also Italian-American Dishes

108 North 21st St.

Birmingham, Ala

HARDOOD CHARCOAL COMPANY

O. R. Hollowel, Manager

Bulk and Package Charcoal

Phone 3-6684

828 15th Street, N.

Birmingham, Ala.

ACTON THE BEST COAL

Compliments
Red Ash

SEMET-SOLVAY COKE

Acton Coal Company

Four Yards—One Near You

Phone 4-6954

Main Office 501 S. 30th St.

Birmingham, Ala.

Cloverleaf Butter Co.

Manufacturers of

PROCESS BUTTER

Phone 3-4570

231 North 25th Street

Birmingham, Ala.

JAS. M. KIDD, Manager

Compliments

First National Bank

OF BIRMINGHAM, ALA.

PUBLIC HEALTH

Undoubtedly the milk supply of a modern city the size of Birmingham is just as important to public health as the water supply. The operation of a modern milk distributing plant involves a serious responsibility on the part of those conducting the affairs of such a company, and it is a matter of pride to the Foremost Dairies, Inc. that it has always conducted its business with this responsibility as a most important and guiding factor.

Because the Foremost Dairies plant has grown rapidly from a small beginning, it may be of interest to briefly review the history of its growth and organization which has been built along the lines of quality and service. Eleven years ago Mr. W. H. Barber organized a small pasteurizing plant, operating two routes, serving a very limited clientele, with the motto "Above the Standard." Milk was received only from selected dairies, pasteurized and processed in the most approved methods. At the end of three years, the business had outgrown its modest quarters, and it was decided to move into a new plant. It was then that Mr. Barber purchased the Jefferson Dairies, moving temporarily into their modern structure. The Jefferson Dairies was equipped to handle 4,000 pounds of milk per hour from weighing can to bottles. It was then oper-



WARREN H. BARBER

ating an extensive fleet of delivery trucks covering practically the entire city of Birmingham and its suburbs. Desiring to still further improve facilities, the company then known as the Barber Jefferson Dairies, erected the new and modern milk plant on Tenth Avenue and Twenty-ninth Street, North, which is today one of the outstanding plants for sanitation and efficiency in the entire South.

Mr. Barber then sold the company to the Foremost Dairy Products, Inc., retaining a large portion of the stock and active management. The plant is now being operated under the name of Foremost Dairies by Mr. W. H. Barber. In addition to a group of original first employees a large corps of efficient workers have been added in each department. The business is now departmentized into office administrative, delivery and selling, and processing and production. Many of the dairy farmers supplying the Barber Bros. Dairy eleven years ago are at the present time supplying the Foremost Dairies, Inc.

In keeping abreast of the times, the Foremost Dairies have added several new lines of dairy products, such as creamed cottage cheese, local dairies butter, gold nugget buttermilk, and Bireley's orangeade, in addition to the regular lines of pasteurized milk, single and double cream, special buttermilk and country style butter. The Foremost Dairies is outstanding because of the quality of its buttermilk. Gold nugget buttermilk is being made under the combined method of the old-fashioned church and the modern method of pasteurizing. Part of the interesting work of the Foremost Dairies has been the development of juvenile talent for radio programs through its Kiddie Club. Over 20,000 children have signed up the pledge of the Kiddie Club. Thousands have been

(Continued on Page 14)

NASHVILLE, "THE ATHENS OF THE SOUTH"

Nashville is the capital city of the Volunteer State—Tennessee—and long noted for its educational institutions, having earned the title of "The Athens of the South."

The Vanderbilt University, the Belmont College, the George Peabody College, Lipscomb College, Normal College, the Ward-Belmont School for Girls, Montgomery Bell Academy, Nashville Conservatory of Music, and several others. Fisk University, one of the best schools for negroes, is also located in Nashville.

Nashville is the home of two Presidents of the United States—James K. Polk and Andrew Jackson, whose monuments stand on the capitol grounds, together with the statues of Edward W. Carmack and Sam Davis, both heroes of the Confederacy.

Nashville lies on the banks of the picturesque Cumberland River, and the soil is unusually fertile. Many prosperous farms surround the city in every direction, producing many varieties of fruits and vegetables, and different kinds of field seed and grain.

Only ten miles from the city is the largest rayon-silk plant in the South, located at Old Hickory, being a part of the powder plant erected by the United States government during the World War.

There are a number of factories in the district. The climate is very healthful, and the people are very hospitable, making the stranger feel at home.

The city of Nashville was settled in 1780 by a band of pioneers under the leadership of James Robertson. It received its name in honor of General Francis Nash.

Nashville has a number of outstanding buildings, among which are the State Capitol, Tennessee War Memorial, the U. S. Federal Building, Post Office, Hume-Fogg High School, Masonic Temple, Scottish Rite Temple, and several large modern hotels.

Nashville has a number of beautiful parks and playgrounds, the two outstanding being Shelby Natural Park and Centennial Park, where the monuments of the founder of the city, James Robertson, and John W. Thomas, the builder of the Nashville, Chattanooga & St. Louis Railway. An exact replica of the famous Parthenon of the old world is located in Centennial Park.

Twelve miles from Nashville lies "The Hermitage," the shrine of the nation, the former home of President Andrew Jackson. Here one can see all the personal belongings of the great President, including the carriage he used to travel to Washington to be inaugurated as President and many other interesting relics of that history-making period.

The population of Nashville is about 200,000, governed by a mayor and board of council, with the mayor being head of the police and public welfare departments.

The Italians in Nashville and surrounding territory number over a thousand. One of the group is a member of the city council, Tony Cianciolo. Another one, Mr. Rosetta, was chief of the fire department for many years, having died a few years ago. Captain Rosetta, his son, was elected to succeed him.

The first Italian families settled in Nashville about the time of the Civil War. At Paradise Ridge, ten miles from the city, there is a small Italian settlement devoted chiefly to agriculture. The ground is beautiful and well cultivated.

Compliments of

DAINE LEN
DEADERICK & DAVIS
Electrical Contractors

724 Commerce Street

Nashville, Tenn.

A. J. THUSS
PHOTOGRAPHER

1805 West End Avenue

Nashville, Tenn.

Awarded the Gold Medal for the three best photographs at the South-Eastern Photographers Convention held at Birmingham, Ala., 1933.

Compliments

CANALE & COMPANY

Memphis, Tenn.

Compliments

MAURICE WEINBERGER

Ladies' Fashionable Dresses

Capital Boulevard

Nashville, Tenn.

Compliments of

H. P. PRICKETT & SON

112-113 Market House

TEAS, COFFEES, SUGARS, ETC.

Free Delivery

Phone 5-0546

Nashville, Tennessee

Compliments

THE SHERWIN-WILLIAMS CO.

Service With A Smile

E. J. W. SCHMITT, Manager

Res. Phone 6-5823

5th Ave. Corner Union Street

Phones: 6-1157—6-1158

NASHVILLE, TENNESSEE

2016 North 3rd Avenue

Birmingham, Ala.

Compliments

SOUTHERN BEER COMPANY

Wholesale Distributors

COOK'S GOLDBLUME BEER

Telephone 6-1785

705 Third Avenue, N.

Nashville, Tenn.

Compliments of

Dorris, Karsch & Co.

AMBULANCE SERVICE

6-6174—Telephones—6-6175

129-131 Ninth Avenue, North

Nashville, Tenn.

Compliments of
H. BROWN & COMPANY
 "Nashville's Leading Furniture Store"
 Corner Broadway and Fourth Avenue
 NASHVILLE, TENN.

Compliments of
ROLLOW & HARRINGTON
 Ambulance Service 5-4111
 Funeral Service 5-4112

1715 Broadway Nashville, Tenn.

Compliments of
MARTIN & CONNELL
 2408 West End Avenue
 NASHVILLE, TENN.

Greetings
Barzizza Brothers
 THE BEST IMPORTING HOUSE IN MEMPHIS
 176 North Main Memphis, Tenn.

Greetings
James A. Simpson
 ATTORNEY
 Birmingham, Ala.

A. & A. Ash, Inc.
 JEWELERS AND SILVERSMITHS
 1921 Second Avenue, N.
 "The Best Place to Shop After All"
 Wishes you one and all a Merry Christmas and
 Happy New Year

WITH THOSE IN NASHVILLE, TENN.

Tony St. Charles is a city councilman, a position that he has held for many years. He is well respected and liked by all, by the Italians as well as the American people, because he has proved to be a defender of truth and a gentleman, and ready to help anybody in need. His word has a great weight on the affairs of the city. His family was among the pioneers in Nashville, and the Italians are proud of him.

Cav. P. Bartolini, a professor of modern languages, has made a name for himself. He has written a great deal in prose and poetry. In his work he has always tried to create a better understanding between the Italian and the American people. He was awarded the first prize in poetry by the New York Sun in a national poetical contest. He was knighted by the King of Italy in recognition of his work. Some of his poems appear elsewhere in this issue.

Tony Rose is a music teacher whose students hold respectable positions. His orchestra is sought and well known. His name is a household one among the music lovers at Nashville.

Philipp Rotella, A. Cerruti, N. Giovanelli, Vincent Mammarella and V. Petrone are tailors and leaders in their profession. They never fail to keep pace with the styles, and have made names for themselves in the tailoring business at Nashville.

P. Reale is known as Pasquale the Little, but is great in his profession. He is a watchmaker of unusual ability, and the best known in the city of Nashville.

Joe Zannini, a restauranter, has an ideal location a few steps from the Hermitage Hotel. Zannini's place is the mecca of all who love the Italian dishes. His food never lacks appetizing flavor, and courtesy and service are the keynotes of the place.

Domenick Petrucelli also has a centrally located restaurant. This man does not need any introduction. He has made a good name in the city. He has just opened a new place, equipped in English style, and it is in reality a thing of beauty to see. He specializes in Italian dishes and certainly they satisfy.

Tony Petrucelli, better known as the Chile King, specializes in chile and tamales, and it is one of the most popular establishments in Nashville.

Nick Melfi, the man that brought the chile to Nashville, operates the oldest chile parlor in the city. It is well patronized by all society leaders and musicians.

Nick Varallo operates a restaurant and chile parlor combined, being a place for the young set. Here is where one finds quick service at any time, day or night.

Vincent Spelt is a dispenser of fine food, operating a place well known for cleanliness and service, being located on one of the main thoroughfares of the city.

Among the new generation we find the Petrones and the Melfis on the west side of the city. They operate very popular establishments, their specialty being foreign dishes, and are well recognized by society.

Formosa Brothers are the leaders in the fruit business, both wholesale and retail. They are well known and respected as business men and as good citizens.

Frank Bilotta is a coming business man, being known as the Pool Room King. He is probably the most popular man in Nashville. His places are pool rooms and lunches combined—eat and play. Frank has a good heart and an enjoyable disposition. He believes in service with a smile, and never fails to give a helping hand to those in need.

Richard G. Rosa is a jeweler, engraver and watch repairman, being among the best in the city, is well known and has a pleasing disposition.

John B. Varallo is a watch and clock maker with long experience in his profession. He is very popular in Nashville.

Tony De Matteo and Son have been importing Italian foods for many years, and have been in the fruit and produce business in Nashville for forty years.

James St. Charles conducts the oldest Italian business house in Nashville. His specialty is produce.

E. E. Forbes & Sons

Sells Pianos, Player Pianos, Radios, Electric Refrigerators, Washing Machines and Everything in the Small Musical Instrument Line, as well as Sheet Music and Teachers' Supplies. Be sure to see the Grunow Electric Refrigerator and Radio before you buy.

1922 North 3rd Avenue

Wholesale and Retail



The Signing of the Declaration of Independence,
July 4, 1776

THE CONSTITUTION OF THE UNITED STATES

(Continued from Last Issue)

"We, the people of the United States, in order to form a more perfect Union, establish justice, insure domestic tranquility, provide for the common defense, promote the general welfare, and secure the blessings of liberty to ourselves and our posterity, do ordain and establish this Constitution for the United States of America."

ARTICLE I.

Section 1. All legislative powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and House of Representatives.

Section 2. The House of Representatives shall be composed of members chosen every second year by the people of the several states, and the electors in each state shall have the qualifications requisite for electors of the most numerous branch of the state legislature.

(To Be Continued)

PHOTOGRAPHER WINS DIAMOND BADGE OF HONOR FROM INDIANA ASSOCIATION

Mr. Thuss has been in the photographic business for the past forty-five years and has been awarded many medals, the greatest being the Diamond Badge of Honor from the Indiana Association. The Thuss Studio, 1805 West End Avenue, Nashville, Tenn., is one of the finest in the country.

CAMPANA DI NATALE

Ding . . . Dong . . .

Ding . . . Dong . . .

The old familiar bell,
So lonesome rings tonight,
My God is not unknown:
He is the way, the light.

The mystic call is mine,
I understand each toll;
But I am here alone,
At a loss with my soul.
Ding . . . Dong . . .

Ding . . . Dong . . .

—C. P. Bartolini.

LA MADRE

Vedova, lavoro senza riposo

Per la bambina sua, per quel suo bene
Unico, da lo sguardo luminoso;

Per essa sopporto tutte le pene,

Per darle il pan si logoro la vita,
Per darle il sangue vi vuoto le vene.—

La bimba crebbe, come una fiorita,

Di rose a Maggio, come una sultana,

Da la materna idolatria blandita;

E cosi' piacque a un uom quella sovrana

Belta, che al suo desio la volle avvinta,

E sposa e amante la porto lontana!.....

.....Batte or la pioggia dal rovaio spinta

Ai vetri de la stanza solitaria

Ove la madre sta, tacita, vinta:

Schiude essa i labbri, quasi in cerca d'aria;

Ma pensa: la Diletta ora e' felice.....—

E, bianca al par di statua funeraria,

Quella sparita forma benedice.

—Ada Negri.

THE ITALO-AMERICANS IN PUBLIC LIFE

One of the most unusual records of success are sons of Italian-born immigrants in this country.

With the election of Fiorello H. La Guardia as mayor of the greatest city in the world, the Italo-American citizens are steadily making forward strides on the high places of public life.

From the gateway of New York to the Golden Gate of California there are several Italian mayors born in this country of Italian parents.

The mayor of San Francisco, California, Hon. Angelo Rossi; Hon. Andrea A. Casassa, mayor of Revere, Mass.; Hon. Minisi, president commissioner of Newark, N. J., and four Italo-American representatives in the legislative halls of the United States.

The election of La Guardia, Rossi, Minisi and Casassa, as reflectors to the American public life, came about because of the great urban centers.

These great cities will be benefitted by many improvements and innovations of the new mayors. They have the welfare of the people in their hearts, and in their advanced positions are proud of their race and origin.

Since the election of Hon. Rossi as mayor of San Francisco, the city's finances have been reorganized from a deficit to a surplus, and has brought about a sense of elevation and responsibility to his career, and the press of the country is praising him. We congratulate them all.

Compliments

Suarez Radio Service

4903 Florida Avenue

Tampa, Florida

C. H. S.

THE BEST CIGARS

Tampa, Florida

Compliments

Florida Milk Co., Inc.

219 Florida Avenue

Tampa, Florida

The Parrot Cleaners

B. D. CONCH, Mgr.

EVERYTHING INSURED

603 Broad Street—Phone 342—Gadsden, Alabama

Compliments

A. W. WOODLIFF UNDERTAKING CO., Inc.

Established 1891

MODERN FUNERAL HOME

716 Forest Avenue

Gadsden, Alabama

PUBLIC HEALTH

(Continued from Page 10)

heard on programs over Station WAPI the past year. The membership of the Foremost Kiddie Club extends through many cities in Florida, Georgia, and North and South Carolina, and is estimated to be over 100,000.

In addition to maintaining the high quality of products and service, the Foremost Dairies prides itself on the fact that it introduced the modern method of delivering milk through stores to the city of Birmingham. This has proven to be a very popular method, more than half of the milk being delivered by that method at the present time, making dairy products available through grocery stores at all hours of the day at a saving of one to three cents per quart under the usual methods of distribution. In this connection, it is of interest to note that during the Helena disaster the Foremost Dairies truckload of milk and ice was the first on the scene to relieve the distress of the storm sufferers.

The Foremost Dairies has enjoyed the patronage of the B.A.G. chain of 150 stores ever since its organization, and takes pride in its part of increasing dairy products sales through B.A.G. as well as all other stores.

I AM SO LONELY, SO

The winter days are here,
Rains cold and silent flow,
The trees are wet and dull,
I am so lonely, so.

Souls wait to greet the spring,
Hearts wander to and fro,
Clouds somber paint the sky,
I am so lonely, so.

The wind cries through the woods,
And heavy falls the snow;
To HER, I weave my dream—
I am so lonely, so.

—C. P. Bartolini.

DEMAND MOTHER COOKIES

At All Stores—Baked in Birmingham

Always

AUSTIN BAKERY

1021 North 16th Street

Phone 3-4857

Compliments

The Stacy Williams Co.

Manufacturers and Distributors

With a spirit of friendly co-operation and mutual understanding, we offer our best wishes for your

For HEALTH—FOOD—FLAVOR we offer

YELLOW LABEL

"Truly A Family Syrup"

Greetings from

Superior Ice Cream Company, Inc.

Manufacturers of

FAMOUS ICE CREAM

1810 Second Ave.

Phones 20 and 21

BESSEMER, ALABAMA

ON THE STATE POLITICAL HORIZON

The political atmosphere of the state is beginning to be charged with electricity. There are many prospective gubernatorial candidates who have already qualified, as well as several for the other important state and national offices.

In the race for governor will be Bibb Graves, a former governor; Frank M. Dixon, local attorney; Judge Leon McCord of Montgomery, and probably Judge Sam Hobbs of Selma, while others are being prominently mentioned for the position.

James A. Simpson, local attorney, has announced as a candidate for State Senator from the Ninth District, and Joe Schilleci for Representative in the State Legislature from Jefferson County.

Walter Brower, an outstanding attorney of Birmingham, has opened headquarters in a local hotel from which to direct his campaign for a seat in the House of Representatives at Washington. He will oppose George Huddleston, the present incumbent. There will probably be other candidates entered in this department.

The Democratic primary will be held in May, 1934, and each of the candidates will take his platform to the people at that time.

MY FRIEND

"My friend is one who knows me well,
Yet loves me just the same;
Who's honest, earnest, loyal, too,
And always plays the game.
Who dares to tell me when I'm wrong,
Helps me keep strong and true;
Whose cheery smile is SO worth while
A friend, dear friend, like YOU."

NEON LIGHTS AND DISPLAYS

Many of the marvels of our mechanical age are really quite old as far as the scientific accomplishments are concerned. After the scientist has completed his discoveries and set forth his explanations of his theories it always remains for the engineers to add the practical features that make the reduction of those discoveries to commercial realities possible.

Neon lights are not new to science. For thirty years they have been produced in the laboratories, and many accounts of the marvelous effects produced are in the literature of the investigators. But before those lights could be applied to commercial advantage it remained for the engineers to overcome the many baffling difficulties which were of no importance to the scientist, but stood squarely in the way of making tubes for lighting purposes. In these early days the scientist produced a light that gave him a brilliant flash for a few seconds or minutes at the most. From this point on the production engineer had to develop a tube that would give out a steady bright light indefinitely. Neon lights represent a landmark in the march of science towards a cold light. Neon lights share with vacuum tubes in their numerous forms the honor of helping to create a revolution in all of the mechanical arts and in most of the modes of our living.

The light given out by a Neon tube is practically a cold light resembling the much sought light of the firefly. It is produced by the transformation of electric current energy into radiant light energy by a process of "ionization." It is accomplished with the production of practically no heat energy at all. This process of "ionization" underlies nearly all of the phenomena of nature. It is going on continually in our bodies. No chemical reaction can take place without the presence of this action. It is the force that impels the current through the storage battery in your car. It is going on inside of the earth upon which we live and in the open spaces of the universe from which we receive its signals in the cosmic rays.

(Note: The above article was furnished through courtesy of the Nashville Neon Co., Nashville, Tenn.)

Compliments

CRAWFORD'S

LADIES' WEAR, MILLINERY and NOVELTIES

1926 Second Ave

Bessemer, Ala.

THE EFFICIENT AMERICAN:

AS MR. BRISBANE SEES HIM

The announcement by the head of the Italian government that he would like to see Italy's population increased in the next ten years by seventeen millions has brought forth a vivid comment from the pen of Arthur Brisbane:

"A country much smaller than California, far behind California in fertility and wealth of every kind, already possessing nearly ten times the population of California, proposed to add in ten years four times California's population to what Italy has already."

"Wise Mussolini knows that the real wealth of the world is INTELLIGENT POPULATION, and that he will find room and useful work for the seventeen million new Italians when they come."

"If Mussolini could send us seventeen millions of his good Italians that know how to work and are willing to work ON THE SOIL, they would add billions a year to the wealth of this country and consume wheat that our farmers cannot sell. They would utilize the fertile lands of Florida, California and the Gulf Coast now wasted. They would be a blessing to the United States and do more than all our talking and Technocracy nonsense to make this country prosperous."

"What is true of Italians is true of the other hard working races, if we can get them. We need fifty million more Irishmen, Scotchmen, Englishmen, Germans, Australians, Russians, all of the racial strains that, combined, have produced the EFFICIENT AMERICAN."—From Italo-American.

MY HEART

My heart will never care to know
The number of my days,
And I am satisfied to wait
To learn of God's pathways.

I send my love unto my friends,
My hate unto my foes.
Whether my life be short or long,
I do not care to know.

—C. P. Bartolini.
(This poem is dedicated to Mr.
Elviro Di Laura.—Author.)

THE ITALIAN AUTHOR OF "AMERICA"

In a recent issue of The New York Times a correspondent claimed that the music of the hymn "America" was composed by the Frenchman, Lulli. Another correspondent took issue with that claim by calling attention to the Gibson Arnoldi of New York, "the most profound student on this subject in America," and owner of the famous America collection covering the hymn and its authorship, stated that Giovanni Palestrina, the greatest master of polyphony of all time, was the composer, in his opinion. All this makes interesting reading. It must be remembered that the music of "America" is taken from the English hymn "God Save the King." Now, if the music was by Palestrina, it is then an Italian composition. If it was by Lulli, it would still be an Italian composition, because Giambattista Lulli was born in Florence and later went to France.

And the foregoing considerations remind us of the most important and most popular folk-song of America: "Home, Sweet Home." I have seen in an old music collection owned by Maestro Raffaele Martino the music of "Home, Sweet Home" with the title of "Aria Siciliana" (Sicilian Air). Inquiry elicited the interesting information that the music of "Home, Sweet Home" is included in the operetta "Clari or The Maid of Milan" by Bishop. The librettist Bayne in sending Bishop the words also sent him the music of a popular air that he had heard in the country-side of Sicily. So apparently even "Home, Sweet Home" is traced to Italy.—From Italo-American.

W. O. DOWNS

New Commissioner of Public Safety

Under the direction of Mr. Downs, the City of Birmingham will have many new innovations. The Police Department is already going under the sharp knife, with the chief of police having resigned. It is planned that with promotions and demotions of a few officers that the Police Department will be more efficient.

Mr. Lewey Robinson, also a new commissioner, is co-operating with Mr. Downs in the reorganization of the Police Department. Birmingham people deserve what they need.

ITALIAN-AMERICAN PATRIOTISM

A striking lesson in practical patriotism was given during the week all banks were closed by an unemployed Italian-American girl living in Brooklyn, N. Y. It was disclosed at the White House that this girl, who refused to sign her name to her letter, addressed to President Roosevelt, sent a \$5.00 gold piece and a gold chain, her only article of jewelry, as her contribution to the anti-hoard-campaign. In part she wrote:

"This little offering of mine is just like a drop in the bucket. But every big sum is made of little ones, just as the immensity of space is formed by atoms. Maybe other women will follow my example and, those who can, more generously. It has been done before. History teaches us that women saved their country from an invading enemy by sacrificing their jewels to pay the price of its freedom."

"Please do accept my small share to your great task and may God inspire and guide you to the speedy recovery of a sick world. A healthy America means a healthy world. There is no getting away from it."

"I shall not tell you my name because I would not like to give the impression that I am doing this as a publicity stunt. Besides, I detest publicity. The only thing I want you to know is that I am an Italian girl."

Where the young lady says that history teaches that women have often saved their country she unquestionably has in mind the matrons of ancient Rome who felt that their concern for their country was as great as that of the men. We are proud of the deed of this young girl, a deed which though small, in its intrinsic value, is yet of the noblest.—From Italo-American.

LIGE LOY

Funeral Director—Ambulance Service

Phone 7-2111

900 South 20th Street

Birmingham, Ala.

Compliments

DeLUXE STUDIO

High Grade Photography

Phone 3-4060

1923½ First Avenue

Birmingham, Ala.

PEERLESS LAUNDRY CORPORATION

La Migliore Lavanderia

430 South 19th Street

Phone 3-7293

Birmingham, Ala.

Bradley Real Estate and Insurance Co.

REAL ESTATE—RENTALS—SALES

Fire and Tornado Insurance—Loans Negotiated

1930 Second Ave.—Phone 344—Bessemer, Alabama

I. ROSEN

"THE STORE AHEAD"

BETTER VALUES—BETTER SERVICE

We Work Union Clerks

Second Avenue

Bessemer, Ala.

PUBLIC HEALTH

(Continued from Page 10)

heard on programs over Station WAPI the past year. The membership of the Foremost Kiddie Club extends through many cities in Florida, Georgia, and North and South Carolina, and is estimated to be over 100,000.

In addition to maintaining the high quality of products and service, the Foremost Dairies prides itself on the fact that it introduced the modern method of delivering milk through stores to the city of Birmingham. This has proven to be a very popular method, more than half of the milk being delivered by that method at the present time, making dairy products available through grocery stores at all hours of the day at a saving of one to three cents per quart under the usual methods of distribution. In this connection, it is of interest to note that during the Helena disaster the Foremost Dairies truckload of milk and ice was the first on the scene to relieve the distress of the storm sufferers.

The Foremost Dairies has enjoyed the patronage of the B.A.G. chain of 150 stores ever since its organization, and takes pride in its part of increasing dairy products sales through B.A.G. as well as all other stores.

I AM SO LONELY, SO

The winter days are here,
Rains cold and silent flow,
The trees are wet and dull,
I am so lonely, so.

Souls wait to greet the spring,
Hearts wander to and fro,
Clouds somber paint the sky,
I am so lonely, so.

The wind cries through the woods,
And heavy falls the snow;
To HER, I weave my dream—
I am so lonely, so.

—C. P. Bartolini.

DEMAND MOTHER COOKIES
At All Stores—Baked in Birmingham

Always

AUSTIN BAKERY

1021 North 16th Street

Phone 3-4857

Compliments

The Stacy Williams Co.

Manufacturers and Distributors

With a spirit of friendly co-operation and mutual understanding, we offer our best wishes for your

For HEALTH—FOOD—FLAVOR we offer

YELLOW LABEL

"Truly A Family Syrup"

Greetings from

Superior Ice Cream Company, Inc.

Manufacturers of

FAMOUS ICE CREAM

1810 Second Ave.

Phones 20 and 21

BESSEMER, ALABAMA

ON THE STATE POLITICAL HORIZON

The political atmosphere of the state is beginning to be charged with electricity. There are many prospective gubernatorial candidates who have already qualified, as well as several for the other important state and national offices.

In the race for governor will be Bibb Graves, a former governor; Frank M. Dixon, local attorney; Judge Leon McCord of Montgomery, and probably Judge Sam Hobbs of Selma, while others are being prominently mentioned for the position.

James A. Simpson, local attorney, has announced as a candidate for State Senator from the Ninth District, and Joe Schillee for Representative in the State Legislature from Jefferson County.

Walter Brower, an outstanding attorney of Birmingham, has opened headquarters in a local hotel from which to direct his campaign for a seat in the House of Representatives at Washington. He will oppose George Huddleston, the present incumbent. There will probably be other candidates entered in this department.

The Democratic primary will be held in May, 1934, and each of the candidates will take his platform to the people at that time.

MY FRIEND

"My friend is one who knows me well,
Yet loves me just the same;
Who's honest, earnest, loyal, too,
And always plays the game.
Who dares to tell me when I'm wrong,
Helps me keep strong and true;
Whose cheery smile is SO worth while
A friend, dear friend, like YOU."

NEON LIGHTS AND DISPLAYS

Many of the marvels of our mechanical age are really quite old as far as the scientific accomplishments are concerned. After the scientist has completed his discoveries and set forth his explanations of his theories it always remains for the engineers to add the practical features that make the reduction of those discoveries to commercial realities possible.

Neon lights are not new to science. For thirty years they have been produced in the laboratories, and many accounts of the marvelous effects produced are in the literature of the investigators. But before those lights could be applied to commercial advantage it remained for the engineers to overcome the many baffling difficulties which were of no importance to the scientist, but stood squarely in the way of making tubes for lighting purposes. In these early days the scientist produced a light that gave him a brilliant flash for a few seconds or minutes at the most. From this point on the production engineer had to develop a tube that would give out a steady bright light indefinitely. Neon lights represent a landmark in the march of science towards a cold light. Neon lights share with vacuum tubes in their numerous forms the honor of helping to create a revolution in all of the mechanical art and in most of the modes of our living.

The light given out by a Neon tube is practically a cold light resembling the much sought light of the firefly. It is produced by the transformation of electric current energy into radiant light energy by a process of "ionization." It is accomplished with the production of practically no heat energy at all. This process of "ionization" underlies nearly all of the phenomena of nature. It is going on continually in our bodies. No chemical reaction can take place without the presence of this action. It is the force that impels the current through the storage battery in your car. It is going on inside of the earth upon which we live and in the open spaces of the universe from which we receive its signals in the cosmic rays.

(Note: The above article was furnished through courtesy of the Nashville Neon Co., Nashville, Tenn.)

Compliments

CRAWFORD'S

LADIES' WEAR, MILLINERY and NOVELTIES

1926 Second Ave

Bessemer, Ala.

THE EFFICIENT AMERICAN: AS MR. BRISBANE SEES HIM

The announcement by the head of the Italian government that he would like to see Italy's population increased in the next ten years by seventeen millions has brought forth a vivid comment from the pen of Arthur Brisbane:

"A country much smaller than California, far behind California in fertility and wealth of every kind, already possessing nearly ten times the population of California, proposed to add in ten years four times California's population to what Italy has already.

"Wise Mussolini knows that the real wealth of the world is INTELLIGENT POPULATION, and that he will find room and useful work for the seventeen million new Italians when they come.

"If Mussolini could send us seventeen millions of his good Italians that know how to work and are willing to work ON THE SOIL, they would add billions a year to the wealth of this country and consume wheat that our farmers cannot sell. They would utilize the fertile lands of Florida, California and the Gulf Coast now wasted. They would be a blessing to the United States and do more than all our talking and Technocracy nonsense to make this country prosperous.

"What is true of Italians is true of the other hard working races, if we can get them. We need fifty million more Irishmen, Scotchmen, Englishmen, Germans, Australians, Russians, all of the racial strains that, combined, have produced the EFFICIENT AMERICAN."—From *Italo-American*.

MY HEART

My heart will never care to know
The number of my days,
And I am satisfied to wait
To learn of God's pathways.

I send my love unto my friends,
My hate unto my foes.
Whether my life be short or long,
I do not care to know.

—C. P. Bartolini.

(This poem is dedicated to Mr.
Elviro Di Laura.—Author.)

THE ITALIAN AUTHOR OF "AMERICA"

In a recent issue of *The New York Times* a correspondent claimed that the music of the hymn "America" was composed by the Frenchman, Lulli. Another correspondent took issue with that claim by calling attention that Gibson Arnoldi of New York, "the most profound student on this subject in America," and owner of the famous America collection covering the hymn and its authorship, stated that Giovanni Palestrina, the greatest master of polyphony of all time, was the composer, in his opinion. All this makes interesting reading. It must be remembered that the music of "America" is taken from the English hymn "God Save the King." Now, if the music was by Palestrina, it is then an Italian composition. If it was by Lulli, it would still be an Italian composition, because Giambattista Lulli was born in Florence and later went to France.

And the foregoing considerations remind us of the most important and most popular folk-song of America: "Home, Sweet Home." I have seen in an old music collection owned by Maestro Raffaele Martino the music of "Home, Sweet Home" with the title of "Aria Siciliana" (Sicilian Air). Inquiry elicited the interesting information that the music of "Home, Sweet Home" is included in the operetta "Clari or The Maid of Milan" by Bishop. The librettist Bayne in sending Bishop the words also sent him the music of a popular air that he had heard in the country-side of Sicily. So apparently even "Home, Sweet Home" is traced to Italy.—From *Italo-American*.

W. O. DOWNS

New Commissioner of Public Safety

Under the direction of Mr. Downs, the City of Birmingham will have many new innovations. The Police Department is already going under the sharp knife, with the chief of police having resigned. It is planned that with promotions and demotions of a few officers that the Police Department will be more efficient.

Mr. Lewey Robinson, also a new commissioner, is co-operating with Mr. Downs in the reorganization of the Police Department. Birmingham people deserve what they need.

ITALIAN-AMERICAN PATRIOTISM

A striking lesson in practical patriotism was given during the week all banks were closed by an unemployed Italian-American girl living in Brooklyn, N. Y. It was disclosed at the White House that this girl, who refused to sign her name to her letter, addressed to President Roosevelt, sent a \$5.00 gold piece and a gold chain, her only article of jewelry, as her contribution to the anti-hoarding campaign. In part she wrote:

"This little offering of mine is just like a drop in the bucket. But every big sum is made of little ones, just as the immensity of space is formed by atoms. Maybe other women will follow my example and, those who can, more generously. It has been done before. History teaches us that women saved their country from an invading enemy by sacrificing their jewels to pay the price of its freedom.

"Please do accept my small share to your great task and may God inspire and guide you to the speedy recovery of a sick world. A healthy America means a healthy world. There is no getting away from it.

"I shall not tell you my name because I would not like to give the impression that I am doing this as a publicity stunt. Besides, I detest publicity. The only thing I want you to know is that I am an Italian girl."

Where the young lady says that history teaches that women have often saved their country she unquestionably has in mind the matrons of ancient Rome who felt that their concern for their country was as great as that of the men. We are proud of the deed of this young girl, a deed which though small, in its intrinsic value, is yet of the noblest.—From *Italo-American*.

LIGE LOY

Funeral Director—Ambulance Service

Phone 7-2111

900 South 20th Street

Birmingham, Ala.

Compliments

DeLUXE STUDIO

High Grade Photography

Phone 3-4060

1923 1/2 First Avenue

Birmingham, Ala.

PEERLESS LAUNDRY CORPORATION

La Migliore Lavanderia

430 South 19th Street

Phone 3-7293

Birmingham, Ala.

Bradley Real Estate and Insurance Co.

REAL ESTATE—RENTALS—SALES

Fire and Tornado Insurance—Loans Negotiated

1930 Second Ave.—Phone 344—Bessemer, Alabama

I. ROSEN

"THE STORE AHEAD"

BETTER VALUES—BETTER SERVICE

We Work Union Clerks

Second Avenue

Bessemer, Ala.

PUBLIC HEALTH

(Continued from Page 10)

heard on programs over Station WAPI the past year. The membership of the Foremost Kiddie Club extends through many cities in Florida, Georgia, and North and South Carolina, and is estimated to be over 100,000.

In addition to maintaining the high quality of products and service, the Foremost Dairies prides itself on the fact that it introduced the modern method of delivering milk through stores to the city of Birmingham. This has proven to be a very popular method, more than half of the milk being delivered by that method at the present time, making dairy products available through grocery stores at all hours of the day at a saving of one to three cents per quart under the usual methods of distribution. In this connection, it is of interest to note that during the Helena disaster the Foremost Dairies truckload of milk and ice was the first on the scene to relieve the distress of the storm sufferers.

The Foremost Dairies has enjoyed the patronage of the B.A.G. chain of 150 stores ever since its organization, and takes pride in its part of increasing dairy products sales through B.A.G. as well as all other stores.

I AM SO LONELY, SO

The winter days are here,
Rains cold and silent flow,
The trees are wet and dull,
I am so lonely, so.

Souls wait to greet the spring,
Hearts wander to and fro,
Clouds somber paint the sky,
I am so lonely, so.

The wind cries through the woods,
And heavy falls the snow;
To HER, I weave my dream—
I am so lonely, so.

—C. P. Bartolini.

DEMAND MOTHER COOKIES
At All Stores—Baked in Birmingham
Always

AUSTIN BAKERY
1021 North 16th Street Phone 3-4857

Compliments

The Stacy Williams Co.

Manufacturers and Distributors

With a spirit of friendly co-operation and mutual understanding, we offer our best wishes for your

For **HEALTH—FOOD—FLAVOR** we offer
YELLOW LABEL
"Truly A Family Syrup"

Greetings from

**Superior Ice Cream
Company, Inc.**

Manufacturers of

FAMOUS ICE CREAM

1810 Second Ave.

Phones 20 and 21

BESSEMER, ALABAMA

ON THE STATE POLITICAL HORIZON

The political atmosphere of the state is beginning to be charged with electricity. There are many prospective gubernatorial candidates who have already qualified, as well as several for the other important state and national offices.

In the race for governor will be Bibb Graves, a former governor; Frank M. Dixon, local attorney; Judge Leon McCord of Montgomery, and probably Judge Sam Hobbs of Selma, while others are being prominently mentioned for the position.

James A. Simpson, local attorney, has announced as a candidate for State Senator from the Ninth District, and Joe Schilleci for Representative in the State Legislature from Jefferson County.

Walter Brower, an outstanding attorney of Birmingham, has opened headquarters in a local hotel from which to direct his campaign for a seat in the House of Representatives at Washington. He will oppose George Huddleston, the present incumbent. There will probably be other candidates entered in this department.

The Democratic primary will be held in May, 1934, and each of the candidates will take his platform to the people at that time.

MY FRIEND

"My friend is one who knows me well,
Yet loves me just the same;
Who's honest, earnest, loyal, too,
And always plays the game.
Who dares to tell me when I'm wrong,
Helps me keep strong and true;
Whose cheery smile is SO worth while
A friend, dear friend, like YOU."

NEON LIGHTS AND DISPLAYS

Many of the marvels of our mechanical age are really quite old as far as the scientific accomplishments are concerned. After the scientist has completed his discoveries and set forth his explanations of his theories it always remains for the engineers to add the practical features that make the reduction of those discoveries to commercial realities possible.

Neon lights are not new to science. For thirty years they have been produced in the laboratories, and many accounts of the marvelous effects produced are in the literature of the investigators. But before those lights could be applied to commercial advantage it remained for the engineers to overcome the many baffling difficulties which were of no importance to the scientist, but stood squarely in the way of making tubes for lighting purposes. In these early days the scientist produced a light that gave him a brilliant flash for a few seconds or minutes at the most. From this point on the production engineer had to develop a tube that would give out a steady bright light indefinitely. Neon lights represent a landmark in the march of science towards a cold light. Neon lights share with vacuum tubes in their numerous forms the honor of helping to create a revolution in all of the mechanical arts and in most of the modes of our living.

The light given out by a Neon tube is practically a cold light, resembling the much sought light of the firefly. It is produced by the transformation of electric current energy into radiant light energy by a process of "ionization." It is accomplished with the production of practically no heat energy at all. This process of "ionization" underlies nearly all of the phenomena of nature. It is going on continually in our bodies. No chemical reaction can take place without the presence of this action. It is the force that impels the current through the storage battery in your car. It is going on inside of the earth upon which we live and in the open spaces of the universe from which we receive its signals in the cosmic rays.

(Note: The above article was furnished through courtesy of the Nashville Neon Co., Nashville, Tenn.)

Compliments

CRAWFORD'S

LADIES' WEAR, MILLINERY and NOVELTIES

1926 Second Ave

Bessemer, Ala.

THE EFFICIENT AMERICAN: AS MR. BRISBANE SEES HIM

The announcement by the head of the Italian government that he would like to see Italy's population increased in the next ten years by seventeen millions has brought forth a vivid comment from the pen of Arthur Brisbane:

"A country much smaller than California, far behind California in fertility and wealth of every kind, already possessing nearly ten times the population of California, proposed to add in ten years four times California's population to what Italy has already.

"Wise Mussolini knows that the real wealth of the world is INTELLIGENT POPULATION, and that he will find room and useful work for the seventeen million new Italians when they come.

"If Mussolini could send us seventeen millions of his good Italians that know how to work and are willing to work ON THE SOIL, they would add billions a year to the wealth of this country and consume wheat that our farmers cannot sell. They would utilize the fertile lands of Florida, California and the Gulf Coast now wasted. They would be a blessing to the United States and do more than all our talking and Technocracy nonsense to make this country prosperous.

"What is true of Italians is true of the other hard working races, if we can get them. We need fifty million more Irishmen, Scotchmen, Englishmen, Germans, Australians, Russians, all of the racial strains that, combined, have produced the EFFICIENT AMERICAN."—From Italo-American.

MY HEART

My heart will never care to know
The number of my days,
And I am satisfied to wait
To learn of God's pathways.

I send my love unto my friends,
My hate unto my foes.
Whether my life be short or long,
I do not care to know.

—C. P. Bartolini.

(This poem is dedicated to Mr.
Elviro Di Laura.—Author.)

THE ITALIAN AUTHOR OF "AMERICA"

In a recent issue of The New York Times a correspondent claimed that the music of the hymn "America" was composed by the Frenchman, Lulli. Another correspondent took issue with that claim by calling attention that Gibson Arnoldi of New York, "the most profound student on this subject in America," and owner of the famous America collection covering the hymn and its authorship, stated that Giovanni Palestrina, the greatest master of polyphony of all time, was the composer, in his opinion. All this makes interesting reading. It must be remembered that the music of "America" is taken from the English hymn "God Save the King." Now, if the music was by Palestrina, it is then an Italian composition. If it was by Lulli, it would still be an Italian composition, because Giambattista Lulli was born in Florence and later went to France.

And the foregoing considerations remind us of the most important and most popular folk-song of America: "Home, Sweet Home." I have seen in an old music collection owned by Maestro Raffaele Martino the music of "Home, Sweet Home" with the title of "Aria Siciliana" (Sicilian Air). Inquiry elicited the interesting information that the music of "Home, Sweet Home" is included in the operetta "Clari or The Maid of Milan" by Bishop. The librettist Bayne in sending Bishop the words also sent him the music of a popular air that he had heard in the country-side of Sicily. So apparently even "Home, Sweet Home" is traced to Italy.—From Italo-American.

W. O. DOWNS

New Commissioner of Public Safety

Under the direction of Mr. Downs, the City of Birmingham will have many new innovations. The Police Department is already going under the sharp knife, with the chief of police having resigned. It is planned that with promotions and demotions of a few officers that the Police Department will be more efficient.

Mr. Lewey Robinson, also a new commissioner, is co-operating with Mr. Downs in the reorganization of the Police Department. Birmingham people deserve what they need.

ITALIAN-AMERICAN PATRIOTISM

A striking lesson in practical patriotism was given during the week all banks were closed by an unemployed Italian-American girl living in Brooklyn, N. Y. It was disclosed at the White House that this girl, who refused to sign her name to her letter, addressed to President Roosevelt, sent a \$5.00 gold piece and a gold chain, her only article of jewelry, as her contribution to the anti-hoarding campaign. In part she wrote:

"This little offering of mine is just like a drop in the bucket. But every big sum is made of little ones, just as the immensity of space is formed by atoms. Maybe other women will follow my example and, those who can, more generously. It has been done before. History teaches us that women saved their country from an invading enemy by sacrificing their jewels to pay the price of its freedom.

"Please do accept my small share to your great task and may God inspire and guide you to the speedy recovery of a sick world. A healthy America means a healthy world. There is no getting away from it.

"I shall not tell you my name because I would not like to give the impression that I am doing this as a publicity stunt. Besides, I detest publicity. The only thing I want you to know is that I am an Italian girl."

Where the young lady says that history teaches that women have often saved their country she unquestionably has in mind the matrons of ancient Rome who felt that their concern for their country was as great as that of the men. We are proud of the deed of this young girl, a deed which though small, in its intrinsic value, is yet of the noblest.—From Italo-American.

LIGE LOY

Funeral Director—Ambulance Service

Phone 7-2111

900 South 20th Street

Birmingham, Ala.

Compliments

DeLUXE STUDIO

High Grade Photography

Phone 3-4060

1923 1/2 First Avenue

Birmingham, Ala.

PEERLESS LAUNDRY CORPORATION

La Migliore Lavandaria

430 South 19th Street

Phone 3-7293

Birmingham, Ala.

Bradley Real Estate and Insurance Co.

REAL ESTATE—RENTALS—SALES

Fire and Tornado Insurance—Loans Negotiated

1930 Second Ave.—Phone 344—Bessemer, Alabama

I. ROSEN

"THE STORE AHEAD"

BETTER VALUES—BETTER SERVICE

We Work Union Clerks

Second Avenue

Bessemer, Ala.

GEORGE WASHINGTON

The one heroic figure in our national hall of fame, whose memory transcends all partisanship and sectionalism, is that of George Washington. It will be many years before any other great American soldier or statesman becomes such a figure of national honor. Indeed, we doubt whether, even after the lapse of ages, our nation will ever have produced another character commanding such universal respect and esteem.

Yet Washington in his lifetime was the target for abuse and vilification such as few Presidents since his day have had to bear. A British traveler and author, writing in 1795, told how many men refused to drink to the President's health at the celebration of his birthday. When Washington retired to private life at the end of his second term as President, one of the foremost of the newspapers then in existence declared that this was a time for public rejoicing, "for the man who is the source of all the misfortunes of our country in this day reduced to a level with his fellow citizens and is no longer possessed of a power to multiply evils upon the United States. . . . If ever a nation was deceived by a man the American nation has been deceived by Washington."

Very few men in high place escape such calumny. There is something in human nature which resents the idea that one man is superior to others. But it did not take the American people long to realize that in George Washington they had had a leader who was probably the only man who could have successfully led the revolt against British domination and establish our nation on an independent basis so sound that the foundations laid by him have never been seriously shaken.

The wisdom of Washington's warnings and admonitions to the young republic of which he was the first President become more and more clearly apparent as time goes on. Particularly at this time we are impressed with his warning to the young nation to avoid entangling alliances with Europe. That was not intended, of course, as an admonition to deach America from the rest of the world; it was rather an admonition that we should maintain friendly relations with all nations and not be allied with some in opposition to others. We think this an opportune time to remind our political leaders and the people of America again of Washington's warning against foreign entanglements.—Exchange.

ITALY AND CIVILIZATION

The achievements of great men are best understood by other great men. A prime example of this is contained in an important address recently delivered before the Phi Beta Kappa alumni in New York by Dr. Robert A. Millikan, Nobel Prize winner, and one of the world's greatest living scientists.

Looking back over the past century, he finds that science's most essential contribution to intellectual civilization has been the application of the scientific method, that method of approach first employed by Galileo Galilei 300 years ago, and which Professor Whitehead, famous English philosopher, has called "the most intimate change in outlook which the human race had yet encountered."

"It is not too much to say," says Dr. Millikan, "that Galileo started modern physical science on the course which has extended unbroken through our own day. . . . It is easy to trace the pedigree of practically every modern industrial or scientific device back to the new knowledge which has come from the application of Galileo's method, and, indeed, from his own experimental researches."

This modern world, this age of science, steel, and electricity, so completely different from anything else man has ever encountered in his stay on earth—all this vast complexity, then, has its roots in the mind of that towering Italian figure who, by changing man's conception of the universe, thereby changed the course of civilization.—Copyright by Atlantica Italian Month Review. Reprinted by special permission.

THE CITY OF VENICE

"Queen of the Adriatic," "The City of the Doges," "The City of the Lagoons"—these are some of the suggestive titles by which the city of Venice, at one time the greatest sea republic in the world, is affectionately known and which by themselves paint figuratively the historical characteristics which distinguish that city from any other city on the face of the earth. Long and glorious is the history of this city which throughout the centuries influenced the life of peoples, made her contribution to civilization and played in more recent years a heroic part in the drama which led to the formation of present-day Italy. Rich in customs and traditions and in the arts, it would take students many a year to delve fully into its past.—From Atlantica Italian Monthly Review.

ITALY'S DIADEM OF FAMOUS CITIES

Italy, more perhaps than any other land, is the proud possessor of a starry crown of cities whose names for many centuries have been quick upon the tongues of men; whose art, beauty, valor, virtue, and wickedness have been heralded to the four winds by the trumpet blasts of fame. Each of these jewels in Italia's coronet has its own fire and wonder, its unique and special appeal to the minds of us moderns. We have here essayed in the case of a selected few to capture some hint of this elusive quality as it has been translated into words for us by those who felt and loved it.

ROME—"There is more in Rome than guide-book can catalog or student appreciate. Twice in her history, and each time for centuries on end, she was the center of Europe, and the changes which time has wrought on her hills reflect the rise and fall of peoples, and all the march of ideas and events that has molded the destinies of a continent. Because of this Rome is the longest and most detailed chapter which man has yet written in the book of his life, and though some will demand no more than an outline of the plot, others will find pleasure in learning that there is more between the lines than they can ever hope to read. . . . But Rome is not just a medley of historical data. She is herself; she has character; and the outstanding quality of her character is its irony, which touches all she holds and gently puts it in place. There is no city in the world which so helps thought to attain perspective."—Harold Stannard, 'Rome and Her Monuments.'

GENOA—"Genoa is well named La Superba. Her thoroughfares are streets of palaces. Her terraced gardens and villas are regions of incomparable beauty, with the blue Mediterranean at their feet. All the hill slopes are a dream of pictorial grandeur, with their palaces, sculpture, fountains, and flowers. On the summit of almost every hill there is a fortress and often ramparts, which are silhouettes in dark masses against the sky. Orange groves abound on the terraces, often showing the golden fruit, buds, and blossoms all at the same time."—Lilian Whiting, "Italy, the Magic Land."

AUTUMN

The sky is overcast and dull,
Its splendor hid away;
October walks along the road,
And flowers must decay.

Creation seems to disappear,
And joys all to depart;
Sad visions come, sad visions go,
And lonesome is my heart.

—C. P. Bartolini.

Compliments

MAURICE LETAW
DRUGGIST

N. W. Cor. 19th St. & 4th Ave. Birmingham, Ala.

3-6176—Phones—3-6177

SNOW-SMITH DRUG COMPANY

7th Avenue and 20th Street, No.

Registered pharmacist on duty at all times. We Deliver

TUTWILER FLOWER SHOP

Tutwiler Hotel Lobby

1005 N. 5th Ave.

Phone 3-9747

BIRMINGHAM, ALABAMA

Compliments

SAM SPINA IMPORTING CO.

All Kinds of Importing Goods

2130 Morris Avenue

Birmingham, Ala.

Phone 3-3461

DIRECTORY

ROYAL ITALIAN VICE-CONSUL

G. A. FIRPO, Reggente
710 Farley Bldg.

OUR CHURCHES

St. Paul Cathedral, 3rd Avenue and
22nd Street, North.

Our Lady of Sorrow, 14th Street and
Avenue F, South.

St. Mark's Church, East Thomas, Ala.
Rev. Father Canepa.

St. Joseph Church, Ensley, Ala., Rev.
Lorenzo Danazzan.

Blessed Sacrament Church, Pierson
Ave., West End, Rev. Walter
Tobin.

ORCHESTRAS

Nappi's Orchestra.

Venetian Orchestra.

Giattina's Orchestra.

Prof. Sam Gagliano, pianista and di-
rector of band.

Prof. P. F. Bria, director of Cullman
Band.

Prof. A. D. A'Ggostino, music teacher.

OUR PROFESSIONISTS

Augusto G. Ginesio, Attorney, Comer
Building.

Dr. P. T. Falletta, M.D., Protective
Life Building.

Dr. B. F. Sapienza, Dentist, Comer
Building.

Dr. C. J. Fiorella, Dentist, Empire
Building.

Miss Maria B. Tancreti, School Teach-
er.

J. C. Catanzano, Jr., Attorney.

M. Trippi, Attorney.

Dr. A. L. Vafes, Dentist, 322 Wood-
ward Bldg.

Dr. L. P. Botta, M.D., 1054 27th Ave.

Dr. D. E. Snead, Ph.C., 506 Lyric
Bldg.; phone 3-6501.

SONS OF ITALY LODGES

Grand Lodge of Alabama—Sam Ra-
nieri, Grand Ven.

Lodge No' 1432, O. F. I.—T. Bone,
Ven.

Lodge Enrico Caruso—Jo. Ferlise,
Ven.

Lodge Giuseppe Garibaldi.

Lodge Maria Teresa—Mrs. Orsolina
Tancredi, Ven.

Lodge V. Emanuele II—Jo Tortorici,
Ven.

ITALIAN SOCIETIES

Principe Umberto Di Savoia—Jo Li-
berto, President.

U. S. P. P.—Jack Biviano, President.
Vittorio Emanuele III—Ignazio Lori-
no, President, Ensley, Ala.

Unione e Fratellanza—Vito Graffeo,
President, Pratt City, Ala.

Federation of Italian Societies of the
South—Carlo Virgone, President,
Gadsden, Ala.; Elviro Di Laura,
Secretary, Birmingham, Ala.

Regina Elena (Feminile)—Mrs. Sam
Brocato, President.

Regina Elena di Bessemer—Pasquale
Oddo, President.

Unione e Fratellanza Feminile of
Pratt City—Mrs. Louise Brusa,
President.

Stella di Colombo—Sigr. A. Sal-
vaggio, President, Ensley, Ala.

Cristoforo Colombo—Tony Schilleci,
President, Ensley, Ala.

Ordine Figli di Sicilia—Frank Maz-
zara, Secretary.

Fratelli Bandiera—A. Pardi, Presi-
dent, Alabama City, Ala.

Corona Regina Elena—Mrs. D. Tam-
burello, President, Bessemer, Ala.

ITALIAN CLUBS

Southern Democratic Club—A. Ro-
meo, President.

Ensley Political Club—Mike Lorino,
President.

ITALIAN TAILORS

Bonazzi Tailoring Co., 105 N. 20th St.,
Birmingham, Ala.

Baranelli Tailor, 21st St., Birming-
ham, Ala.

BUSINESS HOUSES

BIRMINGHAM

Buzanca Produce Co., 2201 Morris
Avenue.

Catanzano Bros., 1822 N. 4th Avenue.
City Wholesale Grocery, Inc., 2309
Morris Avenue.

Everybody's Market, Inc., 1810 Mor-
ris Avenue.

Independent Fish Company, 2005 Mor-
ris Avenue.

Simonetti Bros., 2201 Morris Ave.
Sam Spina Importing Co., 2130 Mor-
ris Avenue.

BESSEMER

Superior Ice Cream Co., 1810 N. 2nd
Avenue.

Naro Drug Co., 801 N. 24th St.

P. Oddo Fruit Store, 5 N. 19th St.

City Shoe Shop, 102 19th St.

Blue Ribbon Shoe Shop, 116 N. 19th
Street.

Tony Locuccio Grocery, 2431 N. 12th
Avenue.

GADSDEN, ALA.

Carlo Virgone.

City Shoe Shop, 226 Broad St.

Tony Plaia, 108 Wall St. (Alabama
City).

ENSLEY, ALA.

Giacomo Marino.

SHOE REPAIRERS

Hillman Shoe Hospital (F. Romei),
1827 N. 4th Ave., Birmingham.

Goodyear Shoe Hospital, 418 N. 20th
St., Birmingham, Ala.

City Shoe Shop (F. Trippi), S. 20th
St. and Avenue C.

Red's Shoe Hospital, 222 N. 18th St.



SCENE ON ALABAMA FARM

**With Birmingham's New
Low Cost Electricity
ELECTRIC COOKING
Is Now More Economical
Than Ever Before**

HUNDREDS of Birmingham homemakers installed electric ranges because they liked the **cleanliness** of electric cookery; others were attracted by its **coolness**; others sought the **freedom of pot-watching** which it afforded; still others were enthusiastic over the way electric ranges **bring out the flavor of food** and preserve their bulk. Now, with Birmingham's new lost-cost electricity, electric cookery assumes the added attraction of **outstanding economy**. With Birmingham's new low-cost electricity, the average family* can cook a full meal for less than a nickel. Investigate electric cookery for your own household. The new 1934 models of electric ranges now on display at your favorite dealer's will surprise and delight you!

{ *By average family is meant a family of }
{ five persons, living in a six-room home. }