

Traverso Tells Marconi Club It Can Be Political Factor

"I wish to congratulate the members and officers of the Santa Cruz County Marconi club on the splendid foundation you have laid for your new civic club and assure you that, rightly handled, you will be a tremendous power for good in your community."

Thus spoke John A. Traverso, president of the Columbus Civic club of San Francisco before more than 200 Italian-American citizens at the regular meeting of the recently formed Marconi club last night at Arion hall.

Traverso, Italian civic figure and business leader of San Francisco, detailed before the Santa Cruz club the formation of the Columbus Civic club a number of years ago and recounted remarkable success it has achieved in its pay area field.

"In San Francisco we deem it our duty to closely scan the political situation at all times and during election periods we go actively into the political wars when finally we are convinced we are backing the most worthy candi-

dates," Traverso told the Marconi club members. "As conscientious, progressive American citizens anxious for the upbuilding of your city, county and state you have a right to throw your support to candidates you believe most nearly meet your ideals of civic duty and qualifications."

"In our San Francisco club we appoint an endorsement committee, invite every city candidate to appear before it and when all have laid down their policies and platform this committee votes a list of recommendations which it in turn lays before a general club meeting for ratification or changes. In this manner we exert a very real influence for good in our community and you folks in Santa Cruz can do the same thing, if you go into it in a cautious, democratic manner."

Last night's meeting was called to order by President A. J. Costella who in turn called on James Scoppetone who introduced Traverso.

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lou_thompson111

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