



Friends and neighbors of Amalia and Rosina Franciosa in Melfi, Italy, show warmth and pride in visit of star Anthony Franciosa.

Bravo, Antonio!



Anthony makes friends with a future fan who approaches shyly.

by Peer J. Oppenheimer

THE RETURN of a conquering hero is a major event in any small town. In European communities, where the heroes are often descendants of emigrants who left years ago to conquer the New World, the occasion has special significance. And when the hero is a movie star and the town is inhabited by enthusiastic paisani in film-conscious Italy, the event takes on epic proportions.

Such an event happened recently to Anthony Franciosa in the metropolis of Melfi in normally sleepy southern Italy. Franciosa's grandparents came from Melfi in 1890. Franciosa himself was born in poverty in New York's tough Harlem district. But he found fame on the Broadway stage and world-wide acclaim in Hollywood, where last year he was nominated for an Academy Award.

"Bravo, Antonio!" shouted Melfians, who live intimately with poverty and admire those who can rise above it. "Bravo, Melfi!" said Franciosa, who could have ignored his background, but chose to remember it.

So the hero "returned." When in Rome to star in the forthcoming film, "The Naked Maja," with Ava Gardner, Franciosa made a side trip to Melfi "to visit a few relatives." He found them, and a few more besides. The whole town turned out and, for a brief time, Melfi awoke—from its eldest citizen to its youngest street urchin. It had someone to boast about.

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says Elsie, the Borden Cow



10-Minute Magic Macaroons

- $\frac{3}{4}$ cup ($\frac{1}{2}$ 15-oz. can) Eagle Brand Sweetened Condensed Milk
- 3 cups shredded coconut
- 1 teaspoon vanilla extract

Try my quick-mix way to melt-in-your-mouth cookies! The secret? Borden's Eagle Brand Sweetened Condensed Milk—ready-blended, nourishing milk and sugar pre-cooked to a creamy smoothness.

1. Mix Eagle Brand with coconut and vanilla. 2. Drop by teaspoonfuls onto greased baking sheet, about 1 inch apart. 3. Bake in moderate oven (350° F.) until a delicate brown, 8 to 10 min. 4. Remove from pan. (Makes about 30 cookies.)

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