

### Allied Forces Group Fund Drive

Allied Forces Inc. is conducting educational work of the organization this year during October with many information about alcohol and area persons contributing to narcotics in preventative efforts toward the \$25,000 goal. Funds primarily among youth in the will be used to continue the community.

### "Racism has spread like an infection throughout the Catholic Church."

When it comes to race, declares a prominent Catholic layman, the Catholic Church—the human level—"is more white than it is Christian."

Now—in a ringing article in LOOK Magazine—John A. McDermott, Executive Director of the Catholic Interracial Council of Chicago, presents the "terrible evidence" of the failure of the Catholic Church to teach racial justice and brotherhood.

Although Mr. McDermott's article concentrates mainly on the failure of the Church in Chicago (America's largest Catholic community), he emphasizes in LOOK that "the record is no better, and possibly worse, elsewhere in the nation."

Read "Where Does My Church Stand on Racial Justice?" now in

**LOOK** Tough magazine to ignore

Prominent in the fund-raising is Mrs. T. C. Thompson of Cross-over Road, Fairport. Longtime supporter of Allied Forces, now in its 34th year in the special education field is Sister Helen Daniel, S.S.J., president of Nazareth College who continues to serve on the organization's Board of Directors.

The group's program also sponsors courses for teachers and students in the city and area high school, colleges, and universities. It provides widespread community service to industry, libraries and working cooperatively with law enforcing authorities. Individuals and groups will be counseled on the effects of drug usages, research studies will be conducted for educational institutions.

The funds will help in publishing for free distribution educational materials for the purpose of public enlightenment on the effects and the use of alcohol and narcotics.



Mrs. James O'Flynn — Miss Sharon A. Schulz, daughter of Mr. and Mrs. Arthur G. Schulz, Mumbray St., and James Terrence O'Flynn, son of Mrs. James O'Flynn and the late Mr. O'Flynn, Knollbrook Rd., were married Oct. 8 in St. Boniface Church, Rochester. (Varden Photo)

Mrs. Michael Bellucio — Miss Carol Ann Viavata, daughter of Mrs. Petrina Viavata, Hollister St., and Michael T. Bellucio, son of Mr. and Mrs. Gaspar T. Bellucio, Norton St., were married Oct. 15 in Holy Redeemer Church, Rochester. (Varden Photo)

Mrs. Albert Tantalio — Miss Kathleen Amato, daughter of Mr. and Mrs. Joseph Amato, Smith St., and Albert Tantalio, son of Mr. and Mrs. Gaetano Tantalio, Santee St., were married Oct. 15 in St. Anthony Church, Rochester. (Cheshire Photo)

Mrs. Alfred Niemeyer — Miss Marie Elena DiSano, daughter of Mr. and Mrs. Frank J. DiSano, Culver Pkwy., and Alfred H. Niemeyer, son of Mr. and Mrs. John Niemeyer, Barons Rd., were married Oct. 8 in St. James Church, Rochester. (Cheshire Photo)

### Thru The Looking Glass

### The New American Male

By LOUISE WILSON

LOUISE WILSON, Women's Editor, is heard 12 times weekly over WHAM: 9:10 and 9:25 A.M., Monday through Friday; 9:30 A.M. and 12:30 P.M., Saturday.

Ever since last June, when a gentleman in Newark was the first to remind me, "You never write anything about us men," I've given it a lot of thought. He's quite right, you know, and high time I corrected this oversight.

During the past twenty-five years, a new breed of American male has emerged. He's a man acutely aware of the importance of good grooming, vitality, youthfulness and fashion knowledge for his business and social success.

The American male gets around more. Influenced by travel to other lands for business and pleasure as well as living and competing in a dynamic, affluent society, this new American man has taken a big step forward and is using a wide range of daily grooming aids.

Whether the man (or men) who've complained, gently of course, that they never make it into this column will like it or not, I must divulge that men now use specially formulated for them face creams, moisturizers and skin toners; hair sprays, hair color, hairpieces, scented soaps, bath oils, shampoos, aftershave lotions, colognes and perfumes.

But you men have an "out," even so. We women started it all. We were the prime movers in getting husbands and friends to "borrow" their toiletries. And we're really quite pleased about the whole development. Of all these good grooming aids, fragrance is the most popular with the men in our lives. This is not just a personal survey. Sports Illustrated made one which I'd like to quote.

"45 per cent of the college men surveyed on 40 college campuses revealed they used cologne, 82 per cent used aftershave lotion." These young college men, actually trend and pace setters, are literally leading the rest of the American male population "by the nose" to an unprecedented awareness and use of fragrance.

A recent Brand Rating Index report stated that of the total male population of 59,173,000 over 18 years of age, 72 per cent used after-shave lotions. Further facts to clear up (or even confuse the issue) reveal the total sales of men's colognes in 1965 reached \$70 million. At this rate this decade may go down in history as the "scented sixties," rivaling even the famed "four parfumes" of Louis XV of France.

With this in mind, it's no wonder, no surprise that Chanel

now debuts a new line of fragrances for today's modern, cultured man of taste and action. A brisk virile blend with a refreshing-bracing, citrus top-note, Chanel for Gentlemen tends to speak softly in distinctive, masculine bottles with rounded, bevelled edges topped with a jet black chunky top, it bears the interlocked double C Chanel monogram.

Chanel's Gentleman's After-Shave is a companion product in the same brisk modern blend. A cooling, soothing after-shave lotion with an anti-bacterial inhibitor, smooths, softens, scents—and when necessary—helps heal razor nicks and scrapes.

To prevent razor nicks and scrapes—Gillette has just come out with a Technomatic razor which is a tantalizingly different type of shaving instrument. It's absolutely no blade handling. He never touches the shaving edge.

It's light on the face. In fact, it's hardly more than half the weight of a regular Gillette adjustable razor. What's more, it's safest of all safety razors. And the trim shape of the razor gives it greater maneuverability in hard-to-shave spots under the nose and near the ears.

The Gillette people have thought of everything. There's a dial in front of the razor band cartridge set at number six when purchased. Each turn of the lever registered so that the user always knows how many edges are left.

When the last shaving edge has been used up, the cartridge is released for removal and disposal by pressing a latch on the front of the razor. The replacement cartridge can be snapped into the razor from its plastic box without handling.

However, we women, being the devious souls we are in matters of this sort will probably start "razor swapping" all over again. But then it was you men—who started stealing colognes and perfumes from lady's vanity.

So here we are—right back where we started. The borrowing begins all over again!

### Forty Hours

Sunday, Oct. 23—Holy Family, Our Lady of Mercy, St. Joseph, Rochester; St. Vincent de Paul, Churchville; St. Michael, Penn Yan; St. James, Waverly; Holy Trinity, Webster.



"He" just can't resist something different that works. Gillette's Technomatic Razor is a tantalizingly different type of shaving instrument that seems more like wizardry than gadgetry.

### Eastman Music For UN Week

The Sixth Symphony of the late Ralph Vaughan Williams will receive its first Rochester performance and Samuel Adler's tone poem "Requiescat in Pace" will be given its world premiere at a concert by the Eastman Philharmonia under the joint auspices of the Eastman School of Music and the Rochester Association for the United Nations. The event is scheduled for Friday evening, Oct. 28, in the Eastman Theatre, and admission will be free.

Walter Hendl, director of the Eastman School, will conduct the Vaughan Williams Symphony, and also the Prelude to Wagner's "Die Meistersinger" and Rachmaninoff's Second Piano Concerto. Soloists in the Rachmaninoff will be Minako Mizutani, an Eastman graduate student.

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**GOD LOVE YOU**  
Most Reverend Fulton J. Sheen

I hate to be a beggar.  
To be crucified to a begging pen,  
To take the cross of a tin cup  
And scan the highways of rich America,  
To be condemned to make a "touch"  
Knowing all too well that Christ touched  
To heal and not to take.

I suffer it like Capharnaum's soldier  
Who came and went at a captain's bidding.  
Under orders, what can I do but serve?  
Speak with me, pity me, open the door.  
A beggar begs who never begged before.  
A hand out for a "hand-out" I could not suffer  
Were I to beg for one poor family in a slum  
Where all are aching, empty.  
Nor could I beg for just one  
Spiritual family in our great Church  
Each of whom sends heralds to un-Gospelled lands.

What makes my beggary  
Less noisome both to you and me  
Is that it is for all!  
Dutch uncle, love more one child than a whole  
But the father must provide for all.  
Making no choice, no favorite, no "just you."  
It is this that makes our cup less tiny—  
That in the Holy Father's name we reach it,  
Not for Peter, not for Paul, but for all twelve.  
Not for Asia, nor for Africa alone,  
But for the world for whom Christ died.

I never thought when God called me to be a priest  
That he would chain me to a basket  
And say: "In My Name and for all My missionaries  
Sponge, panhandle and be a wolf at doors.  
That others may announce the Lamb of God."  
Forgive me, then! You see my cup and my glove  
But not my hand. The glove is Sheen,  
The Hand is the Lord's.

For how else shall I to heaven go  
Without begging the Cross' grace?  
And until then—would you not miss not only my cup—  
But my—oh! how sincere!—GOD LOVE YOU!

It is but one Sunday each year that we ask you  
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will not fail to help this beggar to fill his cup! GOD  
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Sunday, Oct. 23—Thom Grosdonia, St. Thomas Apostle.

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Tuesday, Oct. 25—F Schantz, Sacred Heart dral.

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