

Thru The Looking Glass

Herbert & Beth Levine
Style-setters
Award-winners

By LOUISE WILSON

Louise Wilson, Women's Editor of Station WHAM, is heard eleven times weekly: 9:10 and 9:25 a.m., Monday through Friday; 9:30 a.m. Saturday.

Half a world away, a bride about to be married in a royal palace cables for a pair to wear on her wedding day. The country's best-dressed women display them proudly. These smartly styled shoes are so highly regarded that the designer-producer team of Herbert and Beth Levine has just received the City Special Award for 1967.

Obviously, their shoes enjoy the rarest of distinctions. The current collection for Fall and Winter, now in the finest stores cross country, lives up to their remarkably high reputation.

Herbert Levine graduated from Dartmouth as a sociologist. However, he entered the field of journalism, eventually becoming a salesman for a shoe manufacturer. It was here that he met the young designer, Beth Katz, who became his wife. Shortly after their marriage in 1949 they went into the shoe business together. Since 1951, they have been the prime makers in the shoe field.

It was the Levines who introduced the stocking shoe, the backless shoe, the boot and a variety of heel fashions. Probably the greatest single innovation in the entire field is the boot—and they started it all!

On our most recent visit to New York City we were keenly disappointed not to see Herbert and Beth—but true to form, they were in Europe discovering new leathers and the like. The Levines have always since their partnership, both personal and professional, been interested in new leather developments, new tanning methods, new textiles and other materials for shoe manufacture. They're also highly sensitive to general fashion trends which indicate changes in shoes. Quite in addition to fabric and leather and general styling, they recognize endless heel interest.

The new Fall and Winter Levine collection has an exciting series of both "top" and "foot" looks. All the boots cling and are made of extraordinary new materials that gleam, glisten and stretch like a stocking. Boots the Levines insist are not fads. They are a definite style and destined to remain as such for a very long while.

Boots for the current collection come in three lengths: mid-calf, knee and thigh-high. Both feel that even if a woman doesn't have beautiful legs, boots will give her instant beautiful ones. Beth is quick to assure us that boots are not hot because they're made of porous nylon with a stretch plastic coating.

Within what the Levines point out as an area of about 8 inches in which to vary and set new fashions each season, there must be a maximum of shoe news within a minimum of space. But Herbert and Beth Levine do it with an amazing number of styles including:

THE PAPER TWIST SHOE: This new at-home fantasy is done in a huge palette of brightly colored, double-faced laminated paper strips twisted into exquisite swirls and multicolor bands which flex above the light composition soles. The Levine light touch creates a new whimsy in at-home fashions.

THE CUSHION PLATFORM SHOE: This Levine innovation is a completely flexible construction which lifts the foot in a fashion like that of a shock absorber. To emphasize the newness, many of the cushion platform are white and black on colored shoes.

JEWEL VINYLITE SHOE: Pearl finished vinylite and a laminated metallic mesh under clear vinyl is the answer for the woman who doesn't fancy the totally transparent shoe. Jeweled vinylite shoes will continue their spectacular rise in a world where people go out and new, fascinating evening clothes are now of major importance," say the Levines.

These are but a few of the trend-setting shoes designed and produced by the husband-wife team of Herbert and Beth Levine. Shoes that are worn by the world's best dressed on any and every important location. Shoes that win special awards. All of which is pretty significant when you realize they have but 8 inches in which to create such permanent impressions.

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Seton Groups In Action

13TH BRANCH of Seton Workers of St. Mary's Hospital will be entertained at a dessert luncheon, Tuesday, August 1, 12 noon at the summer home of Mrs. Clement Hauss at Honeoye Lake with Mesdames William Styles, W. F. Norton and George Ferrin assisting in arrangements.

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Family Rosary Radio Leaders

The Family Rosary for Peace program is broadcast each evening at 7 p.m. by Rochester radio station WSAW, WMBO-FM in Auburn, television cable companies Channel 8 in Elmira, Channel 5 in Hornell and at 88.75 mc in Corning. Those who will lead in recitation of the Rosary this week will be:

Friday, July 28—Paul Atvel, St. Cecilia's parish.

Saturday, July 29 (Mass will be celebrated)—John Fee, St. Louis.

Sunday, July 30—Alfred J. Floegel, St. Margaret Mary.

Monday, July 31—Anthony Annunziata, St. James.

Tuesday, August 1—Representative of Knights of Equity, Court No. 10.

Wednesday, August 2—James Zicari, St. Francis of Assisi.

Thursday, August 3—Oscar Traybold, Sacred Heart Cathedral.

Golden Jubilee For McKeivitt

Mr. and Mrs. Louis L. McKeivitt, 10 Center St., Waterloo recently marked 50 years of marriage with a Mass of Thanksgiving in St. Mary's Church, Waterloo. The Mass was offered by the couple's nephew and Mr. McKeivitt's godchild, Father John A. Murphy, pastor of St. Lawrence Church, Greece. About 250 friends and relatives attended the Mass which was followed by a reception at the Armitage, Seneca Falls.

Now retired, Mr. McKeivitt was employed in the Waterloo Post Office for over 42 years and when he retired in 1954 was assistant postmaster. He was then employed for 4 years by the First National Bank of Waterloo. At the present time he is collector of school taxes in Waterloo.

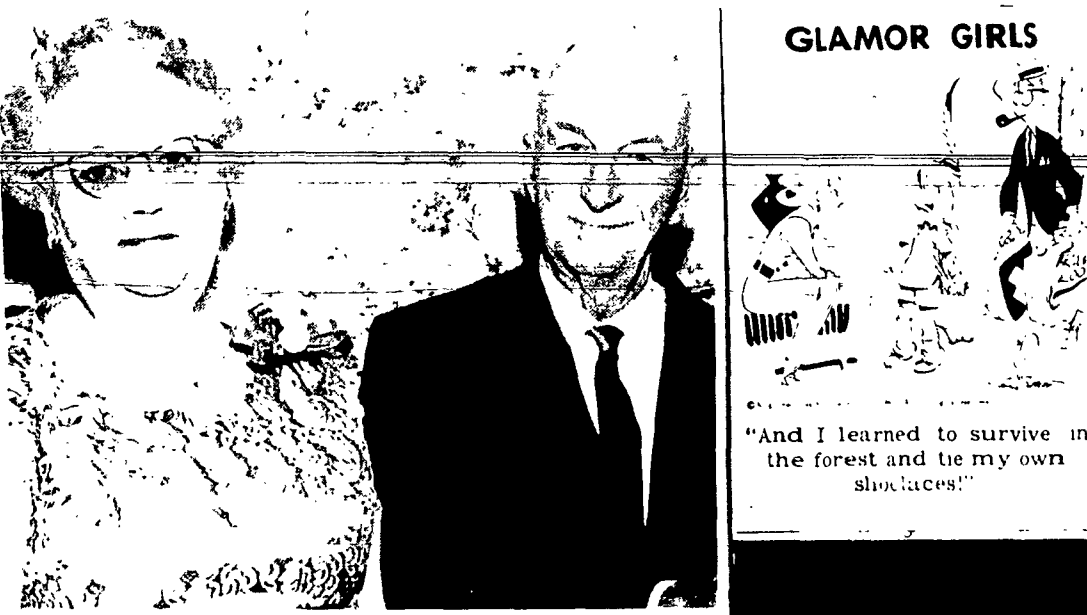


Mrs. Gerald A. Fichter — Miss Patricia Storto, daughter of Mr. and Mrs. Nicholas J. Storto, East Rochester and Gerard A. Fichter, son of Mr. and Mrs. Louis J. Fichter Sr., V a n Bergh Ave. were married June 10 in St. Jerome's Church, East Rochester.

Mrs. George Herring — Miss Jean Lochren, daughter of Mr. and Mrs. Norman Lochren, Auburn and George Herring, son of Mr. and Mrs. George J. Herring, 106 Shorecliff Dr. were married in St. Mary's Church, Auburn, July 22. (Mugleton Photo)

Mrs. Gerald Menz — Miss Elsie Stolberg, daughter of Mr. and Mrs. Carl E. Stolberg and Gerald Menz, son of Mrs. Frank Menz and the late Mr. Menz, 122 Waring Rd. were married July 22 in Sacred Heart Cathedral.

Mrs. Randall H. Fairbanks — Miss Carol Ann Vasco, daughter of Mr. and Mrs. Dominic C. Vasco, Auburn and Randall H. Fairbanks, son of Mr. and Mrs. Thaddeus Fairbanks, Ithaca, were married in St. Francis of Assisi Church, Auburn, July 15. (House of Hill Photo)



MR. AND MRS. LOUIS McKEIVITT

What's New in the Parishes

ST. ANDREW, Rochester. Rosary Society annual trip to Auriesville Aug. 5 at 8:45 a.m., returning at 9 p.m. Reservations: Marion Becker 467-2910 before July 30. Trip and luncheon included for \$25.

MOST PRECIOUS BLOOD, Rochester. "Go West" Festival Friday, Saturday and Sunday, July 28, 29 and 30 in church parking lot St. Chaimen. Ernest Blure, Santo Pelitteri. Refreshments, games, prizes. Proceeds for new church building fund.

ST. PHILIP NERI, Rochester. Annual summer festival Friday and Saturday, Aug. 4 and 5 beginning at 7 p.m. Chairmen: Father Charles Connell, Father Vincent Panipinto, Philip Dattilo Sr., Angelo Di Neri, Cabetria Petrossi, Grace Calarco and William Regendorf. Proceeds for rebuilding of church.

ST. CATHERINE, Mendon. Country Festival Friday and Saturday Aug. 4 and 5 at 5 p.m. on the church grounds. George Garvey chairman. Fish fry on Friday evening. Chicken barbecue on Saturday. Pony rides, games, entertainment. Baby sitting available.

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Named Editor
Milwaukee — (NC) — Archbishop William E. Cousins of Milwaukee has announced the appointment of Father Thomas R. Leahy as executive editor of the Catholic Herald Citizen, archdiocesan newspaper.

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Holy
New York — (Middle East crisis an "instrument" for meaningful? Jewish dialogue — a "deal too many peripheries" — The American Jewish and a top-rank The National Churches agreed

Focus of a CBS Radio's The Ighion between M ram, a Jewish lay Robert-Bilheimer Rochester and n Director of the ment of Internal was the National cent resolution o East Crisis.

A G Over

New York — Ad he's just monke but the executive The National Cou ers of English ch the most crea on television righ Monkees" — missp.

He also finds are quite, peacel they see in the s gists that teach would get to kno sters better if th to draw them o recently with a c grade girls.

"One girl told ized the program ng her and she v that this didn't the pleasure she show but, rather, Joy it more," Eloopes, the exec who is known fo classroom use of programs.

He is TV edi and Methods," guide published school teachers, cently invited to Eam University's study conference, a discussion on TV series after s the half-hour epi NBC-TV program

"The Monkees" attempt to ape format, the styl — of the two Be: Hard Day's Nigh which featured t romping through to the accompan songs in the ba the storyline a r rion.

Over a year 2 TV producers (o done a college tural anthropol ad in a Hollywood paper announcin four insane bo screening 437 arg ing Micky Dole.



"You may talk little"