

# Femmes en Force Out To Clean Up Lewiston



VILLAGE GETS GROOMING — Members of a Lewiston improvement organization, Femmes en Force (and husbands) rived television's soap and detergent giants Saturday with a



cleanup whirlwind. Mrs. Olaf Erickson, left, and Mrs. Paul Schmoyer, in photo at left, plant a floral tree in Center Street. In center photo, Ashton Wipple, left, and Arthur Kelly freshen up



Mrs. James Young, Mrs. Richard Redman, and Mrs. Harold Buckley move litter containers. — Gazette Photos.

## Executive Eyelash Booming

By DORIS KLEIN  
LOS ANGELES (AP)—A new secret weapon is making a creeping advance on the inner sanctums of the business world—the executive eyelash.

Beneath those lids may lurk a mind like a steel trap. But false eyelashes for men are grabbing hold on some of the top executive eyelids in the nation, say the stores marketing them.

The lashes are the latest addition to the growing men's beauty market. It now includes such onetime strictly female purchases as hair styling, hair spray, pancake makeup, perfume and moisture cream to keep masculine complexions dewy fresh.

"The difference between the men and women who wear false eyelashes is men won't admit they have them on," says Inga Borg, who designed them.

"Men judge other men by the look in their eyes," she says. "And if their eyes stand out more, it's a definite business advantage."

GERMAN-BORN Miss Borg, a statuesque blonde who resembles a showgirl more than the head of a million-dollar eyelash corporation, says she first tried selling the lashes at the beauty counter in a posh department store in Beverly Hills.

"Men would walk by and laugh and say, 'who'd wear those?'," says Miss Borg. "Then the same men would call from a phone outside and say they might buy them if we sold them in private and showed them how to apply them."

Miss Borg was given a private room and the men's eyelash business boomed.

Men's lashes differ from women's in that they're shorter and straighter. Applied under the eyelid, they blend with a man's own lashes.

"They're especially good for blondes, redheads and white-haired men whose lashes are too pale," says Miss Borg.

MISS BORG invented her brand of lashes 18 years ago for herself.

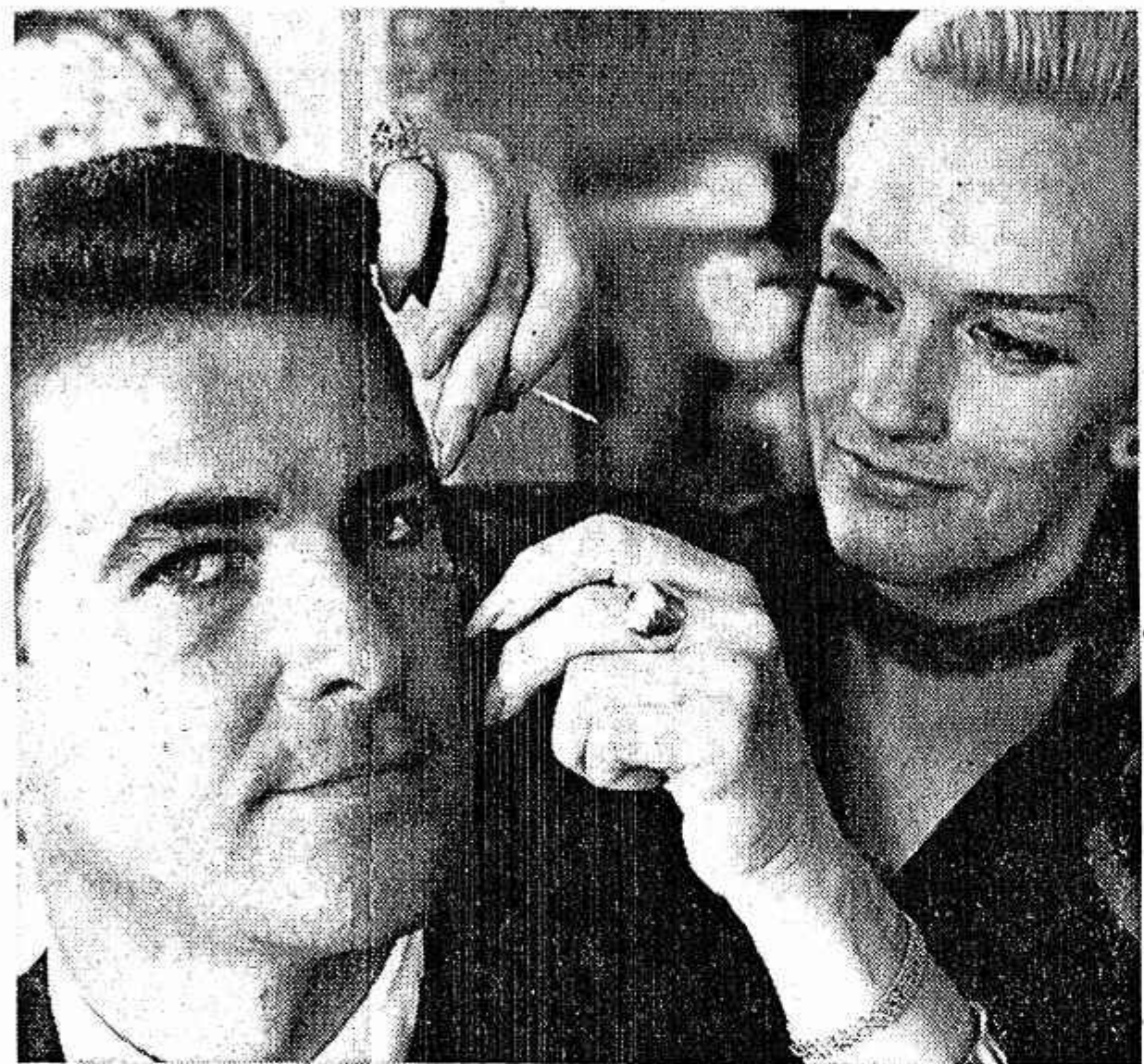
"I made them out of my own hair and never told any one I was wearing them—even when they complimented me on my eyes," she says.

A year ago, she decided to

make them commercially for men and applied for a patent in Washington. The department store tryout was so successful the store bought them

for its entire 29-store chain. Miss Borg says her gross the first year was \$1 million and 100,000 lashes sold.

"Two-thirds of American women still haven't worn them—and men are just beginning to," she says happily. "So there's a big business potential."



EYE-LASH BUSINESS—A business executive who looks into another man's eyes for sincerity may be seeing them through false eye-

lashes. Inga Borg, who built a profitable business on lashes, applies a pair to Dick Harmon in Hollywood.—AP Photo.

### Ice Compress For Emergency

NEW YORK (UPI)—Make a pliable ice compress for emergencies the way Mrs. Thelma R. Beas does. The school nurse from Johnstown, Pa., does it this way:

Freeze water-soaked gauze in thin plastic bags. Place them in the freezer, stacked together. When you need one, just peel it off.

### Cracker Spread

Mix cream cheese with back bean soup straight from the can and a pinch of onion powder as a spread for rye crackers.

### Pickles Add To Salad

Sweet mixed pickles add flavor to a favorite salad combination of carrots and pineapple.

Mix together 1 1/2 ounce can of crushed pineapple, drained, 1 cup of grated raw carrots, 1/2 cup of chopped sweet mixed pickles, 2 tablespoons of finely chopped green pepper, 1/2 cup of chopped celery, 1/4 teaspoon of salt, a dash of nutmeg and 3 tablespoons of sweet pickle liquid. Chill. Serve on crisp salad greens. Makes about 4 servings.

### Try Ham Salad As Supper Dish

Crunchy ham salad is good for lunch or supper.

Mix together 3 medium apples, cored and diced, 3/4 cup of chopped celery, 1/2 cup of sliced sweet gherkins, 2 cups of diced cooked ham, 1 1/2 tablespoons of lemon juice and 1/2 cup of mayonnaise. Chill. Serve on crisp salad greens. Makes about 4 servings.

### Mend With Polish

You can mend small tears in some curtains by applying colorless nail polish.

### PEG News:

#### Teachers' Luncheon Planned

By MARGARET CURRY  
THE CAYUGA Drive School P.E.G. will hold an appreciation luncheon for teachers of the school at noon Tuesday in the school gym. Mrs. J. H. Farrell is the chairman, assisted by Mrs. William Nelson, Mrs. William V and eburch, Mrs. Dean Stormon, Mrs. Ignatius Cicero, Mrs. S. L. Francis, Mrs. Walter Gordon, Mrs. Roland Nafus, Mrs. Charles Sovanizer, Mrs. Ernest Coram and Mrs. Gordon Johnson.

FERRY AVENUE School P.E.G. will hold their monthly meeting at Niagara Mohawk Corp., Wednesday at 1:30 p.m. The program will be on nutrition. Mrs. Angelo Gioia will install new officers.

THE 99TH STREET School Home and School Group will hold its monthly meeting Wednesday at 7:30 p.m. in the school's All-Purpose Room. The group's new officers will be installed by Mrs. Robert Litekha, past president of Leaders Forum. Presentation of the group's scholarship will be made. Refreshments will be served.

THE 99TH STREET School Home and School Association will hold a general meeting Monday at 7 p.m. in the school auditorium. The sixth grade chorus will present a musical program under the direction of Mrs. Agnes Garvey, music teacher. New officers will be installed by Mrs. C. A. Peterson of Leaders Forum. Refreshments will be served.

Cook Slowly  
Cheese and cheese dishes should be cooked very slowly. Fast or high temperature makes cheese tough and rubbery.

### We the Women

#### Men Should Take Self-Look

By RUTH MILLETT  
Special Gazette Writer  
MY WOMEN READERS, from Pittsburgh to Podunk, are after me for printing one



RUTH

man's list of candidates for the most unattractive women he sees in public places. The gist of their indignant replies to his horror of hair curlers and such is: "Who are the men to talk?"

Are they so well-groomed and gentlemanly they can afford to criticize the public image of the American woman?"

Listen to a few lines from a typically irate letter. "I know the American woman is the constant target of attack especially from the sainted American male. But I wonder if the self-satisfied American male is ever reminded of his terribly unattractive public and private image?"

"IF A WOMAN does not say 'Thank you' when a strange man holds a heavy door for her it is probably because she is speechless from shock—being used to having heavy doors slammed in her face instead of held by a gallant gentleman.

"Men who complain if their wives go around wearing curlers would complain even more if their wives spent money at a beauty shop, or never bothered to put their hair up.

"Women are used to hear-

ing men make cracks about women drivers and yet men aren't above snatching a parking place a woman is waiting to get into or rude horn honking if a woman so much as slows down for a turn.

"MEN accuse women of always being late for appointments—but think nothing of letting their wives hold dinner for an hour or two without bothering to make a telephone call saying, 'I'm going to be late.'"

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