

# False Eyelashes Are Big Business For Couple In Gotham; Production Soars

By GAY PAULEY  
UPI Women's Editor

NEW YORK (UPI) — A young New York couple has started the hottest beauty fad of the year—plastic eyelashes.

From their small laboratory-factory in this city's warehouse district near the Hudson River, Sol and Marguerite Goodman, both graduate chemists, are turning out the phony flutterers at the rate of five ounces a day.

Doesn't sound like a lot of eyelash, until the couple explains there are about two thousand pairs to the ounce. In other words production is about 10,000 pairs daily.

Fake eyelashes have been around many years, Goodman said, but were "pretty much of a do-it-yourself project until the 1920's. The United States has issued only half a dozen patents on artificial lashes since 1911."

He said most of the fake lashes worn by models and actresses were of real hair, attached to an adhesive base which joined the lid. The Goodmans, who hold a 1958 patent on their product, said theirs is the only one in which both lash and base are of the same material and in one piece.

Basically the lashes, which are sold through drug and department stores, are made from strips of a plastic film of the polyester type. They are permanently curled, just as some synthetic

fibers are permanently pleated, and are tinted brown or black with a cosmetics pigment.

The narrow strip to which the lash joins serves as a built-in eye shadow and comes in turquoise, agate, natural, jade, amethyst, and azure blue. All a girl does is attach the strip to the upper lid with lanolin-based adhesive.

Each lash is six tenths of an inch long, but only five tenths of an inch thick. Each lash has 125 strands or "hairs," and with a pair on, the total of 250 makes for quite an effect.

"If the wearer thinks they're too long, all she has to do is get out the scissors and trim," said Goodman. "The lashes come off and on as easily as, well, as you take out your false teeth."

How about safety of the synthetic? Goodman said the lashes are less flammable than human hair and there is no danger from lighting a cigarette.

Goodman, a native New Yorker, was a consulting chemist and his wife, who comes from Seattle, worked with a textile firm before they launched the lashes.

"We'd been wanting to get into

some business of our own," Goodman said. "And since Marguerite made all her cosmetics, this seemed a natural field."

The couple, who are in their late 30's and have three children, said they settled on lashes when they found how little had been

done with them, and how large the market potential.

Goodman said he found one anthropologist's study which showed that 90 per cent of people under 16 have long, curled lashes; but less than 20 per cent of the population retains the curl after the age of 35.

"It took us several years of evenings and weekends of experiment but we don't own any foreign weisports cars yet."

wanted," said Mrs. Goodman. "The sales are going very well... but we don't own any foreign weisports cars yet."

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## Home Extension

By Ruth Gustavson

You can save your family food budget dollars every week by planning before you shop, advise extension specialists at Oregon State College.

Saving a few cents on an item may seem insignificant, but in time it adds into dollars. According to Zelma Reigle, OSC consumer marketing specialist, on the average one-fourth of the family income, after taxes, is spent for food. Many families, she believes, could whittle the food budget with some of these money saving practices.

Learn to spot a real bargain. Mark-ups vary on food within a store. Some items are known as "footballs" because they are sold at cost or less to lure customers into the store. Most common "footballs" are canned peaches, applesauce, tomato juice, frozen orange juice, shortening, smoked hams, baby food, sugar evaporated milk and tomato soup.

Buy foods in-season and plan meals around them. It pays if families with freezers stock up on food "specials" such as meat or frozen foods. Price differences between egg sizes also vary at certain times during the year. Sometimes small eggs are better buys than large. Shoppers may obtain free egg buying guides at local county extension offices.

Save on meat purchased by buying less popular cuts. Short ribs, shank end of ham, shoulder cuts, beef chuck and variety meats are often lower priced than more popular steaks, chops and roasts, she notes.

Buy food for intended use. Perfect apples make tasty pies and sauce, and are cheaper than top quality, showy apples. Tomatoes for juice or catsup, and fruit for jams and jellies need not be top quality.

Read labels, compare ingredients, and price per pound with cost per serving. Compare prices among fresh, frozen canned foods. At certain times some vegetables and fruits are cheaper than frozen, and some frozen are cheaper than fresh.

Consider the cost of convenience. Shoppers are reminded. Many prepared foods cost more than the cost of ingredients. Shoppers often pay premium prices for convenience and time saved. Some mixes, such as cake and biscuits, are cheaper to buy than to make the baked goods from "scratch." Salad dressings are usually cheaper made at home.

Plan a flexible shopping list before you shop. Maintain an "up-to-date" shopping list handy in the kitchen. Build the list around meat, fish, poultry, dairy foods, fruits, vegetables, bakery items and staples.

Avoid at-home waste. If only five cents is wasted at every meal, \$34.75 is thrown away every year. Miss Reigle points out. Cook all "protein" goods—eggs, cheese, meat and poultry—at low temperatures. Plan tempting ways to use leftovers while they're still fresh.

## Space Travel Under Study

AMSTERDAM. Netherland's (AP)—The possibility of space hot rods zooming to other planets take the spotlight this week in discussions by space experts from 25 nations.

Schemes which might send space ships flying at speeds of 100,000 to a million miles an hour are the main topic before the ninth annual meeting of the International Astronautical Federation opening today.

Such speeds could make it possible to visit Mars and other planets. You could get there in a few days or weeks. Mars, for example, is rarely less than 40 million miles from the earth.

Such a trip would take months by rocket ship, which would blast off at high speed, then slow down as the earth's gravity pull acted like a brake on the takeoff speed. Engines using atomic energy or gases or even rays of light could be used to keep speed up.

The federation is composed of astronomers, engineers, medical men and other scientists interested in the problems of space travel.

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