

Virginia MacPherson—

Redheads Sexier Than Anybody, So Says Leading Beautician

HOLLYWOOD—Redheads, a leading beautician said today, are sexier than anybody.

"A woman hasn't lived," Frank will tell you, "until she's had a redhead. A man may whistle at blondes and leer at brunettes, but he sits up and goes 'huh!' when a redhead wiggles by."

Frank of the Frank and Joseph Beauty Salons, is the man who dyes movie queens' hair to match the color of the latest convertible. But ask for anything, but red and he's reluctant.

"Red curls, green eyes, and creamy skin, he says, is a triple-whammy no man can resist. And the girls know it."

"Do you realize," Frank says, "that 30 per cent of the women in the world secretly long to be redheads?"

"And they'll do just about anything to get it. I've seen women make up for it—artificially—by thinking red-headed thoughts."

"There's something about a curly-topped cutie, Frank says dreamily, "that makes every other dame in the room look drab and watered-out."

"Take a look around Ciro's or Mocambo some night," he added. "In those dim lights, blondes and brunettes just sort of disappear."

"But the redheads—oh, what! They light up and glow all over the place. You can't see 'em, you see 'em!"

Frank, in case you haven't guessed by now, is a man who likes his work. He's western representative of the Washington Council of America and chairman of the Coiffure Guild of Los Angeles and Hollywood.

And nothing makes this handsome Hungenberg happier than a customer who begs for something to make her "irresistible."

"When I dye for 'the red dye,' Frank beams. "We use twice as much of that as any other color."

"The other day a woman got a red job, walked out of the shop, and came running back in two hours. Said in that time she had three whistles, two lunchmen offers, and a dozen dates. Nothing like that had happened to her in years!"

"Red hair isn't everything, Frank admits. You've gotta have the rest of the equipment, too."

"But take a dozen beauticians and give 'em equipment," he says, "and I'll give redheads that you're never even close to."

"I've done it a dozen times whether you're natural or fake—as long as you're young."

"Take Rhonda Fleming, Susan Hayward, and Ann Sheridan," Frank says. "They're real—and gorgeous."

"But no more gorgeous than Ava Gardner, Ellen Drew, Janet Blair, and Rita Hayworth. They're dyed—but why care?"

Our Readers Say . . .

Editor, The Daily Review:

Why is Hayward so backward in any directions?

It badly needs an apartment hotel and a transient hotel—a one large hotel for both purposes (see other cities of this size have).

Can we have one?

A READER (Name withheld)

Mr. and Mrs. E. A. Velozo, 310 Sycamore street, were crowned this week among the newer San Joaquin residents. Parents of a four-month-old daughter, Tetysha the Velozos formerly resided on 34th avenue, Oakland.

Velozo, a reinforcing steel engineer with the McGrath Steel company in Emeryville, is a native of this state while Mrs. Velozo came to the Bay area from Minnesota six years ago.

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JayVee ON THE HAYWARD STRIP

SIZES 10 to 18

Editorial Page

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Leona Ward—City Editor
Cloud Sparks—Publisher
N. A. (Buck) Bedworth—News Editor

Do We Misunderstand?

It is unfortunate that Harry Bartell, chief of the supervisory tribe in Alameda county, says the things he says on problems that affect the Hayward area.

It is unfortunate because Chief Bartell always says afterwards that he didn't mean what he said, but meant something else instead.

We're sure our tribal head didn't mean the statement he made on the Russell City water situation Tuesday, the statement that went:

"When we're in a better frame of mind, we'll give it more thought."

Harry really didn't mean it. He knows the Russell City water problem is at its worst now—from now until the fall rains start. He knows that many wells in Russell City are now dry, and that others will go dry fast.

What did he mean, then? We presume he meant it would be better if the subject were discussed in private—after all, previous talks between the city and county were privately consummated. That would be fine if it led to agreement on how and when water would reach Russell City. But we're afraid private discussions would reduce to methods the county can use to sidestep the issue. Mind you, we don't say that is what would happen, or why Bartell said what he did. We are just afraid that's what might happen.

We say Bartell was misunderstood because that has happened twice before within a year.

Less than one year ago, when the Russell City water

proposition became acute, we blamed the county for not taking action. Bartell dignified his "misunderstood" the county's position, that they had no legal authority to take action.

Then the city and county went into huddles, private meetings in Oakland at the invitation of county officials.

Apparently we "misunderstood" the progress made at these meetings. We thought the whole question had been "blown out" and that water would be delivered to Russell City.

Another time we "misunderstood" the good Chief Bartell was during another county-sponsored meeting—on proposed improvements to "approaches" to the existing May bridge.

Bartell made what sounded like a threat to our ears. And city officials also considered it as a threat. But we all "misunderstood," according to the chief of the tribe.

Somewhere along the line, however, there HAS been a misunderstanding.

We were told last year, after the city-county meeting, and told by a COUNTY official, that the Russell City water line might not be completed by the beginning of summer because projects take time to plan and then complete.

To that way of thinking, that indicated there would be a water line to Russell City, but that the completion date was in doubt. We crossed our fingers.

We've still got them crossed.

If we were to make a suggestion now, it would be for the Chief and his tribe to keep the Russell City water problem in the open—not to take it behind doors. And the suggestion would apply to the City of Hayward, too.

There can be no doubt of it, an agreement between the city and county was reached last year that would have brought water to Russell City.

If the agreement had been made in open meeting, it would now be a matter of record. But, since it was made privately, the problem again is up in the air.

And in case Chief Bartell didn't mean he wasn't in a "frame of mind" to discuss the water problem, let us remind him that the population of Russell City likewise has a frame of mind—and right now it's a lot hotter than the weather.

A THOUGHT FOR TODAY

The penalty for leadership (sometimes) is ridicule, criticism and condemnation—and the reward for leadership (sometimes) is to see the leader's ideas absorbed and appropriated by those who opposed them and claimed as their own.

—JOHN FORWARD

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Quigg

Plot to See MacArthur Fails; But It Was a Nice Try Anyway

By H. D. QUIGG

United Press Staff Correspondent

TOKYO (UP)—Gen. Douglas MacArthur has plenty on his mind nowadays, but there's one thing he doesn't have to worry about any more. It isn't going to rain over the concomb pipes for a long time.

There are enough new ones on his desk right now to provide him with a different pipe every week-day. On Sundays he can smoke his old one.

"The windfall of concomb was arranged by this reporter in the fulfillment of a five-year-old promise by the General. Better five years late than never. Also, you reporters had a shy claim that the General had told me in his office in Manila in the summer of 1945 that I would get me some of those pipes."

That plot failed. But it was a nice try anyway. I had written a Missouri concomb pipe. I told that to Booneville, Missouri, my wife and me. I was in the city in 1945 when we were driving on a road and I as a reporter was covering the advance. We were several miles from the city, and

Bay Area Building At All Time High

Builders and developers in the San Francisco-Oakland Metropolitan Area estimated the greatest half-year in local house construction history by starting 220,000 units of new multi-family dwelling units during June. M. D. Kessner, Director of the Western Region for the Federal Bureau of Investigation, reported here today.

The monthly volume for the month brought the total for the first half of 1950 to an estimated 1,100,000 units—more than the total for the similar period in 1949 and 1948. The total for 1950 is expected to be the largest year since 1929, when 1,200,000 units of the 20,000,000 units of the country were built that year. With another 500,000 units expected to be built in 1950, it is expected to be the largest year since 1929.

Although recent credit curbs and growing shortages of materials and labor have not been as unmitigated throughout the year, they've yet to set any sign of a check on the building boom. Permits, officers throughout the country, reported that the number of permits would be even higher.

Officials from building officials showed that Alameda topped the other five counties during June, issuing permits for 82 units, a 100 unit increase over the previous month. Contra Costa went next with authorizations for 80 units, one of the biggest totals in the county but still 270 units short of the record breaking May. San Diego County topped the other counties with 226 units—up from 227 from the 818 units in May. San Francisco increased to 484 units, up 126 from the previous month. Marin county authorizations covered 226 units—up from 227 from the 818 units in May. San Francisco increased to 484 units, up 126 from the previous month. Marin county authorizations covered 226 units—up from 227 from the 818 units in May.

DAV Asks Penalty of Death for Subversives

SAN FRANCISCO, Aug.—The Disabled American Veterans has adopted a drastic anti-communist platform that advocates the death penalty for subversives who endanger the United States.

The platform was contained in a series of resolutions passed at the DAV's 26th annual convention yesterday. The convention concludes today with election of officers.

The death penalty proposal would apply "in extreme cases" against "any subversive who acts against the constitution or security of the United States."

The DAV also urged that communists be confined in "security" camps. This measure was opposed by National Commander David Brown, who urged the delegates not to be "hasty."

Instead of concentration camps, he suggested, subversives should be placed in jail.

Delegates yelled from the floor: "No, then you have to give more titles."

In addition, the DAV urged that communists and former communists be required to register with an agency of the federal government, and with local police.

Less than 500 of the convention's 4,000 delegates were present when the resolutions were reported out of committee.

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Hayward Kiwanis—

American Friends Service Committee Foreign Work Related to Local Club

The story of international goodwill service that has been rendered by the American Friends Service Committee was told at the Kiwanis club of Hayward at its weekly dinner meeting at Castro Villa Wednesday night.

The speaker was Russell F. Jorgensen, assistant secretary, from San Francisco.

Jorgensen pointed out that as a religious organization the Friends is over 300 years old, having been popularly known for most of that time as Quakers. Their international service to stricken and war-torn countries started 34 years ago during World War 2.

"In 1926 the Friends committee supervised the feeding of a million Chinese children," the speaker declared, "and the work was done on a partly humanitarian basis without regard to race, color or religion."

He told how their work started in China during World War II when they cooperated in the shipment of relief supplies over the famous Burma road and he added "We still have 40 personnel doing relief work in Communist China and at the same time demonstrating the American principle of giving relief where it is needed regardless of anything but the need." He added that there is "rumor in China now that many of us are in all of China's history, but said that we do not know much about real conditions because of the censorship imposed by the Red China rulers.

Jorgensen explained how the Friends committee has rendered valuable service in Arabia and Israel in reconciling these two antagonistic peoples and making it possible for them to work together on many of their mutual problems.

The speaker made a strong appeal for used and discarded clothing and was assisted of help from Kiwanis club members. "The need for shoes and all kinds of clothing is great in many countries, some of which are America's good friends and we must help them to the best of our ability," Jorgensen urged.

The speaker was introduced by Ed Simpson, program chairman for the evening.

Plans for "the celebration of National Kidney Day on Saturday, Sept. 23, were discussed by Lowell Lane. The Hayward club intends to take part in the national observance of this great day and progress to select a "Kidney Day" and to bestow upon him all the honors he deserves for earning that position.

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