

**TODAY'S FASHIONS**

**Young Girls' Summer Dresses**



The party dress of chiffon is free from ornament save its transparent front panel and pleats. The simple jumper dress is of printed crepe. The third frock is a printed silk combined with crepe de chine.

NEW YORK—So much attention has been paid this season to the silk dress silks for wear under crepe de chine and georgettes that the lingerie dress slip has been a bit neglected. Many women, however, prefer mainstays or linen dress slip beneath a gingham or cotton voile frock. For such women there are cool slips in white and color. It is smart to work one's initials in a pastel shade on the front of a white lingerie slip.

NEW YORK—Although the bateau neck line persists in models for early fall, there is sometimes a slight difference which distinguishes it from the earlier bateau. The front of the neckline is likely to be the top of a flat, wide panel running the entire length of the skirt. Across the top of the panel are narrow folds of the goods, giving a rather braided effect. These folds are carried out also on the sides of the panel and around the sleeves.

NEW YORK—In all the color combinations of the season none is more queer than that of flame and

brown. There is a certain orange tinge to the flame which makes it harmonize well enough with nearly any shade of brown, but to combine the two was unheard of until a local shop displayed a sweater of the batik type. From the neck to the middle of both front and back, the slip-on was done in shades of brown, rose and flame, ending in a wide band of flame. Below this the shading went from flame to rose and thence to brown shades, ending in sand. The effect was very lovely.

PARIS—There is a vogue at the moment for sunflowers. This splashy decoration is most effective when carried out in some such material as georgette combined with patent leather. On a white georgette dance frock, for example, there are large sunflowers of orange georgette with centers of black patent leather. A sunflower holds the sash on the right side of the normal waistline. Other sunflowers form an apron effect on the shoulders.

PARIS, July—For the organdie gown which is so great a favorite this season, the modistes have invented a novel decoration. This is a tightly plaited rosette of the same material and shade as the gown, with a single big bead of a contrasting color in the center. These rosettes are lavishly used. There may be a circle of them around the skirt above the hem and a double line about the waist, while other festoons or scrolls of the rosettes are posed at the neckline.

**NEW TODAY**

FOR SALE—Good garage and machine shop, cheapest rent in county at a good price. Box M. C. Herald office. 1-7

LOST—A leather prescription case containing several surgical instruments. Finder please notify Dr. A. E. Sykes, Recreation, Ore. 1-3

WANTED—To hire sixteen good logging horses, long job. Marion Nine, Box 246, City. 1-3\*

FOR RENT—Furnished apts. Lorenz Apt. 425 N. 6th St. 1-3

FOR SALE—Reasonable, Lot 28 x 120 feet on Main St., next to Central Hotel, Terms.

FOR SALE—Four room modern house, furnished, located on nice lot 50 x 110 feet. Nice large barn can be used as garage. Price \$2500. Terms.

FOR SALE—Six room modern house, completely furnished. Close in, on pavement, lawn, shade and fruit trees, garage. This is a dandy, nice home and priced reasonable, at \$5500. Terms, P. Ryan, 512 N. 9th St. 1\*

Your alarm clock will start the breakfast fire if you use an electric range. Link River Electric Co. 29-2

**Personal Mention**

William A. Kamps, popular manager of Crater lake lodge, is a Klamath Falls visitor here today, having arrived late yesterday afternoon. He is at the White Pelican hotel.

Mr. and Mrs. W. L. Say are tourist visitors here today from Modesto, California. They are registered at the White Pelican hotel.

Mr. and Mrs. K. E. Hodgman are combining business and pleasure on their visit here. Hodgman is district highway engineer with headquarters at Medford.

After a three months' absence spent in San Francisco, Sacramento and other California points, Mr. and Mrs. S. E. Dunn have returned to their home here and expect to remain for the next few months.

Tom Lang is a business visitor here today from his home on the reservation.

Mrs. J. L. Shirk and Mrs. Jim Grimes are in town on a shopping expedition this week from their summer homes in Williamson river.

Street work is going on at a rapid rate and the rocky stretches on Washington and Fourth streets which looked like hopeless mud-dies to the general public are quickly being leveled off in fine shape. Mr. Cave, who has been acting as cashier for the Warren Construction company thus far, will leave tomorrow morning for Portland and another man will be sent in to fill the vacancy.

Dr. and Mrs. C. V. Fisher and daughter, Constance, returned this morning on the Chiloquin train after a few days outing spent at Spring creek.

Mr. and Mrs. Earl R. White left today for Fort Klamath on a three-day business and pleasure trip. Mr. and Mrs. White reside on a small farm three miles out of Klamath Falls.

The beautiful residence of M. S. West on North Third street was purchased the first of the week by E. M. Igl who will take possession immediately. Mr. and Mrs. West will be at home to their friends in the Sunset apartments within the next few days.

Mrs. E. W. Gowen, who has been spending a few days with her son at Chiloquin, returned home this morning on the south-bound train. The many friends of Mrs. Breitenstein will be grieved to hear that she was stricken with a paralytic stroke on Saturday and is confined, practically helpless, to her bed at her home at Canal and West Main streets.

Dr. Anthony, of San Francisco, who has been at Rocky Point for his vacation this year, returned to the bay city yesterday morning.

A marriage license has been issued to Virgil L. Bell and Ruby G. Tedrick, both of this city.

A. A. Whitlatch was a county seat visitor here yesterday from his ranch at Round lake.

William F. B. Chase and R. F. Tull were here yesterday from their homes near Bonanza.

Marion Nine and family were city visitors today from the Nine Lumber company's mill in Swan lake valley.

George L. Forge, representative of the Montana Life insurance company, is in the city this week from Medford.

Dr. J. E. Anderson, of Oklahoma, returned this morning to his home here after several days spent here with Mr. and Mrs. Frank White, who are relatives of the doctor.

Harold Grey, a member of the firm of Grey and Durbin, left in his car yesterday for Portland where he will attend to business affairs this week.

Mrs. C. J. Williamson and small daughter, who have been here for the past month with Mr. and Mrs. H. Orem, left on the morn-

**PROHI NAVY IS NOW VINDICATED**

**So Says Father of Fleet; Boats Used to Catch Marine Bootleggers**

DETROIT, Mich., August 1.—Michigan's "Prohibition Navy" said to have been scoffed at by government officials in Washington, has been vindicated, according to James R. Davis, federal prohibition officer for Michigan and father of the "navy" idea.

The "Navy" consists of a fleet of high powered launches that patrol the Detroit river to retard the flow of illicit liquor into Michigan from Ontario. Since it began operation July 1, the fleet has seized and confiscated 11 boats used by alleged rum runners. These boats have an aggregate value of \$22,000 to the government as they are held in bond. Expenses of the "navy", during the time have been less than \$9,000, including the original investment for the fleet.

Davis estimates that at public auction the seized boats will bring at least \$15,000, giving the government a clear profit to date of \$6,000. And the "navy" still is in operation, Davis points out.

ing train for their home in Stockton, California. Mrs. Williamson was Miss Elsie Orem before her marriage.

Miss Myrtle Hayford departed this morning for her home in Berkeley, California, after a visit of a month at Pelican City with her niece, Mrs. I. H. Hibbert and family.

Mr. and Mrs. Leslie Rogers and children and John M. Moore have returned from a two-weeks' vacation which they enjoyed at Diamond lake. The fish, they report, are biting unusually well in both the streams and lake, and that due to the dozen row boats and motor boats on the lake the facilities for the anglers are greatly improved. The road from Klamath Falls to the lake is in the best shape this year it has ever been due to the light travel from this side.

George Ritter, of Yonka valley, returned from San Francisco last night after an absence of two months.

**ISSUES 8000TH MARRIAGE LICENSE-TO HERSELF**



SAN DIEGO, Cal., Aug. 1.—Mary McMullen, four years ago, became this county's official cupid.

At that time she secured employment in the clerk's office, and on her first day at work issued her first marriage license.

The couple littered their way out, and Mary quite determinedly said: "Not for me, I'll never marry."

Pass two years. Mary issues the four-thousandth marriage license from her desk. Enters Charles Duffy as a court clerk in another

department of the echoing old courthouse.

Says Mary again: "Marry? I've never thought of it."

Another two years. Another four thousand marriage licenses issued by Mary—that is, to be exact, 3,999.

Then Duffy whispered something into Mary's ear. Mary was receptive.

And the eight-thousandth license Mary issued to herself. Now she's Mrs. Charles Duffy.

**Latting**

CHICAGO, Ill., August 1.—Forty-two porcine aristocrats, veritable super-pigs with the perkiness of little screw tails and dough-chins in endless undulations, will be shipped from New York August 8 to the Centennial exposition at Rio de Janeiro, Brazil.

This prize herd which is valued at \$45,000 was selected from among twenty-six of the most carefully bred Poland-China herds in Illinois. At the exposition they will come in competition with prize swine from all over the world, including the Brazilian descendants of prize-winning Berkshires imported by the Brazilian government years ago.

Brazil is destined to rank second to the United States in swine-producing in the opinion of Guy H. Hall, director of the National Institute of progressive farming.

"It is important to the world's food supply that Brazil's agrarian expansion should be along progressive lines," said Mr. Hall. "That pure-bred cattle, hogs and sheep produce more meat and more profit to the grower no longer requires argument. Brazil is alive to the fact and her live stock exhibit will be one of the greatest ever held. The Brazilian farmers are more progressive than generally understood in this country. They are large buyers of American farm implements, and in their vast fields make much use of American tractors."

"Pigs is pigs," added Hall, "but these Illinois Poland-Chinas are of ambassadorial significance. They bring the breeders of the two countries into acquaintance, and this is the slow, sure course of trade expansion."

**CONCERT TONIGHT**

The Cosmo Players, four skilled artists in comedy, singing, dancing and music, will give several selections at the Strand theater tonight.

This will be in addition to the regular picture but without extra charge.

These Cosmo Players are said to be among the best now traveling, having been for a long time on the Orpheum circuit. Their orchestra and Marimba band are especially featured.

The remainder of this week and next Sunday these players will be at the Strand giving a varied program each evening.

**Two Sides of Turnover**

The alert business man dealing with present day conditions knows that the "big word today is "Turnover." Whether he be a merchant, manufacturer, jobber, or banker, he sees that one thing with a clear vision unbiased by the limits of his own business. It is in the air, and on the tip of every tongue.

And yet many of them—entirely too many—are thinking on only one side of Turnover. They think of it as meaning rapid selling—putting money in and getting it out quickly and at a profit. They realize that they must put greatly increased efforts back of all their plans for selling and distribution.

The other half of Turnover is the consumer. All selling plans and efforts fail if the consumer doesn't want to buy. His desire for the product must be created. He must meet the seller half way. He must be in a mood to buy before the salesman meets him across the counter.

That is the function of Advertising—to create consumer demand

and consumer preference. With this demand as a fact all selling plays have a chance to succeed. Without it they fail. The only chance for salesmanship to succeed without an existing demand is for salesmanship to assume the task that belongs to advertising—the task of creating demand.

If the present efforts that are being put into selling were amply supported by a corresponding effort to create consumer demand through Advertising, the business conditions of this community would be rapidly changed into an era of great prosperity—in spite of local conditions and everything else.

The proof of this is in the fact that right now, under these very conditions, the dealers who are putting proper emphasis on creating a demand for their product, as well as selling it are doing a big business and are actually getting the high turnover that others are trying so strenuously to get through intensive selling.

**WHAT WOULD WE DO WITHOUT SOAP?**

**TRY THE SQUARE DEAL DRUG STORE ARROW SIGN**

**THE EVENING HERALD**  
"COVERS THE KLAMATH FIELD"