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5- Passenger Touring car delivered in Missoula, 1915 2- Passenger Runabout, delivered in Missoula, 1915

In addition to this the Ford Motor Co. promises that if they can sell 100,000 cars between August 1, 1914, and August 1, 1915, they will, about August 1, 1915, rebate to each purchaser during that period, a sum equal to their credits, amounting to between \$40 and \$75 per car.

What other company is dividing up its profits with its labor and its customers as the Ford company is?

The 1915 announcement of the Ford company of new prices taking effect immediately, and its extended cooperative plan, has given such a great impetus to business that I had to telegraph for more automobiles to supply the demand.

Neither get yours now. Am not promoting delivery for a day ahead. First come first served.

**Floyd J. Logan**

Business and Garage 221 North Street, Missoula, Montana 211 North First Street, Hamilton.

**FLATHEAD FISHING GETS A BIG BOOST**

The personal experience of a Chicago preacher, Rev. W. F. Abel, D. D., L. L. D., written by himself and published in a Chicago paper, serves as a good boost for the excellent fishing in the Flathead river. To western Montana anglers there is found nothing more restful than the preacher's account of the size and the number of the fish he caught in the trip he talks about so entertainingly. The Flathead is only one of the scores and scores of streams where the same results follow a day's efforts by a man expert with his pole and net. But there is no reason to get jealous. The preacher simply happened to hit the Flathead river instead of the Blackfoot or the Bitter Root. He may come over here next year. What he has to say is a good boost, anyway. Here it is:

Well, we started down the Flathead river, the photographer, the guide, Charlie Brown, and myself. I was 66 years of age, a fine, tall, unassuming figure of a man, his black hair only slightly touched with gray—30 years younger than I am, for all his age. Everybody calls him "Charlie." He is a marvelous fisherman. His boat is of cedar, carrying three persons nicely, and containing the tackle generally. He is a marvelous fisherman. His boat is of cedar, carrying three persons nicely, and containing the tackle generally. He is a marvelous fisherman. His boat is of cedar, carrying three persons nicely, and containing the tackle generally. He is a marvelous fisherman.

Under ordinary circumstances there could be no possible justification of it. I have never done it before, nor since I was a boy. I solemnly promise never to do it again. I expect indignation sportsmen to organize a lynch mob and hang me to the nearest Oregon pine. It would be only fair. I have made it the rule of my life to get back into the water the fish I do not need for lunch or dinner or tomorrow's breakfast. I take the trout tenderly off the hook as though I loved him and send him on his way rejoicing—unless he has died and I have to kill him to save his life. I have gently restored to their home thousands of small-mouth black bass in the Belgrade lakes, Main, and in the St. Lawrence river, and rainbow trout in the Kern river country. Now I have fallen from grace, and fallen among cutthroats.

There is a reason. The rumor of my exploits down the Flathead river had spread through the regions of the Glacier national park. The superintendent of the park sought me out and asked for the facts. I do not tell lies about fishing. No fisherman does. On the broad veranda outside a hotel in a Maine resort I used to see the sign "Lure Paradise." I never saw there. I do not tell lies about the fish. I catch or do not catch, about their size and weight, not because I am more modest than my neighbor, but because I am so constituted as to find the truth sufficiently interesting. So, when I answered the superintendent's questions, he asked whether he could send a photographer with me on my next trip down the Flathead. Pictures were needed for advertising purposes. So my gentle, brothers of the angle will see that it was entirely in their interest that I did it. I agreed to do the unpartisan thing that they, all over the English-speaking world, might see and believe—and seeing, believing, longing, might next year come and find the most wonderful trout fishing in the world. With such a friendly motive, do I stand forgiven?

Every day sees an increase in the list of auto accidents. Many are caused through impaired parts. DON'T DELAY.

**We Do Our Best**



Chicago Garage and Auto Sales Co., Inc. W. Main St., Opposite Fire Station, Missoula, Mont.

**THE NEWEST SUMMER VOGUE IS FOR VELVET AND THERE'S A DEMAND FOR THE STRIPE**

New York, Aug. 8.—The Directoire influence is winning. Straight hanging gowns with long sleeves and funny things seemed to be about to take the world by storm. But, for Dame Fashion, treacherously showed the long, Dutch tunic, a suited skirt of weight variety is the season's fad, and it is safe to say one which will last well into the fall. Made into cunning little coats and sexy little capes, smokes and girdles it promises to grip in favor until the entire costume of velvet will be the rage.

Strips or loops of velvet ribbon are placed on a cape of Chantilly lace to form a pelting, while a large velvet collar circles the shoulders, almost like a shoulder cape. These same strips of velvet ribbon may be used to advantage as loops hanging from the waist over a pleated tunic. When the ribbon is looped, the satin-backed ribbon is used, as both sides are shown. When the velvet is sewn flat, as an edge to a tunic, for instance, the satin-backed velvet ribbon is, of course, unnecessary.



FIGURE ONE. Plain and sewing striped ratine make a stunning frock when developed after this model.



FIGURE TWO. A bodice dress whose combinations of taffeta and satin adds style to correct simplicity.

The Crinoline days, and then, with an impish grin, the basque and polonaise. The Directoire period has clung to tailored suits, leaving its imprint upon them, tossed in a few bales of striped materials and departed as the westward side of the horse thief, "for parts unknown."

Broad stripes, narrow stripes, straight and crooked stripes immediately were used not only for the Directoire tailored suit, but for all sorts of dresses whose style was indigenous of the period of 1814.

As stripes are rather trying to the slender woman, who predominates, the stripes are combined with plain colors, producing wonderfully attractive effects. Thus we sometimes see the tunic of striped and sometimes the underskirt, sometimes an undershirt and sometimes the overcoat. It is the clever use of these stripes which suggested my illustrations for this letter.

Voile is such a practical fabric that it has largely taken the place of sheer lawn and organdie for the serviceable and dressy frocks. A very charming little dress of black and white striped voile has a straight-hanging skirt gathered to a high waistline worn with surplice sash blouse having long, tight-fitting sleeves of white voile. The effect of this blouse is exquisitely soft and the fullness instead of blowing fits the figure in soft folds. The sleeves give exactly the effect of mousquetaire gloves. As the surplice of the blouse breaks about the waist in a sash effect, no other belt is necessary. Over this is worn a charming cape which hangs from the shoulders in the back and fits like a sleeveless bolero in the front. This is made of black Pekin chiffon velvet. It is lined with white charmeuse. The front fastening is a picturesque ornament, from which hang two long narrow yet elaborate tassels. A white collar of doubled organdy not too high and slightly bent back, follows the line of the cape from the point of its closing over the blouse to the low dropped line at the back of the neck.

In the spring the French hand-made waists were made with the edges scalloped down the front and bound with a bias fold of the same material as the waist. Now has come the fashion of cutting the bottoms of tunics and skirts in scallops, points or squares and binding them either with the same material or with a woven smart. This is also a thing not hard for the amateur dressmaker to do if she wishes. It takes time to baste and to stitch carefully, but no great skill.

A wonderfully stylish gown which I have just seen was made of black taffeta. The bodice was of the long-waisted type, too closely fitted to be moved, yet not quite a basque. The skirt was made with a long tunic, which seemed to be attached to the bottom of the waist. The tunic was scalloped around the bottom in large shallow shells bound with the bias taffeta. The V-shaped neck of the waist was low with a large collar of sheer linen-cut in scallops to match those on the skirt and edged with narrow Valenciennes lace.

A wonderful evening wrap was of rich green lined with a most exquisite shade of cyclamen pink. From a large, fitted shoulder-yoke of braided broadcloth hung two flounces of the green, one to about three-quarter length and the other hanging to just below the waist. Both of these flounces are cut in deep Van Dyke points, lined with the pink satin and bound with braid to match the green broadcloth. Each time the wearer moves the points ripple, showing the exquisite coloring of the lining and reminding one of a dark cloud with a row of lights.

Black veils of the light feather-weight variety is the season's fad, and it is safe to say one which will last well into the fall. Made into cunning little coats and sexy little capes, smokes and girdles it promises to grip in favor until the entire costume of velvet will be the rage.

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**G. W. Williams** Manager. POLSON, MONTANA

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