

## HANOVER PLASTER

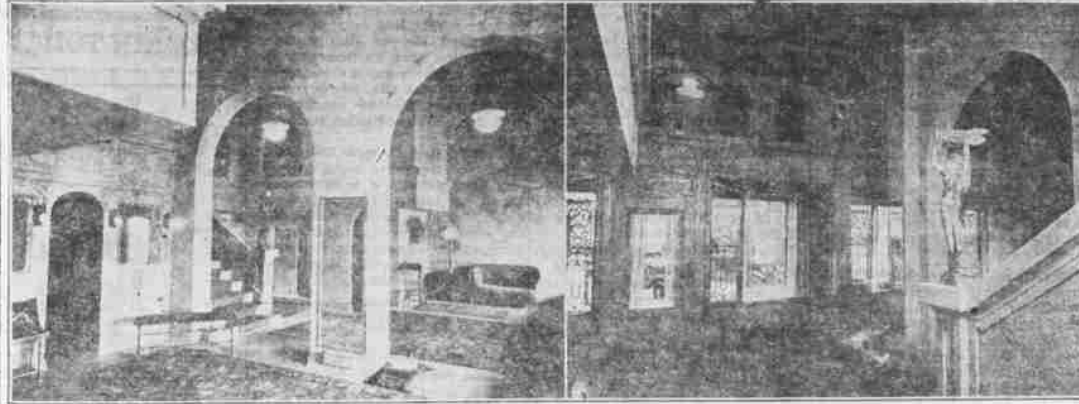
Used In the Plaster Work of the  
French Shop  
Handled in Salem Exclusively by

### Gabriel Powder & Supply Co.

610 N. Capitol Phone 728

# The French Shop

Salem's Show Place of Fashion



—Photos by Kenneth Elise

## Newly Remodeled Store Holds Open House Tonight And Tomorrow Night

The French Shop is now truly worthy of its name as "Salem's Showplace of Fashion." The newest of French models may now be displayed in a unique Spanish setting which reproduces the quaint charm of the old world architecture.

The new shop represents a dream long visioned now fulfilled. M. Buffe Morrison has for a considerable time had in view a shop of distinction—one that would be far superior to the ordinary store in its exclusiveness of design and appointments. Madam gradually formulated the plans herself from a variety of sources of material.

The spacious lobby first impresses one with its full length mirrors and flattering lights, oriental rugs, paintings, tapestries and statuary.

There are innumerable Spanish archways throughout the fifteen rooms and balconies, all curtained in old blue velour with heavy oriental fringe.

The wide oaken staircase leads to the balconies including the millinery salon, private offices and reception rooms of M. Buffe Morrison, stock rooms and the large alteration department.

The French fitting rooms are most attractive little recesses with full length mirrors and are each developed in a different tone.

The French Shop sales force including Meses Kane, Johnson, Ligon, Fitzmaurice, Busselle, Alford and Mlle. Jones are a group of carefully selected women of unusual ability and training, who are fully competent to assist the undecided customer in selecting.

The additional space has made it possible to greatly increase the size of all the stocks, thus offering a wider opportunity for selection.

Frank E. Way, the superintendent of architectural construction and general detail, is to be most highly complimented upon the success of his work.

Much of the credit for the beauty of the walls is due to Thomas D. La Duke, who has carried out the Italian stucco finish throughout the interior.

The high, general coloring and all the decorative work was most expertly achieved by the Dunsmoor Bros., artists in the line of interior decorating.

The electrical system was skillfully worked out by the Fleener Electric Co. The fitting mirror lighting, one of the largest developments in the Frink lighting system, most artfully enhances the figure before the mirror. The window lighting is the latest and finest type known.

The dramatic wrought iron window background and display fixtures were furnished by Stern, Johann Grossman, Inc., of Los Angeles.

The oriental rugs were furnished by the Hamilton Furniture Co., and the draperies and statuary by Stiff's Furniture Co.

## ARCHITECTURAL CONSTRUCTION

Under Supervision of

### Frank E. Way

Contractor and Builder

1395 N. 21st Street

## Wrought Iron Decorations

And Display Fixtures

### Stern, Joham, Groosman Inc.

921 So. Los Angeles St.  
Los Angeles, Calif.

THE FRENCH SHOP  
Decorated With

## Acme Quality PAINTS

And the Doors Equipped With  
SCHLAGE PUSH BUTTON LOCKS

Sold Exclusively in Salem by

### Salem Hardware Co.

120 N. Commercial St.

All Kinds of

## BUILDING MATERIALS

### Oregon Gravel Co.

1405 N. Front St. Phone 180

## The PLASTER and STUCCO

The plaster and stucco work in this new women's shop was done by

THOMAS D. LaDUKE

This job is a worthy addition to our former work in Salem which includes Salem Y. M. C. A., Miles Linen Mills, Feeble Minded Inst., Eckerlin Bldg., Geo. Will Bldg.

Thomas D. LaDuke  
Phone 1271W

The Floors of The French Shop Covered With

BENGAL AMERICAN

## Oriental Rugs

**C.S. Hamilton**  
FURNITURE CO.

340 Court Street

## Lumber and Building Material

**CHAS. K. SPAULDING LOGGING CO.**  
Douglas Fir Lumber  
Salem

Phone 1830

## THE Draperies, Tapestries and Statuary

Furnished by

**H.L. Stiff Furniture Co.**  
COMPLETE HOUSE FURNISHERS

446 Court St.

The

## Lighting System

Worked Out and Installed by

### Fleener Electric Co.

Electrical Installation—Electric Fixtures

471 Court St. Phone 980

THE FRENCH SHOP

Tinted and Decorated by

### DUNSMOOR BROTHERS

Painters and Decorators

2218 State Phone 2230