

You Will Find Us Ready For You Now

279 Com'l Street

# FRAKES'

279 Com'l Street

**Dress Headquarters  
For Salem Women.**

**ANNOUNCEMENT OF OUR OPENING**

**Ushering in the New Fall Season with a Wonderful Purchase and Sale**

You may have noticed for the past three weeks, we have made extensive alterations at our new location, 279 Commercial Street. Our one constant aim is to give you the best--best merchandise, best store, best store service. One of the most satisfactory things in buying anything is to feel sure that the seller is absolutely faithful to the highest standards of quality in his goods; to know that the mark of excellence he sets for himself is as high as you set for yourself as a buyer. You may not always have such a sense of security in buying clothes, but you can have. There is such a thing, and you'll find it here--merchandise that is best possible for the money, doubly guaranteed by us and the maker, as sure to give you satisfaction as a government bond

**Coat and Suit Department**

**FALL MODELS**

We invite your inspection of our new line of Fall Suits. The general tendency of the new fashions is to lengthen the figures, and these new suits are designed to carry out this effect. The style of suits selected as LEADERS by the fashionable New York women for the coming season has a coat seven-eighths or perfectly tight fitting, ranging in length from 45 to 52 inches, some skirts being full pleated, others shownig clusters of pleats.

The coming week in this department we shall devote to special features for Salem women who are good judges of bargains.

**Fall Millinery**

We will exhibit the latest ideas in Fall Hats. Prominent among the new models are the Russian Turbans made of felt, beaver or velvet, and the popular kid-covered hats. We invite your inspection and wish to emphasize the fact that there is always found in "Frakes" hats a distinctive exclusiveness that

**Appeals to Fashionable Dressers**

**Our Toilet Parlors**

Will open one week later under the new management of Miss Penn of Spokane, Wash. She has had many years of experience in the best parlors. Thoroughly competent and modern toilet parlors have been installed on first floor balcony, where every service will be rendered in the most scientific and modern methods. Electrolysis shampooing, hair-dressing, scalp treatment, facial, manicuring, children's hair-cutting. Finest equipped parlors on the Pacific Coast.

**Special Prices in Every Department for Opening Days**

"IF IT COMES FROM FRAKES' IT'S CORRECT"

**MISS. M. D. EVANS, Salem Manager**  
**Phone 342**

You will find our store located at No. 279 Commercial Street, opposite Fry's Drug Store