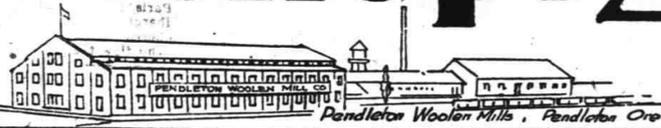


# Bishop's 40<sup>th</sup> Anniversary



Behind this sale the products of three

big mills and one large factory



Starting  
Wednesday  
Jan. 8th

Starting  
Wednesday  
Jan. 8th

## The Outstanding Event of Our History

Salem to become  
center of attraction During Bishop's  
40th Anniversary Celebration and Greatest

# TWO for ONE SALE

Starting

## WEDNESDAY

January 8th

At 9 o'clock Wednesday morning, January 8th, the doors of this large store swing open on a scene unparalleled in the history of mercantile establishments. Never in the 40 years of this firm's history has anything like it been attempted on so large a scale, and no stone has been left unturned to make this a buying power demonstration never to be forgotten. This is our Birthday party, 40 years of service, so now for a celebration.



C. P. BISHOP  
President and Founder

### Our Fortieth Birthday

Back in the days of 1890, before Salem had paved streets, before the days of the automobile and airplane, when Salem was just a small city, this business was founded on North Commercial street, between Court and Chemeketa. It has endured all these years. Through panics, depression and wars, this store has served continuously the needs of the community in Men's and Boys' Clothing and Virgin Wool Blankets. There is a reason for this success. The business was founded upon one principle—to give dependable merchandise at the lowest possible prices consistent with quality, to deal fairly and honorably with its customers.

The success of which we are justly proud bespeaks the soundness of that principle. Stores have come and stores have gone in these forty years. This store, because of its never changing policy, has grown and prospered and it is not without a feeling of considerable pride that we look back over those years.

We are thankful, and in appreciation are committed to a policy of giving a year of even greater values and better service than ever before. We wish to thank our thousands of friends for their patronage of the past and assure them that continued progressiveness is the motto of our activities of the future. C. P. BISHOP, Pres.

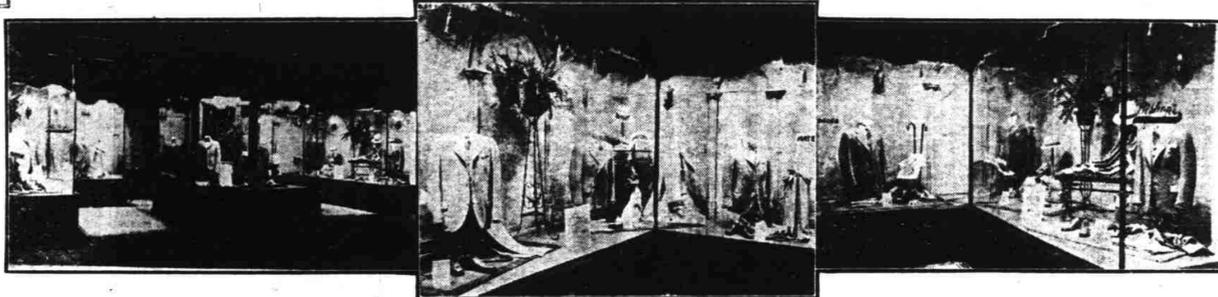


R. H. COOLEY  
Secretary and Manager

### Prospects Bright for 1930

Our business has been good, is good and is going to be better. Ours is a history of forty years of uninterrupted success and we are this month starting what we believe will be our biggest year. We are continually improving our service to our customers and nothing can stop a business that stands on a policy of honest service, honest quality and generous values. Our woolen mills and factory alliances permit us a system of merchandising that is a distinct advantage over the ordinary retail store. We are year in and year out offering quality merchandise at a considerable saving to our customers and, through our extensive resources, we are able to carry a stock several times larger than is ordinarily found even in the larger cities. This fortieth anniversary sale is the biggest event we have ever attempted. We are going after new friends and customers, not only in Marion county but also the entire Willamette valley, and every family in several counties will receive this special notice of our great event. We look forward to the greatest response ever accorded a mercantile establishment in Salem and we are prepared to give you the usual careful exacting service which has been a paramount issue with this store for forty years. Signed, R. H. COOLEY.

National Known  
Merchandise  
to go on  
Sale Wednesday



Showing pictures of the frontage of the Bishop Store which has been specially trimmed to show much of the store's big value attractions for Wednesday's great opening.

Two for One Sale  
this Year to  
Surpass all  
Previous Years

This store has, since its inception, endeavored to sell only such goods as held a reputation for quality and among these famous lines that find places in our racks are Hart Schaffner and Marx, Michaels Stern, Washougal, Suits and Overcoats, Stetson and Mallory Hats, Nettleton and Bostonian Shoes, Arrow Shirts, Interwoven Hose, Vassar and Chalmers Underwear, Cheney Ties, Collegiate Shirts for Boys, Can't Bust 'Em Work Clothes, and the famous Pendleton Blankets and Indian Robes. With such famous makes as these as the basis of our stocks, you can readily see that this is a sale that means bonafide saving to every purchaser.

### A WEALTH OF RARE VALUES AWAIT YOU AT THIS SALE

A Sale at Bishop's is a SALE, embodying an actual reduction in prices without substitution of inferior, bankrupt or out of date merchandise. Every sale sponsored by this store has a carefully premediated and deliberate purpose and that purpose never contemplates nor countenances the deception of Bishop's patrons nor corruption of the standards of quality upon which the business has been builded.

To keep our stocks fresh and clean sales are necessary and a sale at this store represents real reductions in prices—sacrifices to clear away slower moving articles and make room for fresh stocks. There is only one way for you to know how much clothes value you can get for your money and that is to come and see for yourself.

1000 Hart, Schaffner and Marx, Michaels Stern and other fine makes of Men's Suits and O'coats prepared for this event.

Ever since we inaugurated this yearly event it has grown in importance and men come from miles around to share in the remarkable values. The Two for One feature applies principally upon Suits and Overcoats. We actually sell two suits or a suit and overcoat for the price of one plus \$2.00. The Two for One Sale is our way of disposing of stocks to make ready for the new season's merchandise and, while we take a loss on this merchandise, we start the new season with a brand new stock. If you do not need two suits or a suit and overcoat you are privileged to bring a friend and go fifty-fifty on the cost.

# BISHOP'S Clothing & Woolen Mills STORE

R.H. Cooley Mgr.

136 N. COMMERCIAL STREET  
SALEM, ORE.

C.P. Bishop Pres.