

## Bishop's Start Famous Annual TWO - FOR - ONE Sale Wednesday



C. P. BISHOP  
President and Founder

"I believe we will break all previous records with our Annual Two for One Sale this year. We've prepared ourselves for it by long preparation, by careful buying—large volume buying. We've taken every advantage in prices that the maker offers to cash buyers in quantity. We've assembled a great wealth of merchandise for your selection; and we're all here to show it to you and help you select. But with all this merchandise of quality that you want and at prices the lowest in years, there is something more important here for you. It is a spirit of service to your wishes, a desire to meet your requirements, a ready willingness to help. We started with that policy many years ago—it has been growing ever since."

**You Have Been Anxiously Awaiting  
The Good News — Here It Is**

**1000 Men's and Young Men's Hart Schaffner and Marx, Michaels Stern and other High Grade Suits and Overcoats,  
Two for the Price of One, Plus \$2.00.**

For the benefit of new Bishop customers, we wish to explain that this sale is the big, final, end-of-the-season clearance of merchandise in all departments throughout the store. A sale controlled and governed by our policy of carrying only seasonal goods and giving better values always. Each item is our regular standard quality extremely low priced for quick disposal. Thousands of people attend these sales—you have the privilege of first choice now. Don't delay!

**Our 40 Years of Manufacturing and Retail Experience is the Power  
Behind this Wonder Merchandising Event.**

**Bishop's - An Independent Home Owned Store**

The executive and department managers pictured here and nine other members of the organization each hold an individual responsibility in the interest of the growth and prosperity of this store. Each are community-minded and committed to a policy of doing all in their power to aid the development of this community. Every dollar of profit derived from the operation of this store stays in this community. Every dollar you spend with any independent home-owned store helps build the Willamette Valley.



R. H. COOLEY  
Manager and Buyer

"In all my twenty years of serving men of Salem with clothing I have never before assembled such an array of values as these offered this year. Market conditions and the need for ready cash by manufacturers have enabled me to secure men's and boys' wearables at price concessions unheard of in modern merchandising. We have been passing these savings on to our customers all year. I want to tell all my friends that this Annual Two for One Sale is an underselling event that they cannot afford to miss. We have never before been able to offer values such as these."



W. H. PAULUS  
Advertising Manager  
"I have distributed 27,000 of these circulars to the families of Marion, Lane, Polk and Benton counties. Thousands of these families are well acquainted with the remarkable values offered during this sale. Thousands have been waiting for this announcement. I predict that this sale will receive the greatest response ever accorded an individual merchandising event in Salem."



E. E. COOLEY  
Display Manager  
"It is a pleasure to work with such fine merchandise. Our six windows and store interior will be trimmed as never before. I am anxiously awaiting the opening day of this big event."



O. C. LOCKE  
In Charge Furnishing Goods Dept.  
"I want to invite all of my friends to participate in this big event. With big reductions on such famous brands as Arrow Shirts, Cheney Ties, Chalmers Underwear, Interwoven Hose and other furnishings, I anticipate the greatest sale in our history."



L. P. BACH  
In Charge Clothing Department  
"In all my years of clothing experience the stock offered in this big sale surpasses any I have ever seen for quality, style and value. I want all my friends to take advantage of it."



F. B. RICE  
In Charge Shoe Department  
Bostonian, Nettleton and Wayenberg dress shoes are known the world over for their lasting qualities. Every man and boy should avail himself of this opportunity of buying them at a substantial saving."



R. V. SHELTON  
In Charge Hat Department  
Our customers know that when Stetson, Mallory and Hardeman Hats are reduced it means something. These staple brands of hats are a standard of value everywhere. Buy them now at a big saving."



LEROY GARD  
Cashier and Auditor  
We will have forty competent salespeople to serve you on the opening day of this big sale. Four experienced tailors will make necessary alterations on all clothing purchases. Come and bring your friends."



MISS BETTY SHIPLEY  
In Charge Boys' Department and Ladies' Hosiery  
Every mother should take advantage of the extra values offered in Boys' suits, overcoats and furnishings. A sale like this comes but once a year. Buy now and save."

**Drastic Reductions In All Departments During the Entire Month of  
January. Don't Miss this Chance to Save on Nationally Known  
Men's and Boys' Wear.**

**Sale Starts Promptly at 9 a. m. Wednesday, January 7**

## BISHOP'S Clothing & Woolen Mills STORE

R.H. Cooley Mgr.

136 N. COMMERCIAL STREET  
SALEM, ORE.

C.P. Bishop Pres.