

A MAJOR OPERATION HAS BEEN PERFORMED ON CLOTHING PRICES



Hart - Schaffner & Marx & Bishops

Unite in One Great Campaign to

**Put Clothes Back to the Prices of 1916 - Down - Down
To the Greatest Values in 15 Years - Starting Thurs. ^{OCT.} 29th**

THE MOST DRAMATIC NEWS IN CLOTHING HISTORY

We bring to you now for the first time in our history — the first time in the history of Salem since 1916 — these Hart Schaffner & Marx and other fine makes in which you know the quality has been maintained and clothes that you can trust for style and wear, which, together with Bishop's never-failing policy of satisfaction — first, last and always — means more than ever in these strides of back to normalcy.

1000

Suits and Overcoats

\$ 25

Hart Schaffner & Marx and Other Fine
Suits Including Many of the Finest Makes
in Regular Stock

The Very Finest Weaves and Fabrics . . . and Many Sold But Two Months Ago at Up to \$45.00!

Every High Grade Suit and O'coat in Stock Goes at Similar Reductions

MEN! JUST THINK!

Not for 15 years have you been able to buy such high grade clothing at these crashing values! . . . You have been waiting for just such an event . . . it's time something was done, and we're doing it! It will be the most talked-of event in Salem's history!

**IT TAKES A LEADER TO LEAD
THE WAY OUT**

And here's the out for you. As the leaders in the clothing business for the past 40 years and always first to take advantage of every situation. Always first in the consideration of our thousands of loyal customers we have taken upon ourselves with the cooperation of Hart Schaffner & Marx to start something and here it is. With one jump we're bringing prices down, down to 15 years ago, in fact far lower than the present woollens and labor costs justify. But prices so every man can dress up and get that depression-out of their looks . . . so men can buy clothes at prices they can afford to pay . . . and here we offer 1000 fine Suits and O'Coats . . . The finest quality, the finest tailoring and the lowest prices since 1916.

**THOUSANDS AND THOUSANDS OF MEN
ARE HANDICAPPED TODAY**

because they haven't been able to buy the good clothes that are important to business success: Although they have been gradually lowering they haven't come down in keeping with the present day incomes: Thousands of men need clothes badly, good clothes that will help them in achieving success: Now we step out to be the first in Oregon to meet this situation to give the men of this community the very thing they have been waiting for, better clothes at prices to fit every pocket book in keeping with present day conditions.

**IN ONE JUMP, PRICES ARE BACK TO
15 YEARS AGO**

Say good bye to your old clothes. Prices are back where you can afford the new clothes you have earned. And Bishop's & Hart Schaffner & Marx have started something. It's the biggest and most startling event in clothing history: And now is the time to dress up: Say goodbye old clothes, and hello new. You'll be well paid in so doing. They give that feeling of confidence and a lead in that great stride for success of today . . .

See Our Windows for These
Great Values
C. P. BISHOP, Pres.

BE HERE EARLY THURSDAY, OPENING DAY
BISHOP'S

See Our Windows for These
Great Values
R. H. COOLEY, Mgr.