

Bishop's Clothing & Woolen Mills Store -- Special Section of

A FREE GIFT

To the first 150 customers on opening day who purchase \$2 or more we will give a beautiful keytainer, comb set, or purse until the 150 are gone.

The Oregon Statesman

FOUNDED 1851

Salem, Oregon, Tuesday Morning, January 5, 1932

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A Record Breaking Event That Will Startle All Oregon in This Our Greatest Sale



C. P. BISHOP
FOUNDER AND PRESIDENT

Our 42nd Anniversary

42 years ago when Salem was just a small city before the days of the automobile and airplane, this business was founded. During this great time this business has grown and prospered. It has endured through wars, panics and depressions. This store has served the needs of the community in men's and boy's clothing and finest 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, fair dealing and satisfaction first, last and always to every customer. It is with pride that we look back over these 42 years of success, and now through our appreciation we are launching positively the greatest value-giving event in our history. We wish to thank our thousands of friends for their past patronage and assure them that continued progressiveness is the motto of our activities in years to come.

C. P. BISHOP, President.

Starts
Wed.
JAN.
6th
9a.m.

BISHOP'S 2 FOR 1 SALE

Starts
Wed.
JAN.
6th
9a.m.

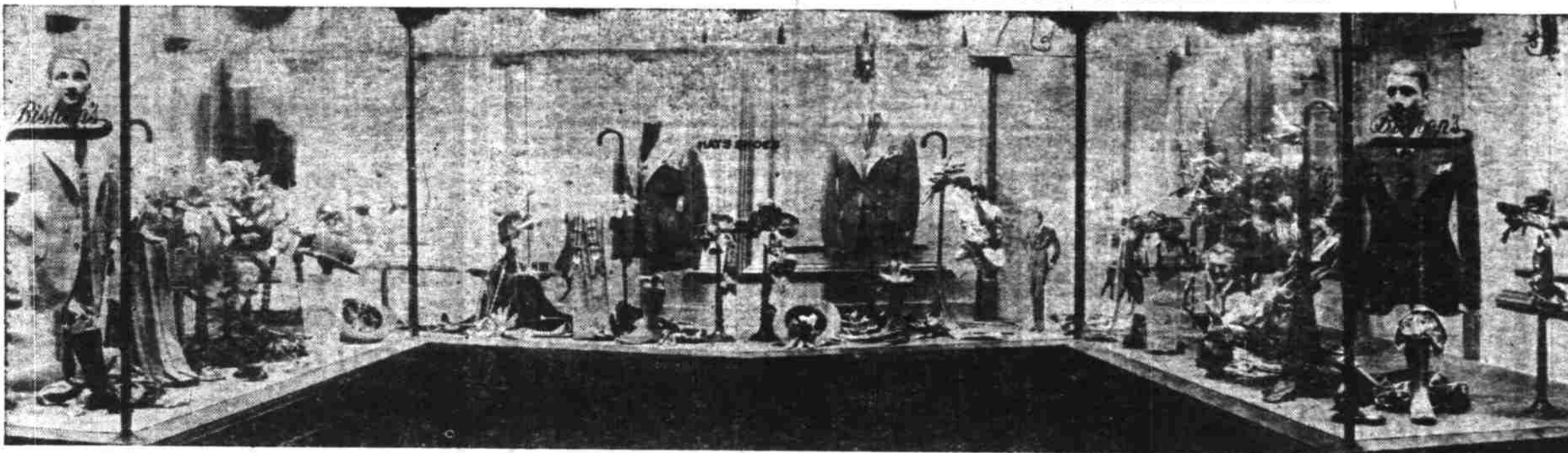


R. H. COOLEY
BUYER AND MANAGER

In my 22 years' affiliation with this establishment and serving the men of Salem and the Willamette Valley, I have never before assembled such a startling array of values as this our greatest anniversary sale affords... and with all sincerity I want to say Men!! You can not afford to miss these, the most crashing prices (on highest grade merchandise) of all merchandising events. I urge you to attend the opening days of this sale for better selections. With some 40 efficient salesmen to serve you, you are assured of the same courteous service that has merited our continuous success, which through quality merchandise and values has given to this store the reputation as the outstanding merchandising organization in the Northwest.

R. H. COOLEY, Mgr.

Exploding a Bomb Shell Unparalleled in All Clothing History
1000 MEN'S AND YOUNG MEN'S HART SCHAEFFNER & MARX — MICHAEL STERN AND OTHER HIGHEST GRADE SUITS AND O'COATS NOW 2 FOR PRICE OF ONE. BACK OF THIS MASTERFUL EVENT STANDS OUR 42 YEARS OF RETAIL AND MANUFACTURING EXPERIENCE.



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.

Bishop's, Salem's Own Store for Nearly Half a Century, Has Served the People to Their Every Interest and a Store that Stands for the Betterment and Upbuilding of Salem and the Community.

The executive and department managers pictured here together with 8 other members of this organization, each hold an individual responsibility in the interest of the growth and prosperity of this store. Each home owners and community builders, always foremost in their cooperation for the betterment of Salem and the Willamette valley. Every dollar of profit received from this store helps you and helps the progress and upbuilding of Salem and surrounding country which brings more employment and more prosperity.



ELLIS E. COOLEY
Advertising and Display Manager

I sincerely believe that without a doubt this sale will receive the greatest response ever accorded any merchandising event in Salem. Over 40,000 homes will be reached with our circular throughout Marion, Lane, Polk, Benton and many other counties. Thousands are acquainted with our great value-giving events and are anxiously awaiting this great news. Our entire six large windows and interior will be trimmed as never before. In my many years of business experience and some 15 years affiliation with this organization I have never seen such astounding values as we are offering for this crowning event.



LEROY GARD
Auditor and Credit Manager

Has acted in this capacity for 8 years. I want to appeal to every friend and customer of this store who have needed new clothes this is your real opportunity and will show sound judgment on your part to buy now for present and future needs.



O. C. LOCKE
In Charge of Furnishing Dept.

Been with Bishop's some 14 years. Says: In all these years never have the prices been so low on such high grade and well known lines of shirts, underwear, hosiery, etc., and I sincerely urge every friend and customer to take advantage of this, our 42nd Anniversary and 2 for 1 sale.



L. P. BACH
In Charge of Clothing Dept.

For 15 years Mr. Bach has been with this organization. In grouping this fine stock of Hart, Schaffner & Marx, Michael Stern and other well-known brands, it is a pleasure indeed to offer such amazing values to my friends, and to most certain to make hundreds of new ones.



BETTY SHIPLEY
In Charge Ladies Hosiery Dept.

For the past three years. It is a pleasure indeed to offer this exceptional fine stock of merchandise at such amazing values. Every woman in Salem should urge that husband or friend to attend our great 42nd Anniversary and two for one sale.



F. B. RICE
In Charge of Shoe Dept.

For 12 years. I have sold shoes for many years and during many sales but never at such low prices. In closing out this stock of the famous Kettleton shoes, giving you 2 pair for the price of 1, it is without a doubt the most crashing value of shoe history. Be here early for your size.



GARLEN SIMPSON
In Charge of Boys' and Young Men's Dept.

Has been many years with the Bishop organization. Says in this the largest and finest stock of boy's wear it is a pleasure to offer such astounding values. No boy should have to go without new clothes at these most drastic savings throughout this entire boy's dept.



R. V. SHELTON
In Charge of Hat Dept.

Has been with our organization nearly 10 years. Never has such a fine stock of hats been offered at such striking values. Nationally known lines such as Stetson, Mallory and Hardman. Positively the finest stock outside of Portland are here at savings you shouldn't miss.

Most Crashing, Astounding Reductions Ever Known on Highest Grade, Nationally Known Merchandise
This Great Sale Rages for 30 Days to Close Out as Nearly as Possible Every Suit, Overcoat and Present Stock of Furnishings

REMEMBER: SALE STARTS PROMPTLY AT 9 A. M. WEDNESDAY, JANUARY 6th

BISHOP'S Clothing & Woolen Mills STORE

R.H. Cooley Mgr.

136 N. COMMERCIAL STREET
SALEM, ORE.

C.P. Bishop Pres.