

ANNOUNCING.....BISHOP'S GREATER 2 for 1 SALE . . . Starting . . .

OREGON'S MOST TALKED OF
CLOTHING EVENT STARTS

Wednesday, Jan. 17th at 9 a.m. 44 Years of Manufacturing and Retail Experience is the Power Back of This Amazing Event

**Special Announcement --- Store Closed Monday and Tuesday
to Arrange Stock**



C. P. BISHOP
FOUNDER AND PRESIDENT

For years it has been our policy to hold these sales. First . . . to cooperate with our customers by giving them real savings. Second . . . it is a sale governed by our policy of carrying only seasonal goods; to dispose of all discontinued lines and fall merchandise.

Coming at this particular time, this should indeed be a great surprise to our thousands of customers, when clothing prices have advanced and in fact are still soaring, certainly it seems impossible that any store could make such a startling announcement. But now we say with all earnestness, through the appreciation of the great response every year to this event, now when everyone needs such savings, we are not going to disappoint you, for we feel that you have anxiously awaited this sale and we want you to know that regardless of profit and higher replacement costs we are

giving our customers again the advantage of sharing in the great savings that this sale affords.

We have not employed any high priced sales organization to conduct this sale which would necessitate an additional markup on merchandise. You can come to this event with absolute confidence that the same personnel and the usual courteous personal service that it has been the Bishop policy to give will greet you. And please remember, that for larger selections, for the lowest prices, for your satisfaction first, last and always, this is truly an event that is well worthy of your every confidence and consideration.

BISHOP'S, INC.

C. P. BISHOP, Pres.

R. H. COOLEY, Mgr.



R. H. COOLEY
BUYER AND MANAGER



LEROY GARD
Auditor and Credit Mgr.



L. P. BACH
In Charge of Clothing Dept.



F. B. RICE
In Charge of Shoe Dept.



HAROLD LARSEN
In Charge Hat Dept.

BISHOP'S 2 FOR 1 SALE

700 SUITS AND TOPCOATS 2 FOR THE PRICE OF ONE PLUS \$2-00

Every One from Our Regular High Grade Stock . . . All Good Styles . . . New Fabrics . . . Fine Makes, Freedman, Hart Schaffner & Marx, Michael Stern and Others . . . Balance of Entire Stock at Liberal Reductions

The executive and department managers pictured here and eight other members of this organization each hold an individual responsibility to the interest and growth of this store and for the development and prosperity of Salem and the Willamette valley, and it is through the efforts of every one that this sale without a doubt will be made the greatest event of our time.

We Urge You

Come and come early while selections are complete. Let nothing keep you from this great saving event, for it is obvious that never again will you have an opportunity to buy such fine quality clothing, shoes, hats and furnishings at these low prices. . . . See our windows.

Please Remember

Not one garment of cheap sale merchandise has been purchased for this great campaign. Only our regular high grade stock of real quality merchandise is offered. The same Bishop quality that has merited your patronage during the past 44 years. Remember the date, Wednesday, January 17, 9 a.m.



MERL LARSON
Furnishing Goods Dept.



ANGELA MEYER
Stenographer and Bookkeeper



LAWRENCE ANDERSON
Furnishing Goods Dept.



FRANK WILHELM
Cutter, Designer, Custom Tailoring Dept.



ELLIS COOLEY
Advertising and Display Manager



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



O. C. LOCKE
In Charge of Furnishings Dept.