



ANNOUNCING
BISHOP'S GREATER

Fall Opening and

LEADERSHIP CAMPAIGN

FOR FALL AND WINTER 1935

Featuring the Finest in Quality Clothing, Shoes,
Furnishings for

Men & Boys

Salem's Home Owned Store Since 1890



C. P. BISHOP
President and Founder



R. H. COOLEY
Manager

For 45 Long Years This Store Has Consistently Served the People of Salem and the Willamette Valley

Grateful indeed, to our thousands of loyal customers throughout Willamette valley and Oregon. It is especially encouraging in these times of changing conditions and values that this store still merits your implicit confidence. To us such loyalty implies also its incentive and its obligation. Pledged to you is our sincerity in the years that this store continues, ever adhering to the same

BISHOP "POLICY" that has stood nearly half a century—**TRUSTED SERVICE . . . HONEST VALUES . . .** and above all **QUALITY.** Now we come to you during this **GREAT LEADERSHIP CAMPAIGN . . .** with a message of vital importance . . . a message that will reach some 30,000 homes, to prove to you again that

Bishop's Vast Resources, Enormous Volume and Great Buying Power Means Phenomenal Savings to You

Here You Can Choose from One of the West's Greatest Stocks and Know If It's from Bishop's, It Must Be Right

Nearly 3000 Suits and
Overcoats in This Vast
Selection

Bishop's

CLOTHING—WOOLEN MILLS STORE, INC.

136 N. COMMERCIAL — SALEM

Read Every Word of
This Great Merchandising
Event

