

Formal Opening Tonight at Bishop's Store

Removal to New Store Tops 46 Years Activity Here for C. P. Bishop

Founder of Huge Clothing Business Started Career in 1874 as Brownsville Clerk

Family Plays Heavy Role in Building Woolen Mill Industry in Three Coast States

REMOVAL OF BISHOP'S CLOTHING STORE to its artistic and ultra modern building on Liberty street marks another important milestone in the business career of C. P. Bishop—a career which started 62 years ago when a 20-year-old farmer lad found himself a salesman in the Brownsville Woolen Mills company store at Brownsville.

But more important to Salem is the knowledge and pride that the opening of Bishop's new store means another forward step in the city's oldest mercantile institution. An institution that took root here nearly half a century ago—or an exact 46 years—and whose progression has reflected not only the growth of Salem from town to city, but has been a vital part in the city's welfare not alone from a business and industrial standpoint but from a broader civic and humanitarian aspect.

Sixty-two years ago, California-born C. P. Bishop (but only for his first two years a resident of California) dreamed his dreams of a business future behind the counter in Brownsville. Two years later, at the age of 23, he became a merchant in his own right as the junior partner of the firm of Glass and Bishop in the general merchandise store at Crawfordville. Leaves Crawfordville For McMinnville

There his experience grew in the next six years, until in 1884 he moved to McMinnville to found the firm of Bishop & Kay, proprietors of a clothing store. Another five years of good trade there formed the substantial stepping stone to Salem, where he joined his father-in-law, Thomas K. A. Y. sr., in the building of the pioneer woolen mills of the Willamette valley—the Thomas Kay Woolen mills. And here he has since been building the Bishop name into an integral part of the business of the city. From 1889 to 1891 he was with the mills. Then in 1891 he purchased the Salem Woolen Mills store and developed an establishment which became the most extensive clothing store in the state outside of Portland.

He launched upon his own in business just in time to hit the incoming waves of the panic of 1893, but he rode cheerfully and carefully through this distressing business period in that first Salem location on the west side of Commercial between Chemeketa and Court.

Business recovery, stimulated by the Klondike days, found Bishop's store riding a high tide of business favor. Then, as through the years, a genuinely friendly interest in the customer as buyer and man and a high sense of merchandising service, were deciding factors in the success which has stretched on through the years.

In One Location Over 84 Years
In this location on Commercial street's west the Bishop store remained until 1902, when it was moved up a block and to the other side of the street to 136 North Commercial where the business has grown and prospered in the past 34 years.

An interesting sidelight on the business acumen of the founder of Bishop's may be found in the archives bearing the musty records of the city of Salem for the years 1899 to 1904. In that period, C. P. Bishop was His Honor, the mayor of Salem.

His administration refunded \$55,000 of the floating indebtedness of the city by reducing it \$20,000 and then refunding \$65,000 by a popular loan at 4 per cent, payable on or before 10 years. A quite common practice nowadays, but not so at the turn of the century. Previously the interest had been 6 to 8 per cent, and though there was considerable contentment that the issue must be sold to bondholders and with a stipulated time of maturity, the issue was subscribed three times over in Salem and established a precedent then unknown to Oregon history.

It is also recorded that during the first year of Bishop's administration, the city electric light contract expired and was reduced from \$5400 to \$2500 in renewing.

Growth Necessitates Money Additions

Numerous expansions have been made during the 34 Bishop years at the location which has now become antedated by a larger and more beautiful building. At first the store space at 136 North Commercial was 3700 square feet, but in six years the swelling volume of sales brought necessity for more room, and an addition at the rear of the building succeeded in

Founder



C. P. BISHOP

Store Smart But Not High Priced

Means of Every Potential Buyer Considered in Offerings

"The management of Bishop's wishes to impress upon the public, that while the new store is ultra smart in appearance, yet this new Bishop's is not a high priced store," Manager Ralph H. Cooley declared this week as merchandise was being moved into the new Liberty street location.

"We have taken into consideration every man from the most modest means to the ones who can afford the most expensive wardrobe," Cooley said.

Feature \$25 Suit
"A special feature in the new store will be an extensive showing of suits from famous Bishop virgin wool fabrics, known over the country for their finest wearing qualities and fine stylings. Thus we will give the men of Salem and vicinity what are known to be the finest values offered anywhere at \$25.

"These fine fabrics are made from the finest virgin wool fleeces of the west and woven in Bishop's own mills and assure men of that sturdy wearing quality for which Bishop is famous. Every one of these suits is tailored to our own specifications in one of the nation's most modern factories and represent the season's smartest styles," said Cooley.

Eastern Firms Will Have Representation, Opening

Representatives of a number of eastern manufacturers with whom Bishop's clothing store does business are expected to be among the visitors at the formal opening of Bishop's store tonight. Telegrams in recent days from large eastern firms indicate that they will be represented personally at the opening occasion.

BEAUTIFUL BISHOP'S STORE OPENS DOORS TONIGHT



Above is a night view of the brilliant show windows which will greet Salem residents tonight as they attend the formal opening for the new—and women who buy for men. Eleven display windows are included in Bishop's, an ultra smart store for Salem and Willamette valley men the unique front of the new location on North Liberty street.

Policies of Store Are Unchanged

Ralph H. Cooley, Manager, Sees Better Service in New Place

Sharing with the founder of Bishop's in the acclaim of the new North Liberty street Bishop's store is Ralph H. Cooley, general manager and buyer for the organization, who has worked hand in hand with C. P. Bishop for many years in building the business to its present high peak.

From janitor boy to general manager of Ralph Cooley with this clothing store. He went to work for Bishop's (which was then still known as the Salem Woolen Mill store) on March 15, 1910, doing his first duties for the store as janitor boy. He gradually worked into clerking and subsequent promotions brought him in 1918 the title and responsibility of general manager and buyer.

"Bishop's store, in moving to its ultra modern new location on North Liberty street, will continue to adhere to those principles of business and service which have made the name stand foremost in the valley clothing world," Mr. Cooley declared on the eve of moving from North Commercial to North Liberty street.

Policy Is Unchanged

"While our new location presents the last word in fixtures and display front, Bishop's policy will remain unchanged. We feel that the city of Salem, its surrounding area and our customers are entitled to a fine store of this kind. Moreover, we are sure the fixtures in the new building will permit much more efficient service to our patrons."

Ralph Cooley, born in Wisconsin, has been a resident of Salem since 1907 or for 29 years. "Three large expansions in the North Commercial street location which Bishop's now leave have been made since Cooley joined the store, until a total of 9000 square feet of floor space was utilized in the building from which the store now retires.

Individuality Keynote Of Ultra-Smart Store Designed for Bishop's

Unique Store Front, Developed from Advanced Ideas Of Designers for Leading Clothiers, Attracting-Wide Attention

BY day and by night the facade view of Bishop's new Liberty street clothing store will herald a note of ultra-modernity and individuality to Salem's business district, a brief survey of its many advanced fittings and finishes will convince the viewer.

Not only has this unique store front been developed from the best ideas recently employed by designers of leading clothiers' stores in several large American cities but it has attracted such attention that already there are indications it will be widely copied, according to Manager Ralph H. Cooley. He already has received inquiries from store proprietors in northwest, midwest

and California cities, who through trade channels or touring trips through Salem have heard of or seen the distinctive display front that Bishop's has created.

Take a stroll past the new store and observe it closely. You will find:

Sidewalk Has Clock
Yes, a clock in the sidewalk—an electric clock with a 20-inch face, its dial and hands consisting of neon-lighted tubes set beneath a glass lens capable of withstanding 1500 pounds pressure per square inch.

Mammoth curved plate glass show windows, which with cemented joints, do away with the usual view-distracting metal or wood frames.

Five full-length mirrors: In case you haven't realized it, they accentuate all colors, because they are made by a special tinting process.

Gleaming black paneling below the show windows and around the broad edge of the marquee—it will retain its brilliance because it is carara, glass, dyed black in the molten stage, and then cast in molds.

Signs Something New
Unusually attractive signs identifying the store; new, double-intensity neon tubes in green, the first in Salem, reflected by the name, Bishop's, sandblasted and silvered in the black glass edge of the marquee; in the windows.

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Interior Offers Beauty of Design

Grand Rapids Installs Last Word in Fixtures and Service Ideas

Beauty of design and color are perhaps the first things that attract the attention of the customer at Bishop's, but these things were all arranged to afford comfort to visitors and efficiency in selling.

The designing of the entire store was done by the Grand Rapids Store Equipment company of Portland, who after several months of designing, and many more of installing, has produced one of the outstanding establishments of the northwest.

The combination of the Grand Rapids Store Equipment company's great knowledge of designing, and the practical application of merchandising of the Bishop executives has been responsible for the excellence of the new store.

On the left as one enters the store is the hat department, then the small wears or accessories, then men's and boy's shoe departments. Modern show cases and cabinets are arranged to give each department individuality and best possible advantage to the merchandise offered.

Display Ideas Latest

The neckwear, island is another feature of the store, located in the center of the main floor, it affords an excellent opportunity to show new and distinctive merchandise.

Men's shirts are on the right of the section, with plate glass shelves behind glass cases making the displays very attractive. The buyer may view every style and color from in front of the display case, thus aiding him in selection.

In the rear of the store there is the men's clothing section, with the floor elevated two steps over the furnishings department, thus setting this clothing display off from the rest of the store and giving an appearance of great spaciousness.

Showing of Clothes Easy

The clothing department has the revolving type clothing cabinets on both sides with mirror

Everyone Extended Special Invitation for Gala Occasion

Unique Entertainment Feature to Mark Event; Orchestra Will Play, 7:30 to 10 P. M.

Visitors Will See Most Modern and Ultra-Smart Exterior and Interior This Evening

FORMAL opening of Bishop's beautiful and ultra modern clothing store at 147 North Liberty street will claim the attention of Salem Tuesday night, between the hours of 7:30 and 10 o'clock.

Stocks have been arranged in careful detail in the commodious and unusual display cases, and every section of the store is ready to welcome the many hundreds of visitors anticipated for the opening.

Months of planning and painstaking execution have been put into making this store the most outstanding men's clothing establishment in the West, so it is with real pleasure that C. P. Bishop, founder of the store, and Ralph H. Cooley, manager, extend to the public an invitation to be present at the gala occasion Tuesday night.

Special Features Are On Opening Program

Several special features have been planned for the opening. Orchestra music will be played throughout the evening by Roy Pease and his musicians, and other events will be broadcast, and also carried to all parts of the store, with two large amplifiers to be installed, one in front of the store and one on the interior.

Salem's well-known entertainer, "Boots" Grant, will be master of ceremonies for the opening occasion, and will handle the mike. Short impromptu speeches will be given by prominent men, voicing their appreciation of and reaction to the smart new store.

The entire personnel of the store will be on hand with Mr. Bishop and Mr. Cooley to assist in welcoming the crowds Tuesday night.

No Selling Will Be Done Tonight

The occasion will be strictly an open house to show the public this unusual store and Manager Cooley states not an item of merchandise will be sold during the evening.

"After some six months of construction through the most modern ideas of the age, the opening tonight marks the final work in completion of one of the West's largest and finest stores for men and boys," Manager Cooley states.

"In keeping with this progressive organization, this fine new store is the realization of a definite plan to give the people of Salem and the Willamette valley a store of which they are worthy, and to give them the highest ideals of modern merchandising through friendly, personal service, quality and value.

"As Mr. Bishop, our founder, says, 'Nothing is too good for our friends and customers throughout Oregon whom we have served for nearly half a century.'"

Furniture Adds Finishing Touch

A colorful addition to the smart new store for Bishop's is the chromium finished furniture with bright red leatherette upholstery.

This furniture, consisting of chairs, davenport, tables, smoke stands and other articles, has been placed throughout the new store and has been arranged to add the final finishing touch of color and smartness to a store unsurpassed for dignity and charm.

Nothing has been overlooked in this arrangement to add every comfort and convenience to the Bishop's guests and shoppers. The beautiful new furniture was furnished by a Salem store, the Imperial Furniture company.

Care for Patents

To keep patent leather pumps looking their best, keep them on trees and use a soft cloth to rub over the pumps. Occasionally, a thin coat of vasoline should be applied and carefully worked over the surface to preserve the leather. Wipe off the excessive amount and rub the pumps until the desired gloss is attained.

ged and featuring new styles by Arrow and shown by Esquire with new neckbands with white collar and white cuffs. Displays with beautiful matching ties.

Shoe window—Showing Florshelms smartest fall styles in both black and tan shades, brogues, and smartest dress styles.

Shirt window—Smartly arranged and featuring new styles by Arrow and shown by Esquire with new neckbands with white collar and white cuffs. Displays with beautiful matching ties.

Bishop's

Are Pleased to Announce the Completion and Opening of their New Store, Tuesday night, November 24. You are cordially invited to this great opening. . . . Another step in the progress of this organization that has dedicated itself to a policy of cheerful, friendly and enthusiastic service. . . . Now with a

"Greater Bishop's To Serve You Better"

Window Displays Carry Store Tone

Artistry in Creations For Opening Is Work of Ellis Cooley

Some of the most attractive window displays seen in Salem—and that says a whole lot—have been prepared to adorn the new Bishop's clothing store for the opening Tuesday night.

These brilliant show windows are not mere chance, but the creation of Ellis E. Cooley, display and advertising manager of the store who has given much thought and attention to designing outstanding displays that will be a credit to the ultra smart store.

Back window—An unusually artistic display of black silk robe with red plaid, also pajamas and slippers to match.

Variety in Shoes
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Shirt window—Smartly arranged and featuring new styles by Arrow and shown by Esquire with new neckbands with white collar and white cuffs. Displays with beautiful matching ties.

Neckwear window—Gorgeous colors and satins in cravats, arrayed in built-up fans, produce beautiful effect.

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