

Bishop's New Store Offers Finest Selection of Sportswear

Rainproofing Has Variety of Forms

Cravenette is processed into the cloth to make it water repellent by immersing the fabric in tanks of chemicals. This process produces a material that is saturated, and cannot be brushed off. Many materials are cravenetted but you can't even see it.

The oil process is another method of rainproofing material and after saturation with this fluid, the fabric is absolutely water tight, with no noticeable increase in weight.

All the modern processes of water-proofing have made a weather protected material for every purpose and new styling has produced garments of constantly improved fashion.

Light Window Ceilings

Lighted panels of opalescent glass will glow in the ceiling of the large marquee marking the entrance to Bishop's new clothing store for men.

Popular Stage Drama And Rudolph Valentino Put End to Nightshirts

Nightshirts gracefully relinquished their hold on popularity to the pajama only when "Parlor, Bedroom and Bath" was all the rage on Broadway, and hordes of beautiful young women were rushing the ticket windows to "The Girl from Rector's."

Rudolph Valentino gave the final blow to nightshirts when he appeared in colorful pajamas in a four minute embrace with the heroine. So to the screen and the theatre go the credit for having husbands wear sleeked back hair, colorful pajamas and dashing bathrobes instead of the flowing comfort of a good long night-shirt and a heavy blanket around the shoulders for warmth.

Venetian Blinds Used

Ivory-shaded Venetian blinds have been substituted for curtains to shade the front display windows of the new Bishop's store from sun rays.

Associated Lounging Robes With Beer, Sauerkraut

Lounging robes are said to have been used in the poorly heated homes of Germany in the last century. A good sauerkraut and beer dinner would put the man of the house to sleep before he had time to cover himself up on

the sofa, and, wrapped comfortably in his nice big wool robe, life became very pleasant.

Rainwear Goes Smart

Modern rainproofed material street wear has improved greatly in appearance in the past few years. Colors are more attractive and styles are far better than a few years ago.

Congratulations Bishop's ON YOUR Beautiful New Store

California Sportswear Co.

are indeed proud of their Many Years Association with this, one of the West's Finest and Most Progressive Stores for Men.



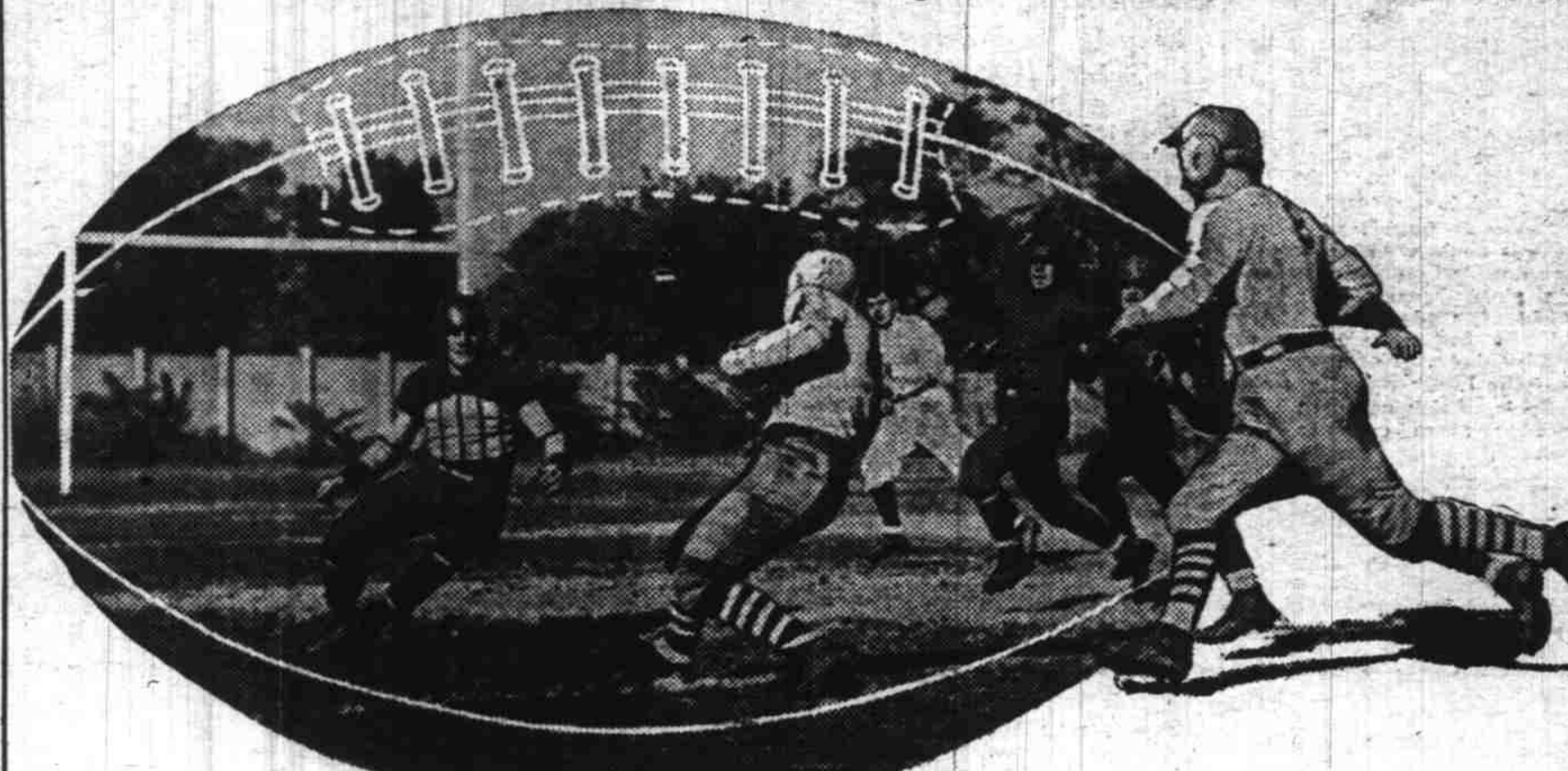
If It's Made of Leather It's Here in a Most Exclusive Showing

THESE SMART LEATHER COATS & BLAZERS

featured at the new



BISHOP'S New Store Offers The famous "ALL AMERICAN" SWEATER by Catalina



Exclusive In Salem At BISHOP'S Are These "ALL AMERICAN" SWEATERS For Men Who Want The Finest



GENUINE Cable-stitch by Catalina 395 to 595



WE CONGRATULATE BISHOP'S—

upon their beautiful new store. It is truly a great tribute to Salem and Oregon. We are indeed proud of our affiliations with such an outstanding organization . . .

PACIFIC KNITTING MILLS LOS ANGELES, CALIF.

We Invite You to See the Extensive Showing Now at the New



SPORT SLACKS & TROUSERS of Style --- of Value In One Great Selection



Tailored to Fit and Wear

We extend our Hearty Congratulations to Bishop's on the Opening of their Magnificent New Store for Men.

"ASKINAS TROUSER CO."

featured at the new



Specialties in Building Material Employed to Produce Unusual Store; Shiny Black for Windows Is Carara

Carara. Ayos. Terazzo, Travertine, Syenite.

These are but a few of the building industry specialties called for by the modernizing work done to make the new Bishop's store satisfactory to the management in its effort to produce an exceptionally attractive place of business.

The carara is the shiny black material set below the big display windows and around the broad edge of the giant marquise. It actually is glass, dyed white in molten form, and cast in molds to the shapes needed.

Imported Wood Used Ayos wood, imported from South America, was used for back-paneling the display windows.

The shaded white finish is natural.

The terrazzo sidewalk constitutes a pleasing change from plain, rough concrete.

Old Italian stucco is imitated in the Travertine finish of the facade walls above the carara and at the edges of the plate glass windows.

The windows above the marquise, crossed by monel metal bars, are Syenite, a type of glass which admits light and diffuses it without glare throughout the front section of the store.

Salem Firms Aid In Store Creation

Splitless new furnishings—shelves, drawers, counters, panels—have been installed by the management of Bishop's. The wooden furnishings are a product of the Grand Rapids factories, noted for their quality and design.

The modernistic electrical fixtures were installed by the Brownell Electric company of Salem.

Interior wall and ceiling finishes were applied by Conrad J. "Connie" Frisgard of Salem. The ceiling is acoustically treated to absorb noise.

The general contract for the extensive alterations which Bishop's has required for the new store has been in charge of A. A. Stewart, Salem contractor.

Catalina Sweater Gets Western Favor Quickly; Features Clever Weaves

The west's Catalina sweater, produced in the Pacific Knitting Mills at Los Angeles, has grown by leaps and bounds into popular favor. The Catalina will be featured at the new Bishop's in a larger selection.

Original in ideas of manufacture, the Pacific Knitting Mills has produced a sweater of character on stylish lines. Clever new weaves and finest quality yarns enhance the smart appearance of these values.

Chamber Leases Upper Story of Bishop Building

Upstairs quarters of the new North Liberty street location of Bishop's clothing store are under a five-year lease to the Salem chamber of commerce, which was located in this place prior to the Bishop lease and reconstruction of the former Eckert building.

The entire upper story of the Bishop building has been redecorated for the chamber of commerce, and new carpets and rugs have been installed in the office and luncheon in the various rooms. The hallway has been remade, and two neon signs, one under the awning and another over the door leading upstairs to the chamber, have been provided to point the way to the chamber of commerce.

New York Woman's Shirt-Washing Animosity Results in Detachable Collar and Far-Flung Industries

Just because Mrs. Orlando Montague of Troy, New York, didn't like to wash her husband's frill fronted high-collared shirts she started something. And what she

started was the collar manufacturing industry. On the inspiration of the moment Mrs. Montague with vicious clips, separated collar from shirt, sewed tapes at the end of the collar and Mr. Montague was the first man to wear a detachable collar!

Orlando Montague then took up the manufacture of collars and was followed in his venture by many small and large firms. Most of them were made in homes by the women of Troy. When hand turning machines were invented, women of the community had to relinquish their business to plants where mechanical devices were used for manufacture.

Man, N-t Shirt, Fits When shirts were first manufactured, the man must fit his shirt or it was just too bad. There were only three sizes of neck bands, 14, 15 and 16. A square of cloth was gathered into a yolk, shapless sleeves were made and a hole cut, that was a shirt.

The improvement of dyes since the World war has had a great deal to do with the introduction of colored shirts into the market. Not until a fadeless material could be assured did men take colored materials seriously.

Another modern improvement is softening of materials used in the manufacture of shirts. This method of treatment of material prevents the shrinkage during laundering and has greatly improved the comfort and convenience of the shirt buyer.

Arrow Shirts Are Given Big Ballot

Two recent surveys testing the popularity of Arrow shirts—a top notch product carried for years by Bishop's store here—showed some surprisingly large balloting for Arrows.

Of the replies received from a clothing questionnaire sent to the subscribers of a large national magazine and incidentally one not used by Arrow for advertising, 87 per cent expressed first preference for Arrow shirts. The next branded shirt received a 6 per cent preference and the third brand received a 2 per cent preference, with the balance of voters naming a miscellany of brands.

The second survey by the Collegiate Digest, revealed 69.46 per cent of the college students answering prefer Arrow. The second highest choice was 17 per cent and the third less than 2 per cent.

California Sport Wear In Leathers Finds High Favor With Buyers Here

Another western product which has found favor with the buyers at Bishop's clothing store here is the leather sport goods of the California Sport Wear company of Los Angeles. The specialty is sport jackets and blazers, exceptionally smart of style.

"California sport wear leads in popularity," say Bishop's salesmen. In the new Bishop's this sport wear is featured in every style and leather in keeping with the trend of popular demand.

130 Feet Curved Glass Is Used For Entryway

Use of curved instead of right angle corners and of insets makes it possible for the new Bishop's store to have a total of 130 running feet of plate glass windows in its 50-foot wide entryway.

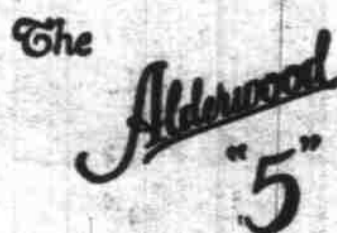
ALDERWOOD CONGRATULATES BISHOP'S



An Extra Fine Fitting Ribbed Coat—Staple the Year 'Round

The Alderwood Knitting Mills at Portland, Oregon, are happy to be among the exclusive list of Quality Manufacturers from whom Bishop's select their merchandise.

HERE ARE TWO EXAMPLES OF STYLE ALERTNESS FOR WHICH BISHOP'S IS NOTED—



- 100% PURE WORSTED
 - HE-MANNISH, SMART
 - COMFORTABLE FIT
 - DURABLE FABRICS
- \$5.00

Alderwood Knitting Mills

The Famous Alderwood Sweaters Featured at the New Bishop's



Ezephyr Wool Sweater in Action Style—Half-Belted Back and Patch Pockets

Bishop's Quality Costs No More



NEW LOCATION—145-147 N. LIBERTY ST.

Always The Newest In Sportswear