

# Boys' Department With Exclusive Stocks is Bishop's Feature

## Special Shop In New Store

All Parents Are Bidden to View Ultra Smart Youth Realm

Representing the very latest in merchandising, arrangement and decoration, the new Bishop's Boys shop is one of the new show spots of the big new store.

Reached by a wide stairway, with modern wrought iron railings, the Boys' shop takes up the greater part of the lower floor. Soft gray woodwork and ultra-modern show cases, shelves and cabinets make displays of boys clothing and accessories especially attractive.

A growing volume of business in this department during the past few years prompted the management to enlarge the floor space and stock over that at the old location.

**Stocks Extensive**  
Here in the new department boys and their mothers will have available one of the most exclusive stocks in the northwest and will be able to suit any taste and make selections for any occasion. A special invitation is extended to mothers and fathers to visit the new boys' department, and to examine the selection available.

**Cloth of Camel's Hair**  
Camel's hair cloth is made of camel's hair and wool, its most

## First Salem Home of Bishop's



Here's the small store, comparatively speaking, in which C. F. Bishop first set up his Salem enterprise in 1891. The store was located about midway down the block on the west side of Commercial between Court and Cheneketa. The scene here was taken during a circus parade in the early days of the store's existence. Dotted line shows Bishop store space.—Picture furnished by Max Bacon.

distinctive features are lightness and warmth.

**'Tis Hard to Believe, But Salesman Samples Of Today Quite Recent**

There was a time, and it lasted until 1886, when salesmen for

ready-made suit manufacturers took with them 29 or 30 trunks to hold the vast supply of suits they must show their customers. Then all of a sudden it occurred to someone that one sample of each style would do, and the line of materials were carried along in pants length pieces of material. Clever and certainly simple.

## Finest Line Wear For Men Carried

Hart Schaffner and Marx Clothing Offers Last Words in Style

Hart Schaffner and Marx clothing, one of the best known lines of men's wear, first came into being more than half a century ago, or only a few years before Bishop's store was launched upon its Salem career. The company factories, in Chicago, Ill., present to the public one of the oldest and finest lines of men's and young men's clothing in this country.

Hart Schaffner and Marx progress has continued with each year, until the company is recognized as standing at the peak of style and quality leadership. These famous clothes are featured in Esquire as outstanding in fabrics and style for the man of today.

**New Styles Intrigue**  
Top values from this company for the fall are the famous triple best worsteds. New and exclusive also are the famous Cherio stripes, the pattern hit of the season with gay and colorful two-and-three tone stripes.

Their smartest, most up-to-the-minute ideas for the fall wardrobe includes the Hart Schaffner & Marx top coats, the West End Coverts.

Still another last word in style is the swagger Balmacan from Hart Schaffner and Marx, offered in a variety of fabrics with swanky military collars and leather buttons. Other enviable styles of the minute are the Rare pack of

## Marquise Slanted So It Won't Cast Shadow on Display

Why does the huge marquise marking the entrance to the new Bishop's slant upward and outward?

Because, Manager Ralph Cooley explains, it then doesn't cast shadows on the spacious display windows. It allows a maximum amount of natural light in the entryway and at the same time protects pedestrians from the rain.

luxurious camel hair and fleeces, downy Shetlands and sturdy homespun.

For the past 29 years Hart Schaffner and Marx fine clothes have played an important part in the progress of Bishop's, and the new store will feature one of the finest selections in this line on the coast.

## Unusual Features For Bishop's Store Attract Interest From Tourists

Even in the early construction stages the new Bishop's store on North Liberty street attracted attention from tourists as well as from Salem citizens.

Several inquiries have been received by Manager Ralph H. Cooley from northwest and midwest business men who noticed unusual features of Bishop's new store front while they were passing through the city on vacation trips.

## Spitz Clothing Is Nationally Known

Chicago Company Leader In Wear for Boys, Young Men

Sam'l Spitz and Sons is one of the largest and oldest firms manufacturing clothing and footwear for boys and young men. Their famous brands "Woolwear," "Classmate" and "Ascot" are known throughout America as the leaders in style and quality and are carried by the new Bishop's.

Founded many years ago on the cornerstone of integrity and service, this famous firm has continued to grow and prosper under even the most adverse conditions, until now, in the present march of progress, Sam'l Spitz and Sons are still leaders in their field.

Facilities of their beautiful plant and exceptional organization place them at the top in smart tailoring and beautiful fine all wool fabrics.

Spitz clothes for boys and young men of today are found in every city of importance throughout the nation. Through integrity, fine service and friendly association, the firm has built a reputation as the outstanding firm in America for smarter clothes for youths.

## Tip on Glove Language

Sicilian girls who wore red gloves in the old days, just as much as said they were looking for husbands.

## Stylish Line of Jackie Jumpers In Boys' Store

Bishop's new boys' shop is featuring the well-known Jackie Jumper togs for boys. Because Jackie Jumper is a name that stands for the smartest in wear for the little man.

Clever new blazer suits stylishly tailored in all popular weaves and patterns and a most exceptional showing of blazer sport coats and pants are included in the Bishop's offerings.

"Mothers truly will appreciate choosing their young sons' clothes from this great selection," promises the head of Bishop's boyland.

## Modern Factory Turns Out 12,000 Pairs Shoes Daily

About 12,000 pairs of shoes a day are turned out in a modern factory. And the first shoe shop thought it was going a some to produce 16 pairs a day. Less than a century ago, in 1850, nine or 10 men cut leather in a shoe shop, while 400 stitchers worked in their homes to produce 115,000 pairs of shoes in a year's time.

## New Type Neon Sign Is Used in Bishop's Store

Generous use of neon and other tube direct and indirect lighting has been made in the entry way and facade of the new Bishop's clothing store. The neon signs are of a new double-intensity type in

colors not before installed in Salem.

## Portland Mills Supply Smart Knitted Wear For Buyers at Salem Store

Products of the Alderwood Knitting Mills of Portland, for many years leaders in their particular line of smart knitted sport sweaters, jackets and blazers, have been chosen by the new Bishop's to offer the boys, young men and men of this territory.

Every new idea in knitted wear is manufactured by this company, which is noted for its production of fine quality and styles. Exclusive Alderwood sportwear in an extensive array of smarter styles for 1936 and 1937 will be found in the new store.

## Rubber Heels Are Newer Than Bishop's Store; Hard One Introduced in 1895

The rubber heel was first introduced in 1895, only a few years after Bishop's store came into being in Salem, but 'twas a long cry until the spring heel cushion of today was evolved.

The first rubber heel was very heavy and very hard, of thick rubber held in place on the shoe by screws. But beneficial properties were almost nullified since the wearer quickly wore down the metal and walked on a surface far less comfortable than leather had been.

# Bishop's New

"GREATER BOYS' SHOP" PRESENTS THE FINEST IN BOYS WEAR . . . .

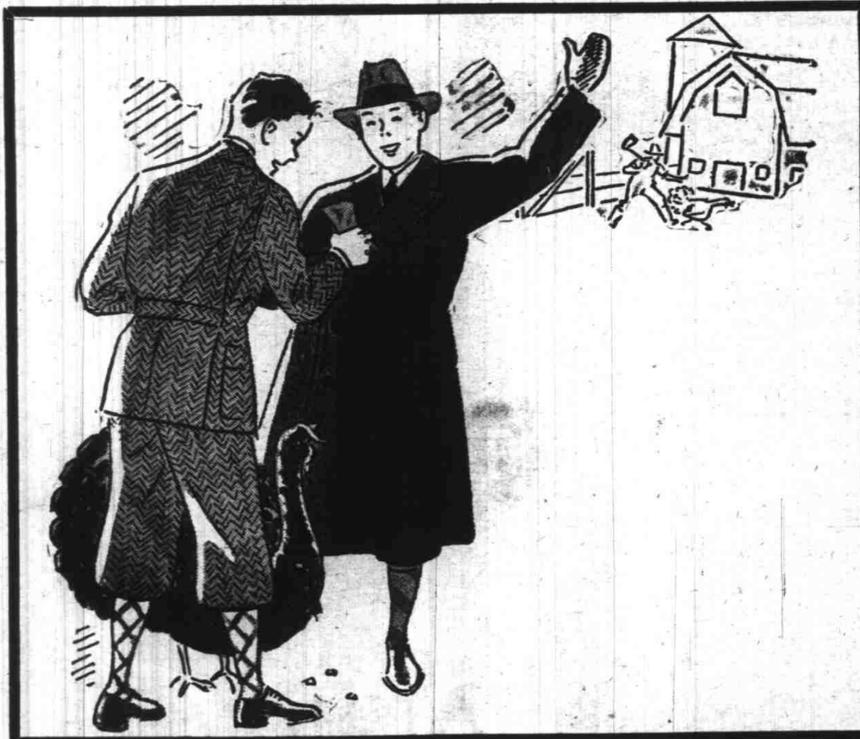
- 1st. The Largest Selections to Choose from
- 2nd. Quality that Assures Every Satisfaction

- 3rd. Personal Friendly Service
- 4th. Always the Lowest Prices

All These Will be Featured in the New Greater Bishop's, Salem's Exclusive Boys' Shop

## BOYS' SUITS

Made by the famous "Woolwear" Co. Clever new styles and tailored to perfection in the smartest weaves and colors . . . The New Bishop's Boys' Shop offers one of the finest selections to be found of these fine togs and at real values.



## BOYS' TOPCOATS

Styled with every detail of fine Coats for men. The new Raglans with full lead the parade. Smart new fabrics, beautiful in appearance and just what every boy needs for winter. See these now at Bishop's New Boys' Shop.

Smartest Togs for Boys from America's Finest Nationally Known Makes

- WOOL WEAR CLOTHES
- KAYNEE SHIRTS
- TOWN & COUNTRY
- CATALINA SWEATERS
- SKIPPER SPORT SHIRTS
- CANT BUST 'EM CORDS
- ROUGH RIDER PANTS
- JACKIE JUMPER SUITS

We Cordially Invite You to See This Smart New Shop For Boys — You'll Be Surprised At The Great Selections And The Fine Values At The New Greater Bishop's



If It's From Bishop's It Must Be Right



# Bishop's!

CLOTHING & WOOLEN MILLS STORE Inc

The Store of Friendly Courteous Service

