

LET'S GET A FRESH START

For Fall...

WITH THE
RIGHT CLOTHES
AT THE RIGHT TIME

This is A Campaign Year ... and YOU are the Candidate

... because if you're a normal American, you're ambitious to be one of the elect, who wins better things for himself and his family. The old time political campaigner was willing to "stand on his record" alone. But in this TV age he is being displaced by the candidate who discovers that how he looks will have a lot to do with people's decisions. The same is even truer in business and social life, where people see you oftener, and under a variety of circumstances. WILL YOU BE THE "PEOPLE'S CHOICE?"



Let's look at the record. Remember how you once pleaded with Mom and Dad, as though your life depended upon it, for that smart sports coat or your very first tux? You were so anxious to belong, and so sure the crowd you wanted to travel with wouldn't accept you unless you wore The Right Clothes at the Right Time. Don't smile at that recollection (and don't smile when your own boy makes a similar plea) because you weren't wrong and neither is he. People are just as critical of your appearance, and his, too, these days.

Plan to look like a winner. Help that boy grow up to be one. Get a fresh start toward success by letting us help you wear

DRESS FOR THE OCCASION WITH THE NATION'S FINEST:

Hart Shaffner & Marx
Botany "500"
Michaels Stern
Hollywood

Pendleton
Stetson Hats
Florsheim Shoes
Arrow Shirts

Freeman Shoes
Resistol Hats
Stradivari Sport Shirts
Samsonite Luggage

BISHOP'S

Since 1890

BISHOP'S - Headquarters for The Great Names in SUITS, TOPCOATS and FURNISHINGS for MEN and BOYS!



LOOK THE PART of the confident winner when you step out into the open this fall by wearing a smart new top coat that will make heads turn to admire you as you swing down the street.



ELEVATION OF POSITION and pay, too, come quickest to the man who dresses up to his ambition. The trim double-breasted business suit combines dignity with comfort, deserves an important place in your new wardrobe.



NINE WOMEN OUT OF TEN think a man looks his party-best in a dark blue suit. Choose this single-breasted model or a double-breasted one to wear with a white shirt for dates, parties, and semi-formal dinners.



IT'S MORE THAN socially correct. It's good business to have a tux to wear on the formal occasion when appraising eyes single out for admiring approval the man, as well as the woman, who knows how to wear the Right Clothes at the Right Time.



A GOOD TRAVELING COMPANION is this suit of wrinkle-resistant wool in a neat, conservative pattern. It can stand the fatigue of travel and hard wear. With a lightweight coat over your arm, you're prepared for changes of temperature or weather.



BOTH THE CAMPUS BIG-SHOT and the country gentleman approve the effect of sports jacket, waistcoat, and slacks which may harmonize but never, never match. Here's plenty of room for your own ideas on the subject.



DRESS THE PART when you go to the game this fall in carefully chosen sports jacket and slacks, winged tip shoes and fashionable new cap—to be an outstanding member of the spectator team.



SPARE PARTS FOR SPARE TIME. Whether you plan to bowl, golf, or merely listen to TV, you'll appreciate the comfort of a full-cut sports shirt and slacks that can take it! Choose yours from our complete assortments.

BISHOP'S Offer One of the Northwest's Greatest Assortments of SPORTS WEAR for MEN and BOYS!