

WE ASKED SALEM

*what features would you like in your
new Department Store?*

hundreds of people answered:

A tearoom, please!



MRS. COBURN L. GRABENHORST of Salem, likes the convenience of a restaurant right where she shops. The Cherry Room is no more than minutes away from any part of Lipman's of Salem.



MRS. MALCOLM CAMERON of Salem, enjoys an atmosphere of charm and relaxation when dining out... we present decorator-designed elegance in The Cherry Room, 3rd floor.



MRS. K. S. MULLER of Salem, welcomes another fine restaurant, one of Oregon's newest and most luxurious, to her community: famous cuisine and service at The Cherry Room, third floor.



MRS. WALLACE ARMSTRONG of Salem, appreciates the varied menu planned for The Cherry Room: from a quick, hearty "shopper's special" to home-made pastries, English muffins and marmalade at bedtime.



MRS. GLEN O. STEVENSON of Salem, looks forward to meeting her friends in the charming atmosphere of The Cherry Room... to watching the fabulous fashion shows planned for Cherry Room presentation.



Lipman's brings you...

THE CHERRY ROOM

IT COSTS NO MORE TO SHOP THE STORE
THAT BRINGS YOU THE BEST OF EVERYTHING

*Lipman's
of Salem*

Unique, luxurious, charming... words are paltry substitutes for the way we feel, the way you'll feel, about the beautiful tearoom at Lipman's of Salem. Because, though it's all brand new, The Cherry Room has been created from a recipe as old as hospitality itself. What are the cherished ingredients? Beauty, for one thing. Like the way our own famous decorator, Dorothy C. Constans, has blended Salem's own colors into a montage of harlequin silk draperies, cherry-patterned walls, even tea cups to match. Cherry-blossom pink...cherry-ripe reds. Truly, it looks good enough to eat!... though we suggest you try, instead, a Montague Sandwich, a deviled crab salad, Lemon Angelfood Pie (the

most heavenly dessert!). filet mignon... treats that have made Lipman's Portland tearoom a favorite gathering place. Add to beauty and fine cuisine: hospitality. The Cherry Room extends an unpretentious invitation to the busy shopper, for a quick lunch or a long chat over the tea cups; to the businessman, an invitation to quiet atmosphere and relaxation; to the career girl, an invitation, perhaps, to a Cherry Room fashion show. The Cherry Room invites each and every one of you: to luncheon from 11:00 to 2:30, tea from 2:30 to 4:30 every day; and dinner Friday evening until 8:00. No r.s.v.p. necessary... just come in and enjoy your brand new Cherry Room... soon!

Lipman's of Salem opens 12-noon, Thursday, September 9