

The Detroit Symphony Orchestra fund raising campaign has neared the \$1 million mark in its first eight weeks.

Philip Caldwell, general chairman of the fund-raising committee and vice-chairman of the board of Ford Motor Co., said he is confident of topping \$1.5 million.

"The symphony doesn't just happen. People make it happen," Caldwell said. He singled out the work of organized labor, the area's auto dealers and

the media for helping the early drive exceed all expectations.

"This year, for the first time, we have had the direct support and involvement of organized labor. We asked them to help and they did," he said.

A key to the drive's initial success was, in Caldwell's opinion, the support of "the daily and weekly newspapers, the editorial writers, television and radio stations. Media support is not only necessary for an ef-

fort such as ours, it's absolutely essential."

Caldwell said he is anticipating heavy donations from various foundations later in the year. "Much giving by foundations is done in the fall and later," he said.

He also said that results from the first direct mailing campaign were gratifying. "Preliminary results are better than the professionals expected. This fall, one people are back from vacation, we have planned additional waves of direct mail."

OUR 53rd YEAR

**Greens**  
Look for Green cards and stickers for additional store specials.

**JULY SPECIALS**  
Pre-tested oil colors  
Hypall Acrylic  
Less 25%  
Open Daily 9-6 • Closed Sunday • FREE PARKING  
BIRMINGHAM 400 S. Woodward • ROCHESTER 429 Main St.

**BRIGHT IDEAS FOR YOUR HOME**

*Michigan Chandelier Co.*  
... you'll see us in a better light

**BIRMINGHAM**  
6580 Telegraph at Maple

**ROCHESTER**  
435 W. Main at University

## Air conditioners: Use your head to cool your house

Air conditioning is the most expensive way to cool your home. To some extent, however, you can control the cost by your selection and operation of the equipment.

Jim Boyd, a housing specialist at Michigan State University, advises buying an air conditioner of the proper capacity that gives the most cooling in BTUs per hour per horsepower. This unit is the most energy efficient—that is, it gives you the most cooling power for the least energy input.

Whether you choose a room air conditioner or central air conditioning depends on how much you can afford to pay and whether you want to cool one or two rooms or the whole house. Installing either type will probably mean adding some wiring to your home, Boyd points out. Adding central air conditioning may also entail the installation of new duct work.

"You can increase the efficiency of a window unit by placing it where it will be shaded during the heat of the day," Boyd says. "This is especially important if it's on the west or south side of the house."

Keep doors, windows, drapes and blinds, and fireplace dampers closed during the day. If no one will be home for a while, turn the air conditioner off. A timer can be used to turn the unit on shortly before anyone comes home.

Use the warmest setting possible. Boyd advises. For every degree you "lower" the thermostat, you use five per cent more energy.

"It really doesn't take much cooling to provide relief on a hot day, especially if the humidity is high," he notes. "Sometimes just the drying effect of air conditioning is enough to make you more comfortable."

Save energy at night by turning the air conditioning off and opening windows for a little natural cooling, Boyd suggests. Then leave the unit off until the next day until the indoor temperature has risen higher than the outdoor temperature.

To reduce your air conditioner's work load, avoid using appliances during the hottest part of the day that give off a lot of heat, Boyd advises. Install an attic fan, he suggests. You attic is often at least 25 degrees hotter than the outside air. This blanket of hot air will warm your house and make your air conditioner work harder.

"Ceiling insulation will help keep your house cooler in the summer as well as warmer in the winter," he points out. "A big improvement in insulation will pay for itself in a few years in energy saved in heating and cooling."

**Imagine a genuine  
Culligan automatic  
water softener at  
a price like this!**



NOW ONLY  
**\$389**  
DELIVERED

Our NEW NORTHBROOK® MODEL is a product you can trust, backed by a dealer you can trust.

Culligan engineers have developed this fine new water conditioner to help lower the rising cost of building two water-softened soft water in home accounts to use in your home. The Northbrook Model gives you Culligan quality and reliability at a lower original investment.



MONTHLY RENTAL RATES LOW AS \$7 PER MONTH

**Culligan**  
WE TREAT WATER SERIOUSLY...  
925 ORCHARD LAKE ROAD  
2 Miles E. of Telegraph Rd. Pontiac  
Pon. 334-0944 • Detroit 864-2244  
Office hours 9 a.m. - 5 p.m. • Sat. 9 a.m. - 1 p.m.  
Serving Wayne, Oakland and Macomb Counties

# was & is.

(WHERE YOU FIND SAVINGS OF 25%, 33%, EVEN 50%!)

Yes, it's here again: The July roundup of slow-movers and buyer's boo-boos, but mostly some very desirable furniture and accessories that our customers have somehow been missing.

So we've marked down the lot of it, just to encourage you to come in and look over what you've been overlooking. In fact, some of our "is" prices are a full 50% below our "was" prices. And

still include the services of Gorman's talented design staff.

So just to make sure you don't pass up this once-a-year event, some ver-r-r-tempting examples:

	WAS	IS		WAS	IS
FLAIR MULTI STRIPE LOVESEAT	\$895	<b>\$495</b>	CHROME & GLASS TABLES 1 OF A KIND	1640	<b>995</b>
FLAIR LOUNGE CHAIR IN LT. BROWN VELVET	420	<b>299</b>	5 PC. MODULAR WT. WICKER SEATING WITH CUSHIONS	EA 439	<b>EA 299</b>
GAME TABLE & 4 CANE SEAT IMPORT CHAIRS	1205	<b>599</b>	A PAIR OF FLAIR LOUNGE CHAIRS RUST VELVET	575	<b>299</b>
BAKER SOFA IN BROWN FLORAL PRINT COVER	1295	<b>695</b>	LARGE ARMOIRE BRN/BLACK FULLY UPHOLSTERED ARM CHAIRS FOR DINING	EA 275	<b>EA 139</b>
A 5 TIER TOWER SYSTEM IN RED PLASTIC	130	<b>69</b>	BISQUIT TUFTED SOFA IN BEIGE VELVET	1095	<b>499</b>
SOLID OAK SECRETARY DESK IMPORT FROM ENGLAND	1075	<b>595</b>	BLACK FORMICA EXTENSION DINING TABLE 2 LEAVES	540	<b>299</b>
CUSTOM COVERED DREXEL SOFA BEIGE VELVET	975	<b>488</b>	OAK DESK WITH FULL WIDTH CENTER DRAWER	398	<b>268</b>
HERITAGE SERVING CART -DARK AMERICAN PINE	389	<b>177</b>	VELVET DIRECTIONAL TUXEDO STYLE SOFA	759	<b>399</b>
BAKER RED & BLUE PRINT SOFA 90" DOWN FILLED	1585	<b>888</b>	MAN-MADE MARBLE TOP END TABLES (2 ONLY)	165	<b>96</b>
HICKERY TAVERN SOFA & LOVESEAT, BOTH PCS.	1169	<b>685</b>	FULLY UPHOLSTERED OPEN ARM CHAIRS POLKA DOT	345	<b>199</b>
SOLID BROWN VELVET SELIG LOVESEAT	825	<b>388</b>	MIRROR CHROME PEDESTAL WITH ROSEWOOD CAP	325	<b>119</b>
A GROUP OF IMPORTED HERRINGBONE INLAY TABLES			BARREL DIRECTIONAL BACK CHAIRS BRICK COLOR COVER	EA 349	<b>EA 199</b>
A - PARSONS COCKTAIL	449	<b>235</b>	UNFINISHED WOOD BASE END TABLE, GLASS TOP	285	<b>144</b>
B - CUBE END TABLE	399	<b>177</b>	102" WIDE WHITE LACQUER BENCH	995	<b>495</b>
C - SOFA CONSOLE	525	<b>268</b>	BLACK BASE, WALNUT TOP END TABLE	159	<b>88</b>
PAIR BAKER CHAIRS, BROWN WITH WHITE WELT CORD	EA 575	<b>EA 395</b>	ROSEWOOD STORAGE CHESTS DOOR OR DRAWER	285	<b>166</b>
4 PC SELIG PLAYPEN, MULTI BLUE PRINT	1255	<b>795</b>	42" GLASS TOP TABLE WITH 4 CHAIRS IN BRN.	619	<b>448</b>
BAKER SOFA, SOLID GREEN, VELVET SKIRTED	1750	<b>995</b>	CHROME THAYER-COGGIN BASE CHAIR & OTTO, WT.	975	<b>495</b>
OAK DROP LEAF TABLE & 4 LADDER BACK CHAIRS	1115	<b>595</b>	57" WIDE DISPLAY CABINET ROSEWOOD & BLACK	865	<b>495</b>
<b>SPECIAL VALUES IN ONE-OF-A-KIND GIFTS &amp; ACCESSORIES!</b> including paperweights ... sculpture ... ashtrays ... candlesticks ... desk appointments ... picture frames ... boxes of all kinds and unique display creations. <b>HURRY ... DRASTIC REDUCTIONS UP TO 50%!</b>			FOUNDERS WALNUT EXTENSION TABLE & 4 CHAIRS	1305	<b>699</b>
FORECAST SALMON COVERED CUSTOM SOFA	975	<b>499</b>	HEAVY TEXTURED TAN LOW BACK CHAIR & OTTO.	189	<b>138</b>
OAK HUTCH CABINET WITH OPEN TOP	669	<b>399</b>	WHITE 2 DOOR CHESTS WITH CHROME PULLS	135	<b>79</b>
BROWN PLAID WING BACK CHAIR, CUSTOM	575	<b>299</b>	A 9 GLOBE CLUSTER FLOOR LAMP, CHROME STEM	400	<b>218</b>
IMPORTED ANT. WHITE BUFFET WITH SALMON TRIM	950	<b>499</b>	LARGE GROUP OF SELIG SOFAS IN CUSTOM COVERS	899	<b>499</b>
83" LEATHER SOFA, BUN FEET, 3 CUSHION	1440	<b>795</b>	BEIGE CANVAS LOW SLUNG CHAIR, CHROME FRAME	98	<b>68</b>
OVAL COCKTAIL TABLE BY BAKER, BRASS RAIL	399	<b>199</b>	CHROME BASE DINING CHAIRS -GOLD VELVET	249	<b>88</b>
IMPORTED LOUNGE CHAISE FROM SWEDEN	1049	<b>599</b>	HERITAGE LOVESEAT IN GREY ON WT. PRINT	1219	<b>688</b>
DREXEL 57" CHINA CABINET IN OAK	989	<b>599</b>	HI BACK LOUNGE CHAIR BY THAYER, TAN	265	<b>148</b>
PARSONS EXTENSION DINING TABLE, TAN FORMICA	498	<b>288</b>	CORNER BAKERS /BACK WITH BRASS TRIM	625	<b>398</b>
DARK BROWN CHAIR & OTTO IN GEN. LEATHER	1165	<b>695</b>	CHROME FRAME CHAIRS BY FLAIR - TOP GRADE COVER	475	<b>288</b>
STEEL FOLD-UP CAMPAIGN CHAIR-BED, IMPORT	895	<b>399</b>	CAMEL COLORED CORD SOFA & CHAIR	779	<b>488</b>
4 DINING ARM CHAIRS BY THAYER, WT. VINELLE	EA 310	<b>EA 169</b>	ARMLESS THAYER COGIN LOVESEAT WITH CONSOLE TABLE	650	<b>388</b>
5 PC. CALIFORNIA MODULAR SEATING IN PLUM	2150	<b>1395</b>	HAMMERED COPPER LAMINATED CUBE	230	<b>99</b>
MHG. LOWBOY -2 DRAWER BRASS HARDWARE	329	<b>216</b>	HI BACK LOUNGE CHAIR & OTTO, BROWN CORDUROY	695	<b>349</b>
GLASS ENCLOSED BOOKCASE, DARK RATTAN	629	<b>388</b>	COUNTRY PINE LADIES WRITING DESK	295	<b>168</b>
GEN. SUEDE PATCHWORK SOFA 98" LONG	1869	<b>995</b>	4 SOLID MAPLE WINDSOR DINING CHAIRS	99	<b>EA 66</b>
CHROME & GLASS GAME TABLE & 4 CHAIRS	995	<b>679</b>	HERITAGE ANT. FRUITWOOD WALL SHELF	189	<b>99</b>
FOUNDERS WALNUT SOFA CONSOLE WITH DRAWERS	275	<b>188</b>	LUCITE PEDESTAL BASE GLASS TOP GAME TABLE	395	<b>149</b>
THAYER COGIN CHROME BASE TAN LOUNGE CHAIR	440	<b>288</b>	BRUTON STAINLESS STEEL SQ. GAME TABLE	298	<b>199</b>
2 WHITE WALL UNITS YELLOW DOORS & DRAWERS	575	<b>269</b>			

**GORMAN'S**  
GALLERY OF FINE FURNITURE

Telegraph at 12 Mile Road • Open Mon., Thurs., Fri. Till 9 P.M. • 353-9800

Copyright 1977, Gorman's Gallery of Fine Furniture

All Items Subject to Prior Sale