

Buying furniture means investing in your lifestyle

Buying furniture can be personally rewarding. All you need to do is become a furniture detective looking for as many facts as possible before making your purchase.

You are making an investment in your lifestyle when you buy furniture. Impulse or desperation can lead to an expensive mistake.

As a furniture detective you want the facts to help you make an intelligent buying decision. One of the best ways of compiling facts is evaluating your lifestyle and needs. Then visit reputable home furnishing stores and ask questions.

Your questions will be formed from

simple facts in home research. Ask yourself how you live and how do those around you live. Some of the important considerations are children, pets, degree of entertaining and how you view the collective lifestyle of the household. With children, age can determine the type of furniture you'll seek. What's the sense of becoming frustrated over formal furniture with a toddler running all over the place? Buy something more practical.

Pets, regardless of how disciplined, can pose problems for furniture.

If you entertain guests, your furniture needs are different from households preferring less frequent social

Do you live formally or casually? How do you use what you have now? Thinking about all these factors is necessary before shopping for furniture.

activities. How you entertain also has bearing on furniture. Your style, whether it's formal dining, buffet, intimate cocktail parties or big blowouts should be considered.

Do you live formally or casually? How do you use what you have now?

Thinking about all these factors is necessary.

FOR INSTANCE, if you want a new sofa, the first thing you must do is size up the area where it will be located. Take the proper measurements and keep a record of them.

Better yet, measure the dimensions of all the rooms in your home and roughly sketch your existing floor plan or the arrangement of furniture in a notebook. Bring them when you shop.

Having these facts handy can be valuable if you spot a special buy and are required to make a quick decision.

How much can you afford to spend? If you need basic necessities, then buy them first. Make a plan of purchase for every room, listing the necessities.

Trusting your memory in a furniture store is dangerous. The color you thought you recalled could actually clash with the fabric of the new sofa

you are planning for your living room. So bring a sample of the carpet, paint, wallpaper and other fabric to make sure you reduce the margin for error.

Keep your notebook handy when you go into a furniture store. When you work with a salesperson, ask him or her all the questions you can and record his or her answers. Be open with the salesperson, noting you are fact-finding and need assistance.

Compare prices, styles and selection. Most people can create their own comfortable interiors without hiring a designer. Many stores will provide professional design assistance, usually without charge or a nominal cost.

Fit 'n finish is important

Buying upholstered furniture requires an understanding of how sofas, loveseats and chairs are made.

Once you get an idea of how the fabric meets the frame and what goes between, you will be in a better position to discern value in meeting your needs.

The attraction of upholstered goods is frame and fabric. Sleek contemporary or romantically traditional, the style is only as good as the wood frame.

Better quality frames are made of seasoned, kiln-dried hardwood that is firmly connected with screws, glues and dowels.

For added strength, all frames are reinforced with corner blocks, which must be screwed, glued and dowelled for your money's worth.

Ask the furniture salesperson to show you the underside of the piece, if possible. The foundation will be covered but the legs will be exposed enough to evaluate quality.

ON CHAIRS, inspect as much as possible on the joining of the legs to the frame, usually a good indication of quality. Simple screwed-on legs could be a sign you will want a more securely fastened chair.

Be sure to sit in as many varieties as possible, paying close attention to the feel. For instance, on sofa arms can you feel the wood frame under the padding? If so, you might want to consider a better model.

On sofas, sit on both sides and the middle. You will be testing the springing. One test is to remove the side arm pillow or bolster and sit deep into the corner.

Better quality sofas will place springs flush to the arms. The springing will tell you a lot about the quality of the sofa or chair.

Ask questions about the quantity of springs, how they are fastened to the frame and tied together. Better quality sofas have more springs and they are hand-tied together eight ways to assure comfort.

Due to style, some contemporary sofas are unable to provide eight-way, hand-tied springing.

Good quality chairs and sofas have tightly woven bands of webbing below the springs.

Look closely at tailoring, usually a good clue to quality. Stitching is better than stapling fabric to frame.

The cushioning can be synthetic, but it must be dense enough to provide comfort. When you are sitting on the sofa, see how much the corner of the cushions "kick up." Better cushions will kick up slightly to compensate for the weight of the person.

ANOTHER CLUE to quality is strip decking. When the corners kick up, you should be able to see the same fabric in the gap on better goods.

Much of what you are unable to see on upholstered goods determines the price. But so does what you can see, especially the cover.

Most sofas and chairs are priced according to the grade of fabric. And a choice of grades is usually available.

With this in mind, a good suggestion is learning about the various fabrics, especially their durable features.

Tightly woven fabrics usually resist soil better than loosely woven fabrics. Know what kind of use to expect.

Cost and quality is also determined by the application of the fabric. See if it is straight. With patterned fabric, the job of matching the cushions is more time consuming and requires more material. But the appearance is usually worth it.

PRESENTING THE FURNITURE SALE THAT CAN TAKE YOU ANYWHERE IN THE WORLD.

Just think, that search for a new dining room table, couch or coffee table could mean a vacation for two in places like London, Paris or even Madras, India. Right now through October 22nd, at all Gorman's showrooms, you'll save 10-50% on every item in the store* and have the chance to sign-up to win a grand prize vacation for two at any Sheraton hotel in the world every year for the next five years plus \$10,000 in solid gold bars. It's the second annual **Billion Dollar National Furniture Sale & Sweepstakes** at Gorman's.



DIA Cocktail Table Was \$600

Now **\$399**

Imagine this Drexel Sofa in your choice of fabrics for

only **\$699**

(National Super Special)



And don't miss the chance to win the vacation of a lifetime!



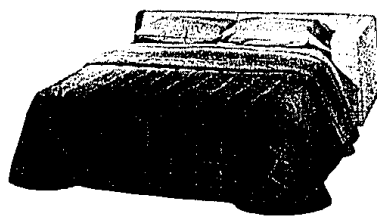
Leather and Walnut Chair and Ottoman Was \$799

Now **\$399**

Don't miss out on fantastic savings like these...

- All Heritage Upholstery Sofas, Sectionals and Chairs...**25% off**
- Drexel's Chippendale Bedroom Collection...**20% off**
- Drexel's Cabernet Classic and Woodbriar Dining and Living Room Collections...**20% off**
- Heritage Sketchbook Dining and Living Room Collections...**20% off**
- Henredon's Entire Upholstery Collection, Bedroom, Dining Room and Occasional Furniture...**20% off**

- Koch and Lowy Lamps — Entire Collection...**20% off**
- Formica Laminates Collections...**20% off**
- DIA Special Collection of Chrome, Brass and Glass...**33% off**
- Beautiful Casa Brique Collection...**25% off**
- Emerson 3-piece Leather Sectional...**35% off**
- Heritage Old Continent Collection...**20% off**
- Drexel's Italian and Transitional Occasional Tables...**20% off**
- Swaim Upholstery Collection...**20% off**



KARPEN Full Size Sleeper

Sofa Was \$895 Now **\$599**

GORMAN'S



Southfield • Telegraph at 12 Mile • Phone: 353-9880
Troy • W. Big Beaver at Crooks • Phone: 649-2070
Fairlane • 260 Town Center Drive • Across from Fairlane Mall • Dearborn • Phone: 336-0340
Grand Rapids • 28th & Breton Rd. • Phone: 243-5466

All stores open Daily 10 to 6, Monday, Thursday & Friday 'til 9, Troy and Fairlane open Sunday 12:00 to 5:30.

*Except Inner Circle, draperies and carpeting

Bedroom furniture available but not on display at Southfield store

We have a complete line of stained and beveled glass windows new and old. Custom made oak or walnut doors, entrance systems. French doors with beautiful beveled and leaded glass, and architectural items. We also do glass repairs.

Experience a new dimension at:
PEACOCK ALLEY
1585 N. Opdyke Road
Pontiac, Michigan 48057
373-1537

Complete decorating service available