

Who's Who In Michigan BusinessTM

ADVERTISING FEATURE BY SUZIE NEWBERG

—HILLSIDE FURNITURE— Contemporary in 1986 and Forever

Contemporary, a name synonymous with success, is available in an elegant display of furniture and accessories at Hillside Contemporary Furniture — the store whose primary concern is customer satisfaction.

The appeal of glass, Italian marble, and bright pastels leads to the open airy feeling that the sky is the limit...and to those that love living with contemporary charm, that influence usually carries a special warmth into every aspect of their lives.

Hillside and its employees differ from their competitors on many levels of distinction. Hillside are specialists in contemporary furnishings. They are also experts in customer relations and realize that knowing how to properly service the needs of customers interested in contemporary design is their consistent competitive edge.

Bruce Selik, the owner, takes great delight in being an expert in contemporary furniture. He takes great pride in overseeing every aspect of his business, and knows today's buyer deserves that unique something extra.

To this end, Hillside is a premier member of the prestigious Contemporary Design Group (CDG). This membership enables them to provide the patrons of their stores with a variety of articles available nowhere else in Southern Michigan!

Through the CDG consortium, Mr. Selik is required to make regular trips to Europe to seek out the finest luxurious leather, marble, and lacquer furniture.

During his brief absence, Hillside is run by the truly competent vice president, John Paniccia. Together with their ever present staff of experienced interior designers, they eagerly await to meet every individual need.

Each designer takes a personal interest in every customer. They strive to go beyond mere professionalism. They expertly guide you through quality brand names such as Swaim, Carsons, Karpen, Emerson, Charlton West, and DIA to name but a few.

Hillside is a complete design service operation. The interior designer requires a nominal \$150 retainer which is then applied to the first \$1500 of merchandise purchased. However, there is never a charge for any consultation as long as the designer does not need to leave the store.

Naturally a top notch operation like Hillside provides a full range of benefits which are difficult to match anywhere else.

— They employ the latest in computer technology to ensure that their warehouse inventory is always stocked with the many items on their showroom floors.

— When a custom special order is requested, it only takes 8 to 12 weeks to receive domestic shipments, and 4 to 6 months on imported goods.



BRUCE SELIK THE ENTREPRENEUR WITH AN EYE FOR DRAMATIC DIMENSIONS.



CHOOSE PROFESSIONALS WITH CONCERN FOR YOUR INDIVIDUAL NEEDS.

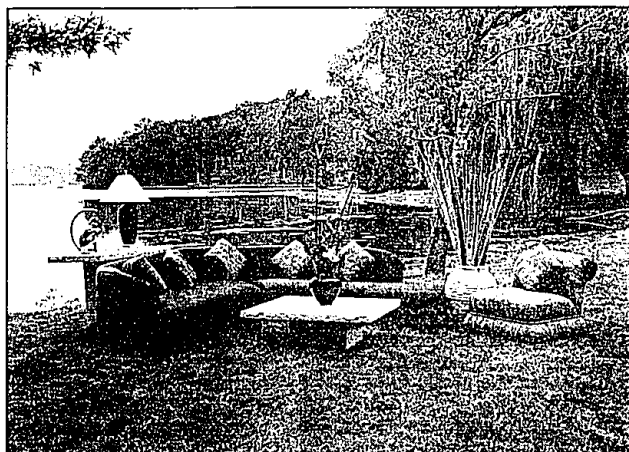
hillside contemporary furniture



DECORATE YOUR HOME OR BUSINESS WITH CLASSIC CONTEMPORARY CHARM.



HILLSIDE WILL DELIVER YOUR SELECTIONS WITH EFFICIENT STYLE.



WHENEVER HILLSIDE CONTEMPORARY FURNITURE APPEARS... SO DOES BEAUTY!

— They will bring your purchase to your desired location and set it up. The delivery of every order is prompt and immediate.

— The customer service, delivery and warehouse facility is headed up by Joe Selik and he follows through with any situation that might arise.

One might expect Hillside to be an entity of mammoth proportions. It is not. They are small because they feel it is impossible to meet the highest standards of service, integrity and honesty that size precludes.

Yet because of their membership in the exclusive Contemporary Design Group they can offer the public the same advantages as larger proprietorships. They are second to none in depth and range of contemporary offerings.

Hillside likes to boast at times because they excel at what they do. They distribute over 450,000 copies of a 4 color, 8 page circular, 4 times a year in the Metro Detroit area. This circular contains a sample showing of Hillside's exclusive merchandise.

So whether you're decorating your home or office and want to do so with unsurpassed style and professional guidance; Hillside Contemporary Furniture will surely accommodate all of your decorating needs.

For total satisfaction in contemporary home furnishings, come to Hillside Contemporary Furniture located at 2560 N. Woodward, Bloomfield Hills and at 6363 Orchard Lake Road in the Orchard Mall, West Bloomfield. Together you and Hillside can make your decorating dreams reality.

Call the professionals at Hillside at Bloomfield Hills 334-4743, Toll Free for Detroit 358-3399, West Bloomfield 855-4065 and enhance your home or Business with Contemporary charm.

Photos by John Hamblin