

# Baker Street Interiors, Ltd.

421-6900

MON., THURS., FRI. 10-8 P.M.  
TUES., WED., SAT. 10-6 P.M.16320 MIDDLEBELT  
LIVONIA

BETWEEN 5 &amp; 6 MILE

## We Look Expensive—We're Supposed to!

We offer the finest materials available. We specialize in the latest technology, colors, and patterns, and display many products you CAN'T BUY anywhere else.

### WE LOOK EXPENSIVE — BUT WE AREN'T WHY?

Most of our materials are purchased right from the FABRIC MILLS, so our cost (and your cost) is less.

We manufacture our own draperies to ensure QUALITY, SERVICE, and TIMELINESS.

When we sell a product, we do it with an HONEST RETAIL PRICE, that usually beats the competition's 50% Off Sale, and we do it while offering a better quality product!

### PRICE

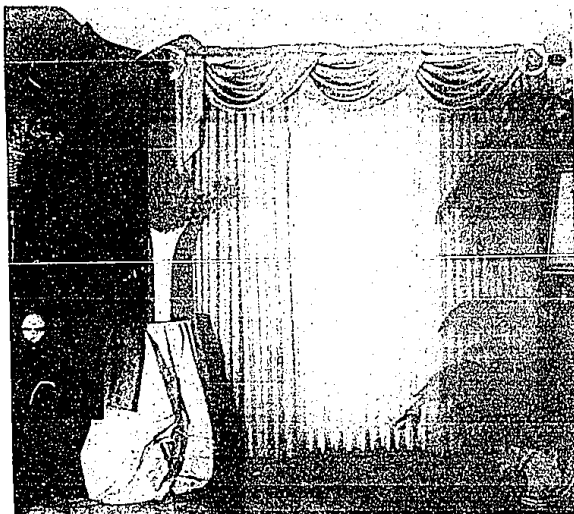
WE REALIZE THAT PRICE IS IMPORTANT SO WE MAINTAIN A CONSTANT

25% to 45% DISCOUNT

ON EVERYTHING WE CARRY INCLUDING:

CARPETING, FURNITURE, ALL ACCESSORIES, DRAPERIES, ALTERNATIVE WINDOW PRODUCTS, SPECIAL ORDERS, FLOOR SAMPLES, ETC.

DISCOUNTS APPLY EVEN IF YOU'RE WORKING WITH ONE OF OUR PROFESSIONAL DESIGNERS.



### CUSTOM DRAPERIES & ALTERNATIVES

We at Baker Street Interiors:

Design - Fabricate - and Install  
"CUSTOM WINDOW TREATMENTS"

Show HUNDREDS of "SEAMLESS & WASHABLE" fabrics including:

- |                   |                 |
|-------------------|-----------------|
| A) ANTIQUE SATINS | D) EMBROIDERIES |
| B) CASEMENTS      | E) PRINTS       |
| C) SHEERS         | F) LACES        |



We offer "SPRING MAGIC—SPRING PLEAT" & "TRADITIONAL PINCH PLEAT" Custom Draperies, Balloon Shades, Valances, Blinds, Shutters, Bedspreads, Verticals, and many other decorative treatments.

### FURNITURE & ACCESSORIES

We Specialize In Special Orders.

We represent over 200 of the best manufacturers in the country.

We are here for the customer who shops the best quality, the best service, and the best price.

Our designers will help you select products that give you years of service, not require service for years.

Our selection covers: Contemporary, Traditional, Transitional, Casual, Colonial, Early American, Modern, Classic and Period Furniture.

### DESIGN SERVICES

Our professional designers and decorators offer complimentary consultation when you place an order. They are also available by the hour, or on a retainer program. They can tailor a program to meet your specific needs no matter how complicated.

**CONSUMER WARNING:** The Consumer Product Safety Commission and the American Window Covering Manufacturers Association have issued consumer warnings about the following items:

### CHILD BLIND AND DRAPERY

Children between the ages of 18 months and four years of age have suffered accidental strangulation deaths on these cords. Most accidents have been associated with children under two years of age who were in cribs placed close to walls or furniture. For the safety of all children shorten all cords to the maximum cord length into knots in the cord, shortening cords to 18 inches, or purchasing wall cleats to tie the cords to the wall. Baker Street Interiors, Ltd. will be selling wall cleats at factory cost to anyone who wishes to purchase them.

MENTION THIS AD AND  
**WE'LL PAY YOUR SALES TAX**  
ON ANY NEW ORDER PLACED IN APRIL

### BRITISH BLUE says:

People keep asking me "what's funny in the decorating business today?"

Well, OK! Maybe one person asked me that. After thinking about the question for almost two seconds, I decided the most hilarious and tragic thing in the decorating business today is the pricing of mini blinds and vertical blinds. Now if you need a good laugh (and a good disappointment) think about what is going on. There are retail stores out there actually advertising up to 80% off these products. Now if the manufacturer supplies a blind to the retailer for say...\$10.00 at cost, what is a fair and

reasonable markup? Years ago the blind was marked up to \$20.00. The retail store had overhead, salaries and other expenses to cover so if the blind could be sold for \$20.00 he might be able make a living. However, some sharp business people found they could discount the blind, say 20%, increase volume and make the same money, maybe a little more depending on the volume increase. Now if today's retail store could discount up to 80% off the blind, the sale price to you would be \$4.00 and the store would have to pay, out of it's own pocket \$6.00 to cover the manufacturers cost of \$10.00. Sound a little strange??? Now let us assume that the retail store wants to sell the blind for \$20.00 but make you think that you're getting an 80% discount. What would they have to markup the blind to discount it to \$20.00?

THAT'S RIGHT...YOUR \$20.00 BLIND IS MARKED UP TO \$100.00. Now if you race down to the store to take advantage of that 80% discount you are still paying the full \$20.00 REAL price but you're saving \$80.00 imaginary money. Whoopie!! When shopping for anything ask for THE WALLET PRICE. How much of your money is going to leave your wallet for the product or service in question. Of course if you still "just have to have" a big discount then call me, I got some swamp land in the Yukon at an incredible 95% discount.

(The Better Business Bureau is now investigating the advertising practices of certain window treatment retailers in the Detroit area.)

