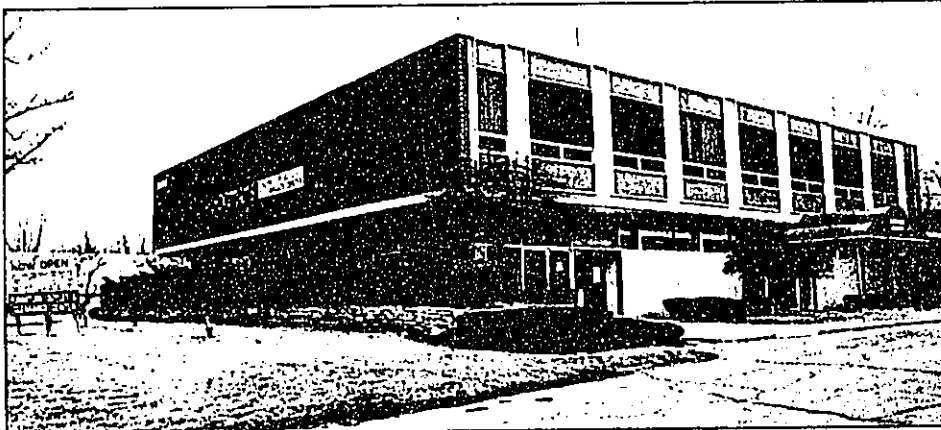


Gorman's Furniture Outlet - a new way to shop



Gorman's Furniture Outlet

Leave it to Gorman's to introduce a new concept in furniture sales.

After 56 years in the furniture business, it's not about to rest on its stain-resistant laurels. Instead, it fluffs up its reputation by, once again, being an innovator. But it didn't need to.

Gorman's on Telegraph Road in Southfield already has the distinction of being one of the premiere contemporary stores in the entire country. The furniture store reaches customers with less contemporary tastes at its four Drexel Heritage stores in Troy,

Novi, Dearborn and Grand Rapids. Its Novi store, the largest at 50,000-square-feet, also stocks "slightly" contemporary furniture on its second floor.

But its most recent addition to the furniture scene makes one want to salute the originality of Gorman's executives. Called Gorman's Furniture Outlet, it caters to customers the other stores don't reach.

The outlet store at 2400 Telegraph Road (just south of 10 Mile Road) in Southfield is an expanded concept of a

clearance center. It offers three different types of furniture for sale. The first, according to executive vice president and general manager Tom Lias, is value home furnishings selected by Gorman's interior designers. These are new pieces of furniture with the look and style of much more expensive pieces.

"These will be in stock all of the time," said Lias. "Customers can always count on their being at the outlet, something no other furniture warehouse can say."

Lias also explained customers can custom order the fabric from several choices if they don't like what's in stock.

"This furniture may not be the lowest price a customer can find, but it sure will be the best value. It will have Gorman's flair and style."

The second part of the 15,000-

square-foot outlet sells special buys, closeouts and showroom samples. Lias described this furniture as special buys of random, high value merchandise.

"The last part is the traditional clearance center. We carry slightly damaged pieces and customer cancellations from all the stores. This has a miscellaneous selection but customers can find very good bargains there."

Whichever part of the outlet customers shop in, Lias is sure they will find the absolutely best quality for the price.

How can Gorman's offer a steady diet of Gorman's flair, style and service at lower-than-normal prices? The answer lies in lowered overhead. Gorman's Furniture Outlet is only open from noon to 9 p.m. Thursdays and Fridays and from noon to 5 p.m. on Saturdays and Sundays, only four days. Its setting is a warehouse in the former location of Harlan Electric. The staff is part-time, except the office manager and store manager. Also, instead of hiring seasoned interior designers for the outlet, Gorman's hired mostly interior design students. No financing is available, although the store accepts charges and checks.

"We had experience running our clearance center for eight years. This outlet lets us use our knowledge from that experience and yet add other elements to it. I always felt something was missing from the clearance center. I think the new furniture outlet offers customers the variety of choices they could want in one location," added Lias. "Also, it helps us reach customers who only want to buy furniture priced in the medium range. Sometimes that's all people can afford; other times that's all they want to spend. Whatever the reason, we'll have it for them at Gorman's Furniture Outlet."



Bernie Moray (seated), President of Gorman's, with Cheryl Magiapane, Furniture Outlet Manager and Tom Lias, Executive Vice President and General Manager



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