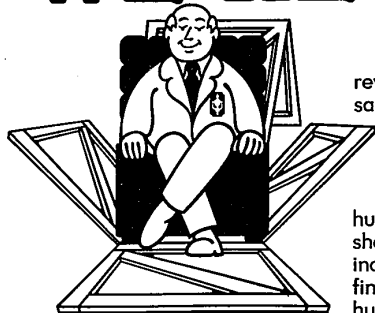


Joshua Doore says:

"WE'RE OVERWHELMED"



Bless you all.

When Joshua Doore created the revolutionary Doore Way to buy furniture, he said "Build a better furniture store and the world will beat a path to your armchair."

And beat a path you did... overwhelmingly!

You came by the thousands to see our huge 3 1/2 million cubic feet of warehouse and showroom. You drove miles to our first convenient location to save 20% to 40% on fine brand name furniture. You walked through hundreds and hundreds of our decorated room

settings. You picked it out in the showroom, picked it up at the warehouse, and took it home in the crate.

Because our unique price tag gives you a choice of two ways to buy furniture: the Deluxe Way, which includes the frills for more. Or the Doore Way, which gives you the furniture for less.

We're encouraged. We're putting even more fine brand name items on display this week. And our fork lift trucks are refueled. And our warehouse is bulging again... to overwhelm you again.

SECOND BIG WEEK GRAND OPENING SALE



Deluxe Way: \$199.95

Doore Way:

\$138.00

Watson Baker Velvet Loveseat

Sungold velvet loveseat styled by Watson Baker. With deep, fully tufted back. Plump reversible cushions. Kickpleat skirt. A compact 54 inches, at a very compact price. Pick it out in our showroom, take it home in the crate.

Deluxe Way: \$314.95

Doore Way:

\$168.00

Rowe Sofa Bed

Famous nationally advertised "Sleepor-Sofa" with Rowe's sturdy construction. Deep foam mattress. Herculon upholstery. Smart green tweed or distinctive gold and green plaid. Back hills for easy cleaning, comfortable TV headrest. Pick it out in our showroom at tremendous savings.

Open daily 10-10; Sunday 10-6

How do you get brand name furniture at packing crate prices at Joshua Doore?

Our revolutionary new price tag is one way. It helps you save money, by giving you the chance not to pay for what you don't want. For example, if you don't want decorator service, you don't have to pay for it. If you don't want special order service and layaway, you don't have to pay for it.

(At ordinary furniture stores you're probably paying for these services whether you like them or not. They're usually figured into the "retail" price.)

At Joshua Doore you simply choose the Deluxe Way or the Doore Way to buy.

It's a choice between getting the frills for more. Or the furniture for less.

Either way...you get your money's worth. And naturally, convenient credit terms are available.

Joshua Doore
furniture warehouse and showrooms

Item **BASSLETT COCKTAIL TABLE**

Now there are two ways to buy furniture

The Deluxe way:

For those who desire the utmost in quality... include Protection Charge, the exclusive home delivery service for every item... every set-up and removal of each item... exclusive Service "Touch-Up" Service... General Clean-Up, and a Special 30-day Credit Plan.

106.95

The Doore way:

For those who desire maximum savings... just pick up the furniture... no frills... no extras... no set-up and removal... no home delivery... and no Protection Charge... just the furniture... that's the Doore way to get your money's worth.

80.22

4 01 4 01

The finest brand name furniture.

Our brand names read like a Who's Who in fine furniture manufacturing: Bassett, Lane, Brodyhill, American of Martinsville, Rowe, Serta, Singer, Krebs-Stengel, Brockwood, and dozens more.

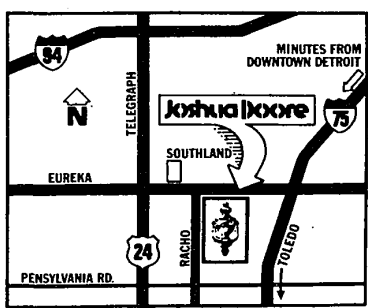
The frills for more.

Read about them right on the tag. They're yours if you insist. At a price.

The furniture for less.

Read about it right on the tag. No frills, no extras. Just furniture. Pick it out in the showroom, pick it up at the warehouse, and take it home in the crate!

3 more days to win a '72 Maverick



Take I-75 to Eureka Road. Or take Telegraph to Eureka Road. Take any road to Eureka Road and I-75. We're near Southland. Look for the giant Doore Knocker! You can't miss it. See you there.

Now everyone's got an Uncle in the furniture business

Joshua Doore

furniture warehouse and showrooms
I-75 at Eureka Road (near Southland)

