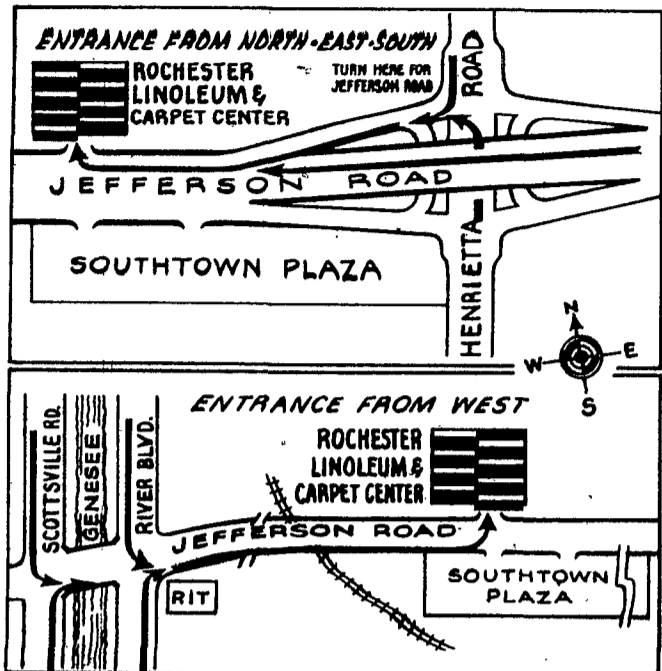


Rochester Linoleum and Carpet 360 JEFFERSON RD.

OPPOSITE SOUTHTOWN PLAZA



SPECIAL INTRODUCTORY SALE!

We have
LEES new
**"Body
Shag"**
carpets



ROYALTY SHAG

Bright, sparkling "Sun Colors" in a rugged construction that will keep its fresh good looks for years of hard use for these reasons:

The fiber is nylon—the toughest, most wear-resistant fiber ever used in carpet.

The plied yarns are heat set under high temperature and pressure for maximum texture retention.

Two different thicknesses of yarns give a textured look that will last.

Resilience underfoot is achieved through the thick, dense, compact construction, a carpet with lots of bounce, stamina, and body.

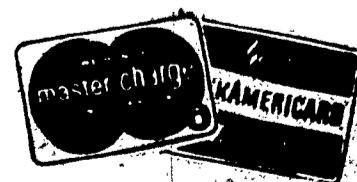
Body Shag Colors: Greenfinch, Circus Red, Ice Cap, Ocean Tide, Black Star, Galleon Gold, Lime Touch, Sunglow, Star Sapphire, Golden Fig, Olive Branch, Copper Glow, Solar Gold, Jade Crystal, Fireball Red, Toasted Wheat, Silversprings.

995
Per Square
Yard

Value
11.95
PER SQUARE
YARD

Save
Now-

ON FAMOUS
LEES
CARPETS



BUY NOW
WITHOUT CASH

USE ONE OF OUR
EASY PAYMENT
PLANS

ROCHESTER LINOLEUM & CARPET CENTERS

3 CONVENIENT STORES TO SERVE YOU

360 JEFFERSON RD. PHONE: 473-7493
Opposite Sears at Southtown Plaza

447 MONROE AVE. PHONE: 244-6550
Corner Meigs St

929 RIDGE RD E. PHONE: 544-9500
Corner Carter St

STORE HOURS OPEN DAILY Mon., Tues., Thurs., Fri 9 A.M. - 9 P.M. • WED. & SAT. TIL 6 P.M.