

Rochester Linoleum and Tile

360 JEFFERSON RD.

OPPOSITE SOUTHTOWN PLAZA

LARGEST FLOOR COVERING CHAIN

TRUCKLOAD SALE

Call us
for free
estimate

WE SELL AND INSTALL
ARMSTRONG® SOLARIAN

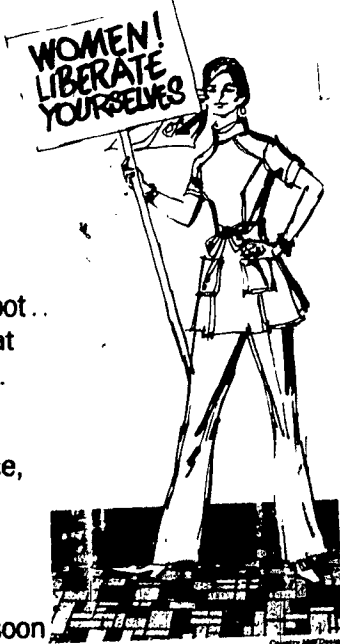
SOLARIAN™

*the revolutionary new Armstrong
floor that shines without wax*

There's a women's liberation movement underfoot... thanks to Solarian, the remarkable new floor that can free you from the drudgery of waxing floors.

Solarian is different from any floor ever made. Because of its exclusive Mirabond™ wear surface, Solarian keeps its brilliant shine far longer than vinyl floors. And it's easier to keep clean, too. Even black heel marks wipe right up.

Let us liberate you from floor waxing. Come in soon so we can demonstrate Solarian's remarkable qualities and show you a choice of designs and colors that are as beautiful to look at as they are to care for.



A CUSHIONED VINYL FLOOR
YOU CAN INSTALL YOURSELF

Castilian® by Armstrong

Now there's a sheet vinyl floor for the do-it-yourselfer. It's Castilian—an easy-to-handle, easy-to-install, 12'-wide vinyl flooring that can go seamless in most rooms. And Castilian can go just about anywhere... even over your old floor. Come in and select your Castilian floor from our many decorator patterns.



4.95 sq. yd.

\$6.95
Value

Armstrong® VARI CHIP Montina VINYL TILES

A tantalizingly different flooring with a natural design effect that fits practically every decorative theme. The color goes all the way through. Use it with everything from modern to feudal. Ideal for home or business and may be installed over old floors.

39¢ sq. ft.

59¢
value

The fast floor!

The adhesive's already on the back...

... simply peel off the protective paper...

Armstrong place in position...

**PLACE
PRESS**
EXCELON® TILE



press down...

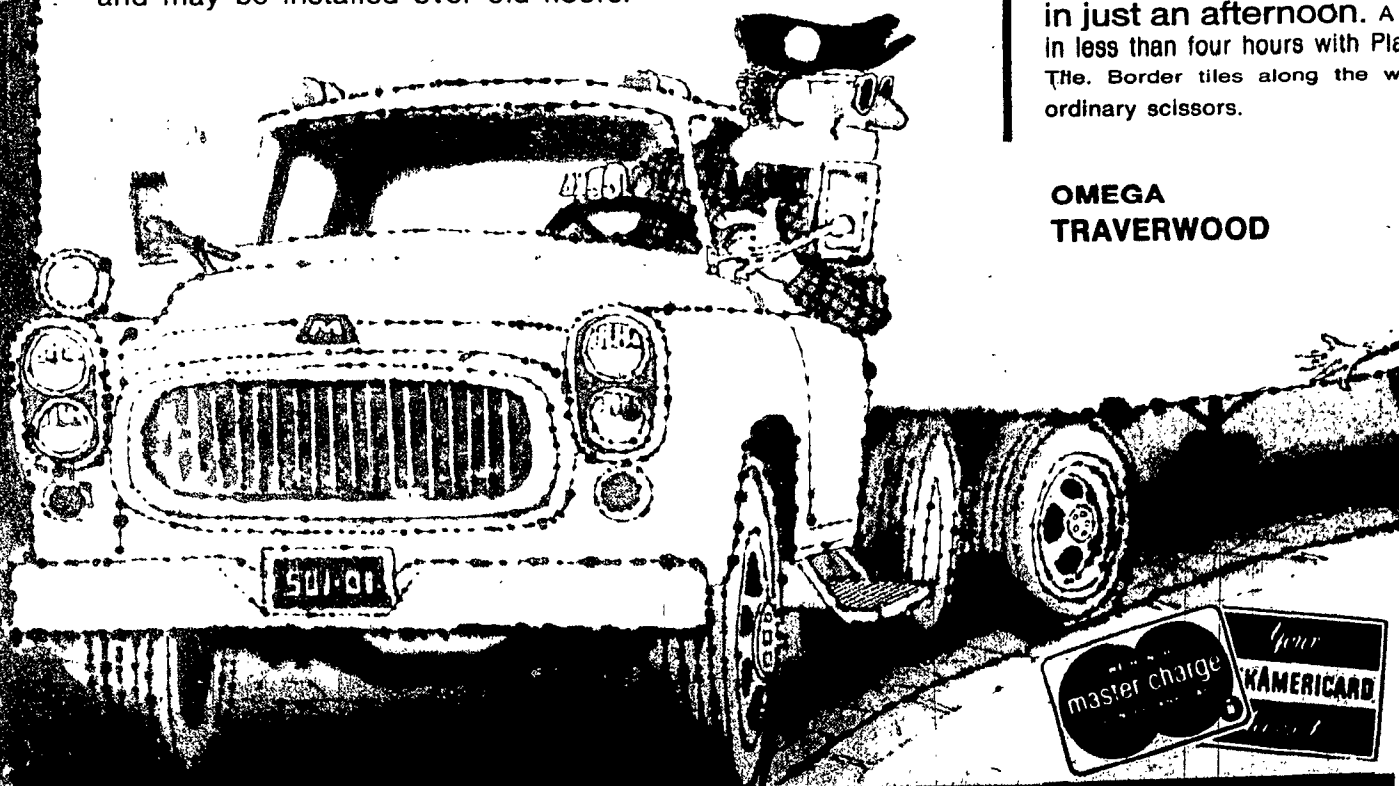
and presto!

You can have a beautiful Armstrong floor in just an afternoon. A 10-by-15 area can be covered in less than four hours with Place Press Excelon Tile. Border tiles along the wall can be cut with ordinary scissors.

25¢

54¢ sq. ft.
value

OMEGA
TRAVERWOOD



ROCHESTER LINOLEUM & TILE CENTERS

360 JEFFERSON RD. PHONE: 473-9801
447 MONROE AVE. PHONE: 244-6550
532 RIDGE RD. W. PHONE: 865-8660
931 RIDGE RD. E. PHONE: 544-1470

HOURS: ALL STORES OPEN DAILY TIL 9 P.M.

WED. & SAT. TIL 6 P.M.

