

# Rochester Linoleum and Carpet

## 360 JEFFERSON RD.

OPPOSITE SOUTHTOWN PLAZA

# HOLIDAY SALE

## 100% CUMULOFT NYLON CARPET by Congoleum

PADDING-INSTALLATION  
COMPLETE  
ONE LOW PRICE

1. Famous Cumuloft Nylon Carpet Your Choice of Eight Decorator Colors
2. Heavy Rubberized Padding
3. Our Guaranteed Custom Installation (Expertly Installed By Our Own Experienced Installers)

**\$6<sup>88</sup>** SQ. YD. **ONE LOW PRICE**  
COMPLETELY INSTALLED  
YOU SAVE OVER \$4.00  
SQ. YD. ON CARPET  
and PADDING

This sculptured multi-level loop carpet will surprise you with its value packed assets. "Shadow Lawn", in a wide range of coloration, has a beauty that is long lived and easy to maintain—it actually resists soiling. Whether a new home or remodeled room, the sculptured tri-level styling of "Shadow Lawn" can make your floor a feature in decor.



Want a shag carpet with EVERYTHING?

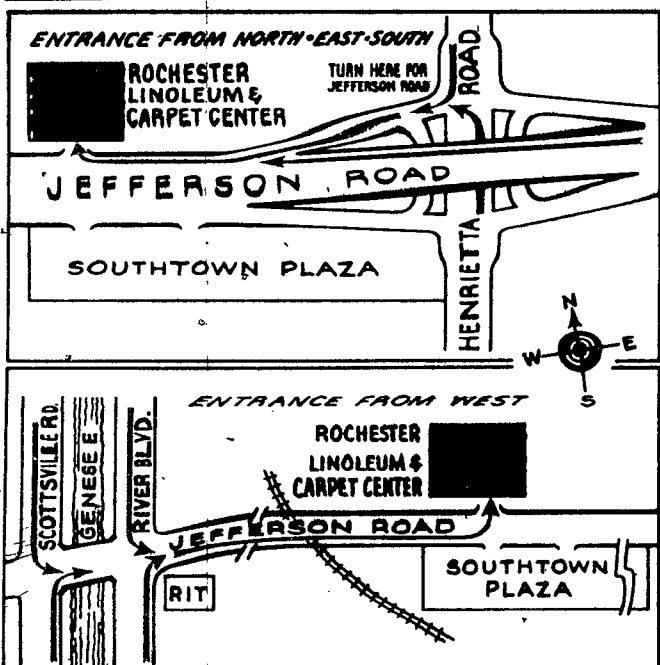
## 100% NYLON SHAG CARPET by Congoleum

Here's what you get . . .  
100% Nylon Shag Carpet  
Rubberized Padding  
Custom Installation

Guaranteed  
MINIMUM SAVINGS...

\$100 to \$200 for  
32 Yds. **\$7<sup>88</sup>** SQ. YD.  
Value \$10.99  
COMPLETELY  
INSTALLED

20 Yards  
Installed **\$157.<sup>60</sup>**  
32 Yards  
Installed **\$252.<sup>16</sup>**



LOOK WHAT WE HAVE  
IN OUR REMNANT AND  
ROLL BALANCE DEPT.

SAVE UP TO 70%  
NYLON, KODEL,  
ACRILANS, HERCULONS

Choose From 150 Pieces  
SIZES

8x10, 9x12

Values to **\$39<sup>00</sup>**  
120.00

Choose from 200 pieces  
SIZES

8x12, 12x15

Values to **\$59<sup>00</sup>**  
159.00

Choose From 150 Pieces  
SIZES

12x13, 12x18

Values to **\$89<sup>00</sup>**  
189.00

EXTRA LARGE  
ROLL BALANCES  
Many large enough for  
2 or more Average Rooms

YOUR CHOICE **\$99<sup>00</sup>**

Choose from  
NYLON,  
HERCULON,  
ACRILAN,  
POLYESTER

SHOP-AT-HOME SERVICE

Our special service allows you to choose your carpet in the comfort and convenience of your home. A trained representative will bring you out a complete selection of samples, measure your rooms, and give you an on-the-spot estimate without obligation.

- RIDGE RD. E.—544-9500
- JEFFERSON RD.—473-7493
- MONROE AVE.—244-6550

BUY NOW  
WITHOUT CASH

## ROCHESTER LINOLEUM & CARPET CENTERS

3 CONVENIENT STORES TO SERVE YOU

360 JEFFERSON RD. PHONE: 473-7493 447 MONROE AVE. PHONE: 244-6550 929 RIDGE RD E PHONE: 544-9500  
Opposite Sears at Southtown Plaza Corner Meigs St



STORE HOURS OPEN DAILY Mon. Tues. Thurs. Fri. 9 AM - 9 PM • WED. & SAT. 10 AM - 6 PM