

# LEES "BODY SHAG"

Rochester Linoleum & Carpet 360 Jefferson Road

## ONE LOW PRICE!

### Includes:

- LEES Body Shag Carpet
- Sponge Rubber Padding
- Expert Installation

Work and Material Guaranteed One Full Year



### SHOP-AT-HOME SERVICE

Our special service allows you to choose your carpet to 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.

- JEFFERSON RD. — 473-7493
- RIDGE RD. E. — 544-9500
- MONROE AVE. — 244-6550
- RIDGE RD. W. — 665-8660

**LEES**  
**"TAKE NOTICE"**  
**CARPET** Value **\$985**  
 COMPLETELY CARPET \$13.40  
 INSTALLED RUBBER PAD Sq. Yd. **9** Sq. Yd.

The very latest, new improved 100% Dacron polyester fiber from DuPont together with Lees carpet making craftsmanship produces in Take Notice a beautiful, plush pile carpet superior to conventional polyester carpets in these important ways:

- Springs back from crushing faster. Now, permanent crimp produces greater crush resistance and recovery.
- Retains texture longer. The plied, heat-set yarns in the new improved Dacron set new standards of excellence in appearance retention for polyester carpets.
- Thicker, denser than carpets costing dollars more. New greatly improved bulking characteristics result in substantially greater thickness and density.
- Highly resistant to wear and abrasion. Tough, long-wearing new Dacron in a dense compact carpet construction engineered for maximum wearability.

Colors: Poppy Red, Crushed Grape, Bluebonnet, Yellow Bird, Green Gage, Dynasty Blue, Inca Gold, Deep Persimmon, Gold Coin, Honey Comb, Saffron.

**LEES**  
**"Enchantress"**  
**CARPET** Value **12<sup>87</sup>**  
 COMPLETELY CARPET \$16.40  
 INSTALLED RUBBERPAD Sq. Yd. **12** Sq. Yd.

A thick, lush carpet made with new, improved 100% Dacron polyester face gives lots of body, bounce, and stamina with these important performance features:

- Resilient underfoot because of the compact, dense construction and a new, permanent crimp in the fiber.
- The plied yarns are given a special conditioning under high temperature and pressure for maximum texture retention.
- Now, improved Dacron is a highly durable fiber providing excellent wearability.

Colors: Frosty Grape, Gefanium Red, Raspberry Sherbet, Summer Sky Blue, Butter 'N Sugar, Golden Willow, Tawny Orange, Gardenia, Meadow Violet, Pure Gold, Green Apple, Golden Persimmon, Caramel Cream, Blue Velvet, Forsythia, Maple Bud Green, Coffee Bean, California Olive, Lettuce Leaf.

**LEES**  
**"Sun King" CARPET** Value **12<sup>95</sup>**  
 COMPLETELY CARPET \$15.40  
 INSTALLED RUBBER-PAD Sq. Yd. **12** Sq. Yd.

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, denser, compact construction, a carpet with lots of bounce, stamina, and body.

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.

### 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

Corner Carter St



STORE HOURS OPEN DAILY Mon. - Thurs. Fri. 9 A.M. - 6 P.M. • WED. & SAT. 10 A.M. - 6 P.M.