

# Rochester Linoleum and Carpet 360 JEFFERSON RD.

OPPOSITE SOUTHTOWN PLAZA

## ANNIVERSARY Sale

**This Week — One Low Price  
Per Sq. Yd. On This Selection of  
4 of Our Best Selling Carpets**



Carpet  
any room  
in your  
home

One  
low price  
per sq. yd.

Values to 9.95

### Polyester Tip Shear

This famous made polyester pile is one of the finest we have ever offered. You get more yarn to every square yard. Come look feel this soft and dense broadloom. It will stay handsome for years and years. And the colors will enhance any room.

### 100% Nylon Level Loop Tweed

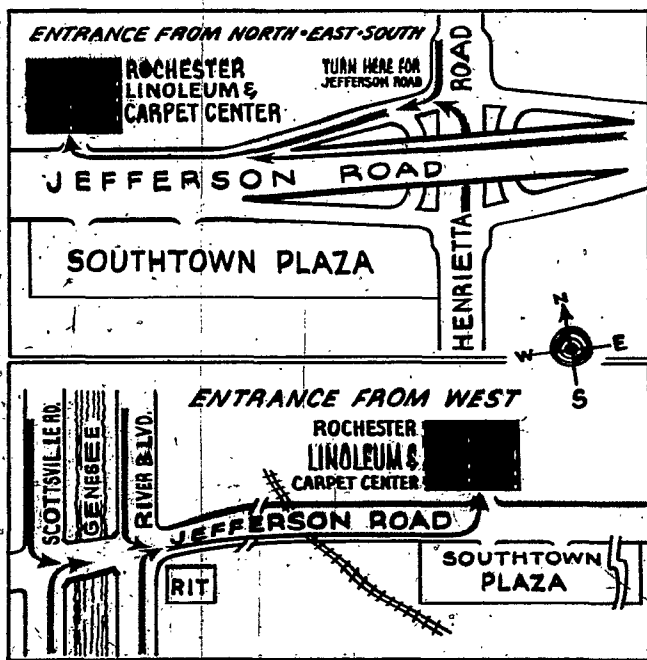
This tightly tufted, level loop nylon carpeting defies spills and stains. Vacuums clean in a jiffy. Excellent for kitchens, family rooms or commercial stores. In 6 stunning color combinations.

### 100% Nylon Carved Design

This famous made nylon pile by Mont-santo is one of the finest we have ever offered. Come look; feel this soft dense broadloom. It will stay handsome for years and years, with color that will brighten every room.

### 100% Nylon 3 Tone Shag

One look at this stunning nylon shag and you'll be convinced that it's not only beautiful but a beautiful bargain. 8 elegant colors to choose from.



**WE OFFER  
CUSTOM INSTALLATION  
OF ALL FLOORING  
PRODUCTS BY  
OUR EXPERIENCED  
CRAFTSMEN**

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

Choose from 200 pieces  
SIZES  
8x12, 12x15  
Values to 159.00 **\$59<sup>00</sup>**

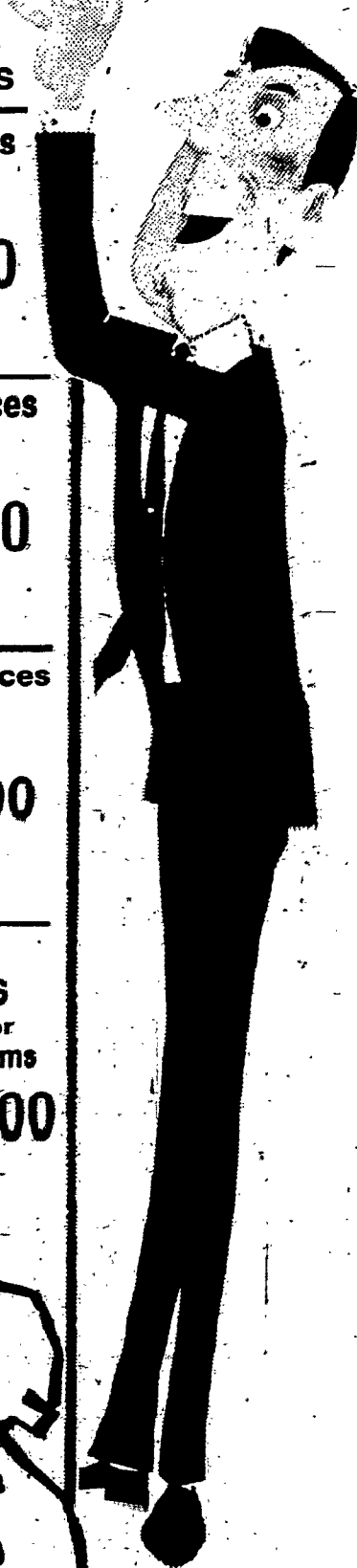
Choose From 150 Pieces  
SIZES  
12x13, 12x18  
Values to 189.00 **\$89<sup>00</sup>**

**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.

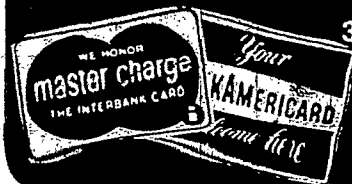
- JEFFERSON RD. — 473-7493
- RIDGE RD. E. — 544-9500
- MONROE AVE. — 244-8550
- RIDGE RD. W. — 965-8680



### 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., Tues., Thurs., Fri. 9 A.M. - 9 P.M. • WED. & SAT. TIL 6 P.M.