

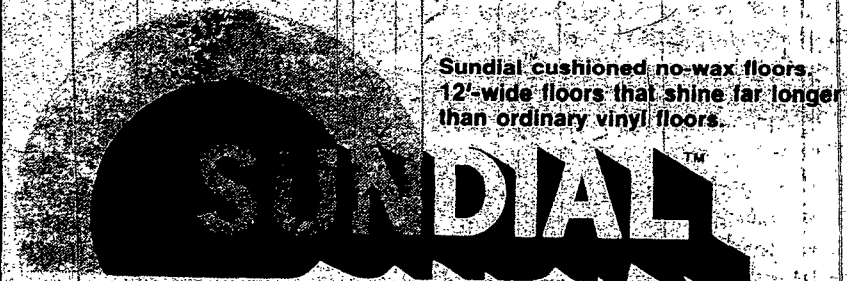
Rochester Linoleum Tile and Carpet Centers Your Headquarters For



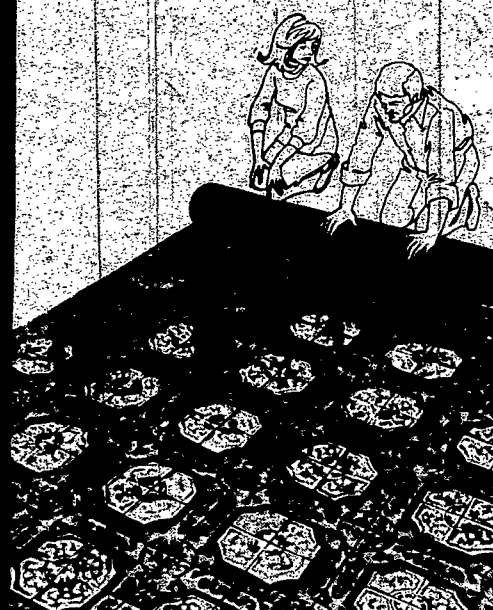
ALL easy does it THE DO-IT-YOURSELF WAY WITH PRODUCTS BY Armstrong

Easy Does It. You can do it.

Easy Does-it is do-it-yourself. With Easy Does-it products by Armstrong. It's floors that save time and ceilings that save money. It's putting down carpet without paying a craftsman. And it's pride in knowing you did it on your own.



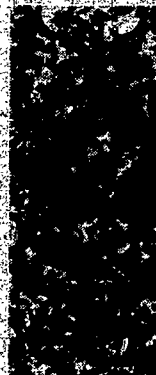
Sundial cushioned no-wax floors. 12'-wide floors that shine far longer than ordinary vinyl floors.



by **Armstrong**

The cushioned no-wax floor you can install yourself.

Everything you'd want in a new floor—beauty, durability, comfort, economy—Sundial has it all. Two high styled patterns, in a variety of bright new colors. A special Mirabond™ wear surface that keeps its shine, without waxing, far longer than an ordinary vinyl floor. A foam inner cushion for more comfort underfoot. Plus... Sundial comes in big 12-foot rolls you can install yourself, without seams, in most rooms. See Sundial today.



only
\$101⁸⁸
9x12 room



Trifle

a do-it-yourself, foam-rubber-backed carpet from Armstrong.

Sure Thing's smart, bold patterns tie in so beautifully with today's bold look in decorating. Sure Thing comes complete with its own quality foam-rubber backing and is available in 12-ft. rolls, so it can be installed seamless in many rooms. It's a sturdy carpet that resists wear and abrasion—hides soiling. See it today in a bold Spanish pattern, in seven bright, crisp colors.

ONLY
\$47⁸⁸
for average 9'x12' room

This new Integrid Furring Channel takes the hard work out of putting up a ceiling.



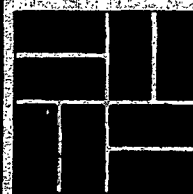
Easy Does-It Integrid Furring Channels by Armstrong. They go up easy because you need only 12 nails for a 12' x 12' room. Everything else just locks into place. And these new Easy Does-It Integrid Furring Channels won't swell, split, or warp. (Unlike wooden furring strips, they're unaffected by humidity changes.) Use them with any Armstrong Chandelier Ceiling for wall-to-wall beauty—because the grid doesn't show and the seams virtually disappear.

Ask for a free demonstration today.

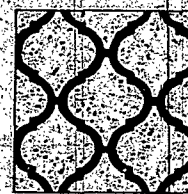
ONLY
\$45³⁶
for average 9'x12' room (Tile Only)

Place 'n Press self-adhering tile.

Installs almost anywhere.



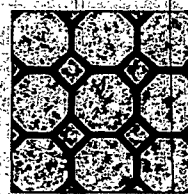
Bradford Brick the texture and color of fired clay.



San Roque Spanish tile design, beautifully embossed.



Chancery imaginative colors, minimum cost.



Exciton the elegance of unglazed ceramics.

Exciton Place 'n Press tiles. Easy Does-It because the adhesive's already on the back.

Complete Line
\$42¹²
9x12 room

Rochester Linoleum Tile and Carpet Centers 4 Convenient Locations to Serve You

Open Daily 9 A.M. to 9 P.M.
Wed. and Sat. 9 A.M. to 6 P.M.

360 Jefferson Road
Opposite Sears at Southtown Plaza
Phone **473-7493**

929-931 Ridge Road East
Corner Carter St.
Phone **544-9500**

BUY NOW WITHOUT CASH
Use One of Our Easy Payment Plans

532 Ridge Road West
Near Dewey
Phone **865-8660**

447 Monroe Avenue
Phone **244-6550**