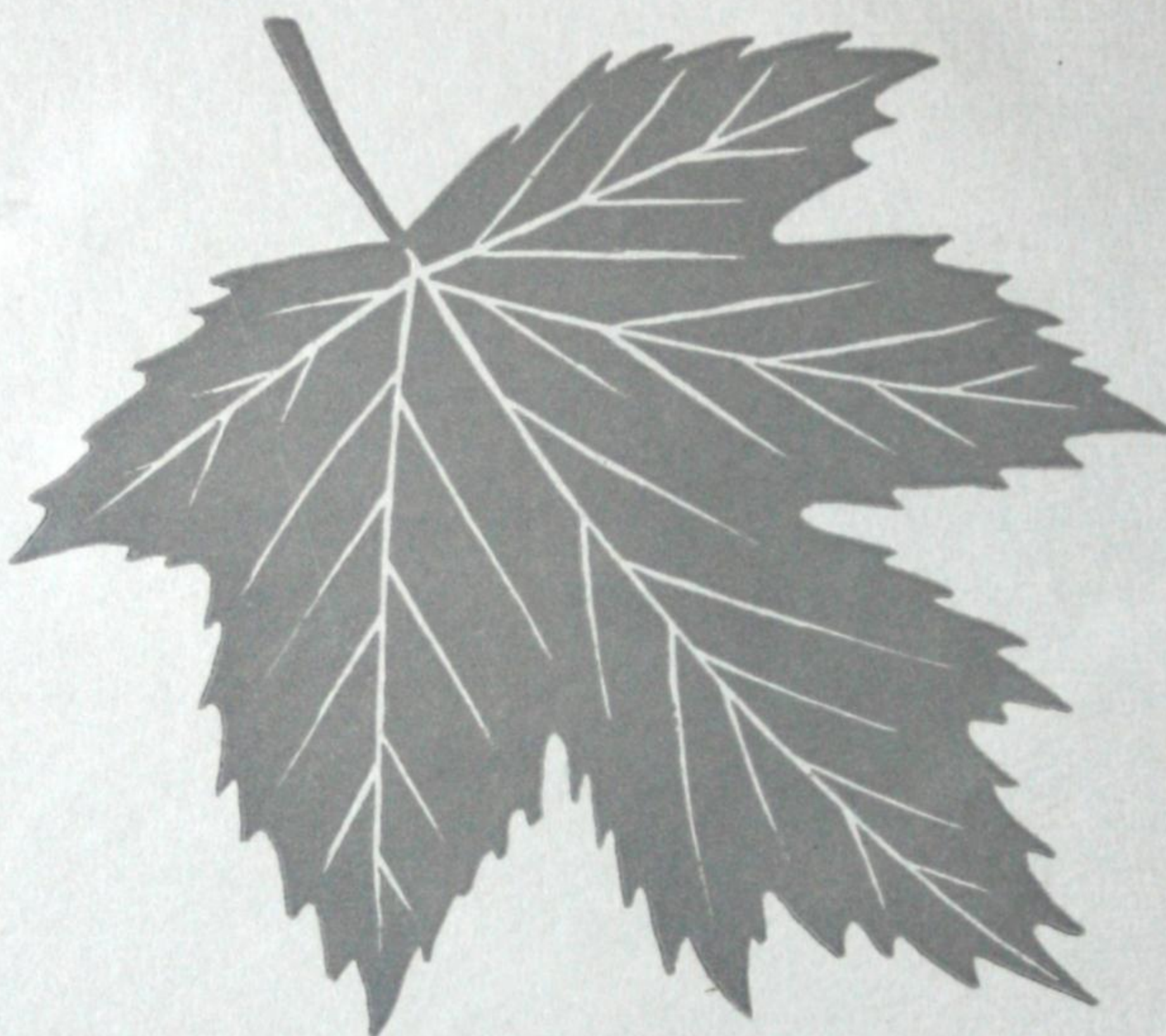




1959-60

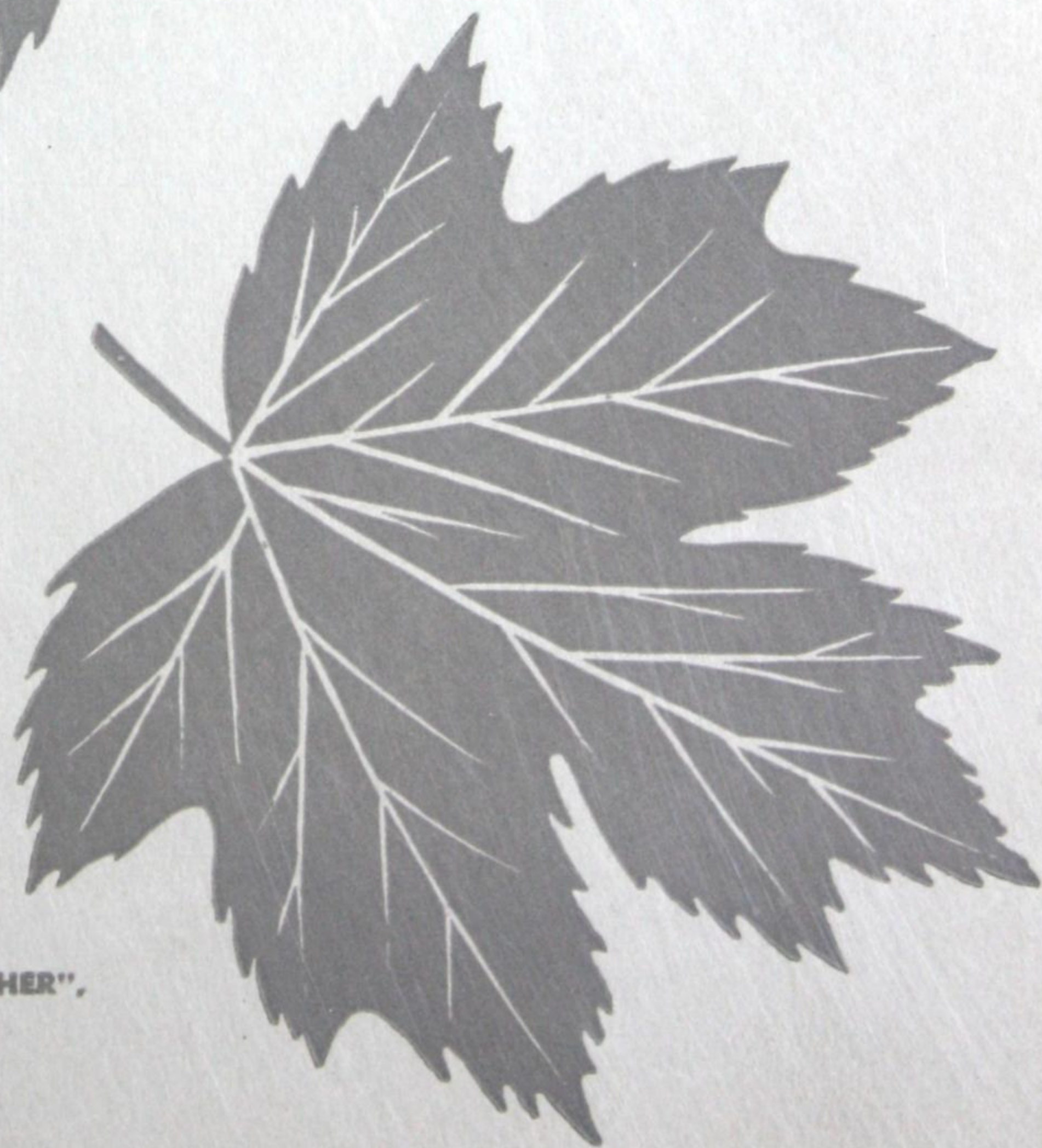


Battleship  
Marbleum  
Handicraft  
Tilecraft  
Jaspé





850



Material used for the cover of this book is "VINYL-DOMOLEATHER",  
a product of Dominion Oilcloth & Linoleum Co. Limited.



## **HEAD OFFICE & FACTORIES**

### **MONTREAL 24, QUE.**

2200 St. Catherine Street East  
Tel.: LAfontaine 2-3121

---

## **SALES OFFICES**

### **VANCOUVER 2, B.C.**

Room 101, 1131 Richards Street  
Tel.: MUtual 1-6924

---

### **EDMONTON, ALTA.**

Room 404, Northern Hardware Building  
Tel.: GArden 2-2765

---

### **WINNIPEG, MAN.**

Room 404, 218 Portage Avenue  
Tel.: WHitehall 2-8327

---

### **Ontario Selling Agent**

### **TORONTO 3, ONT.**

The Canada Linseed Oil Mills Limited  
40 Wabash Avenue  
Tel.: LENnox 7-3191

---

### **MARITIMES REPRESENTATIVE,**

### **HALIFAX**

Tel.: 5-4153

---

## **DISTRIBUTORS**

Authorized Wholesale Trade

**SPECIAL NOTICE:** All orders subject to approval of Head Office and invoiced at prices prevailing at time of shipment. Prices subject to change without notice. F.O.B. Montreal.





Dominion  
Oilcloth  
& Linoleum

CO. LIMITED



A "MADE IN CANADA" PRODUCT is one designed and manufactured to the

# Explore Dominion

*This illustration is composed of actual pieces of linoleum chosen from Dominion's range of over 100 modern primaries, shades, tints and patterns!*



DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors



Canadian's specific taste and use . . .

# Linoleum's Cavalcade of Colour



Dominion Linoleum "makes history" . . .

Canadian history in colour.

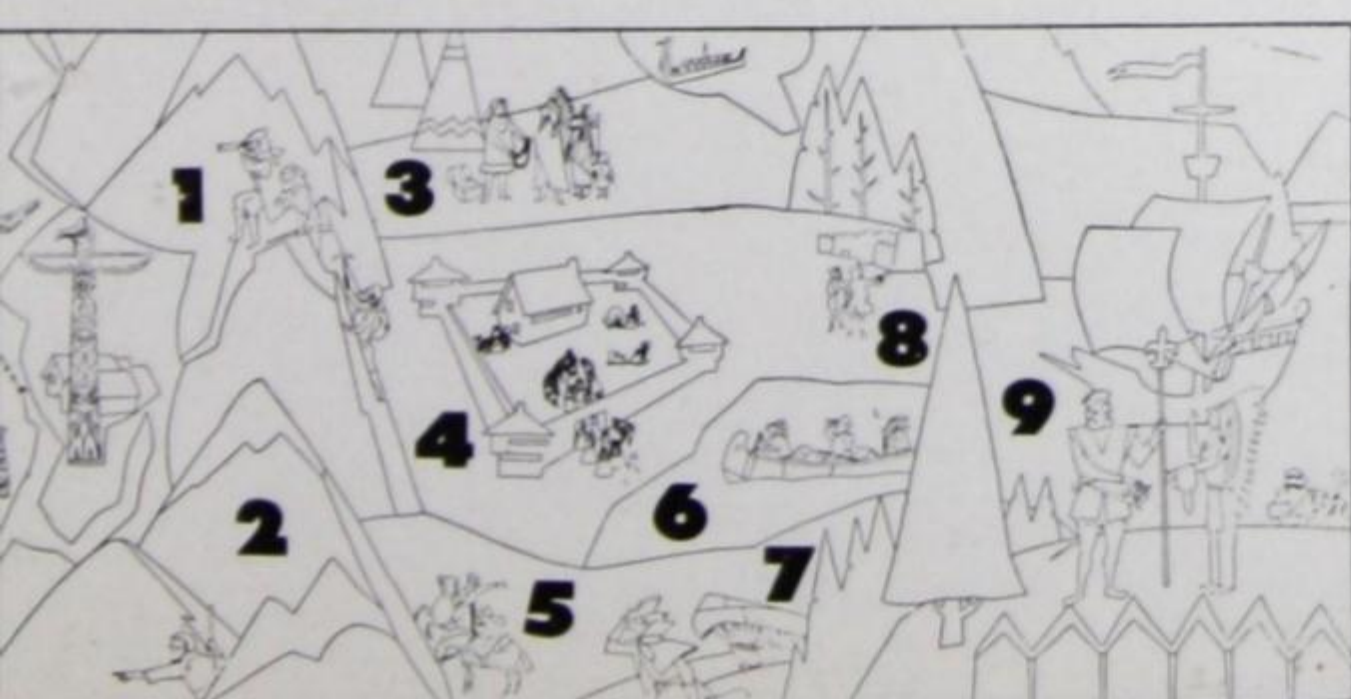
Just a pleasant way of bringing to your attention a few selections from the finest range of colours and patterns in North America. This picture alone is rich in inspiration for an endless variety of adventurous decorating schemes.

Explore the combination-possibilities of the lake-and-sky blues, the field-and-forest greens, the robust browns. Ideas everywhere for home and commercial decor that's as light and airy as the great outdoors!

Dominion Linoleum, with its great panorama of colours, has other enticing advantages, too . . . a smooth, easy-cleaning surface that doesn't harbour dust . . . initial low cost and the economy of good, long wear proven by 50 years of service . . .

## A "CANADIAN COMPANY"

assures you fast, efficient service,  
personal attention.



1. MacKenzie
2. Simon Fraser
3. Samuel Hearne
4. Fort Garry (Winnipeg)
5. La Verendrye brothers
6. Champlain
7. LaSalle
8. Frontenac
9. Cartier



# Contents

Accessories	63
Battleship Linoleum	6 and 7
Calculator — Yardage	64
Calculator — Tile	65
Care of Linoleum	68
Cements and Waxes	67
Code Words Linoleum	72
Code Words Gravure and Rexoleum	104
Cork Carpet	7
Counter Topping (Plastic)	99
Cove Base and Counter Topping (Linoleum)	62
Custom Design and Motifs	51 - 53
Embossed Inlaid Linoleum	25
Handicraft — By-the-yard	20 - 24
Handicraft Tiles "A" Gauge	42
Standard Gauge	42
Domestic Gauge	43
Information for Architects, Contractors, etc.	54 and 55
Information General	69
Installation Notes	60 and 61
Installations in a Few Well Known Buildings	56 and 57
Insets — (Do-it-Yourself)	53
Jaspé — By-the-yard	16 - 19
Jaspé Tiles "A" Gauge	40
Standard Gauge	41
Linoleum — Table of Gauges, Widths, Lengths, Weights	66
Linoleum Laying Equipment	58 and 59
Marbleum — By-the-yard	8 - 15
Marbleum Tiles "A" Gauge	36 and 37
Standard Gauge	38
Domestic Gauge	39
Motifs	50 - 52
Moulded By-the-yard Inlaid Linoleum	28 - 32
Photo of Office and Plant, Montreal, Que.	70 and 71
Rexoleum (De Luxe Quality)	76 - 83
Rexoleum (Gravure)	73, 74 and 75
Rexoleum (Standard Quality)	84 - 89
Rexoleum Mats	96 - 98
Rexoleum Rugs (De Luxe Quality)	91 - 95
Rexoleum — Table of Widths, Lengths, Weights	103
Rexoleum Passage (Standard Quality)	90
Rexwall	100 - 101
Tiling By-the-yard Inlaid Linoleum	26 and 27
Tilecraft	34 and 35
Tiles	33 - 43
Tile Arrangements	44 - 49
Wall Coverings — Vinyl Domoleather	102

## COLOURINGS

The patterns reproduced in this book are, in most cases, true reproductions of actual goods, but it occasionally happens that colourings vary through circumstances beyond our control. We cannot, therefore, guarantee colourings to be absolutely correct in every case.



## DOMINION LINOLEUM PRODUCTS

### Yard Goods

Battleship **6 - 7**  
Cork Carpet **7**  
Marboleum **9 - 15**  
Jaspé **17 - 19**  
Handicraft **21 - 24**  
Embossed **25**  
Tiling **26 - 27**  
Moulded **29 - 32**

### Tiles

Tilecraft **35**  
Marboleum **36 - 39**  
Jaspé **40 - 41**  
Handicraft **42 - 43**  
Suggested tile arrangements **44 - 49**  
Motifs and Insets **51 - 53**

## DOMINION

### Printed Felt Base Goods

BY THE YARD

Rexoleum Gravure **74 - 75**  
Rexoleum de Luxe **77 - 83**  
Rexoleum Standard **84 - 89**  
Rexoleum Passage **90**  
Rexoleum Rugs **92 - 95**  
Rexoleum Mats **97 - 98**

## DOMINION

### Wall Coverings

Counter Topping **99**  
Rexwall **100 - 101**  
Domestic Gauge  
Lino — Wall Tiles — **102**  
Vinyl Domoleather Wall Covering



DOMINION

# Battleship

LINOLEUM

The "original" Dominion Linoleum — Unparalleled  
performance for over 50 years — Ideal in sheet form for heavy traffic areas —  
Ideal in tiles, strips, borders and other cut forms for decorative work — 14 colours.

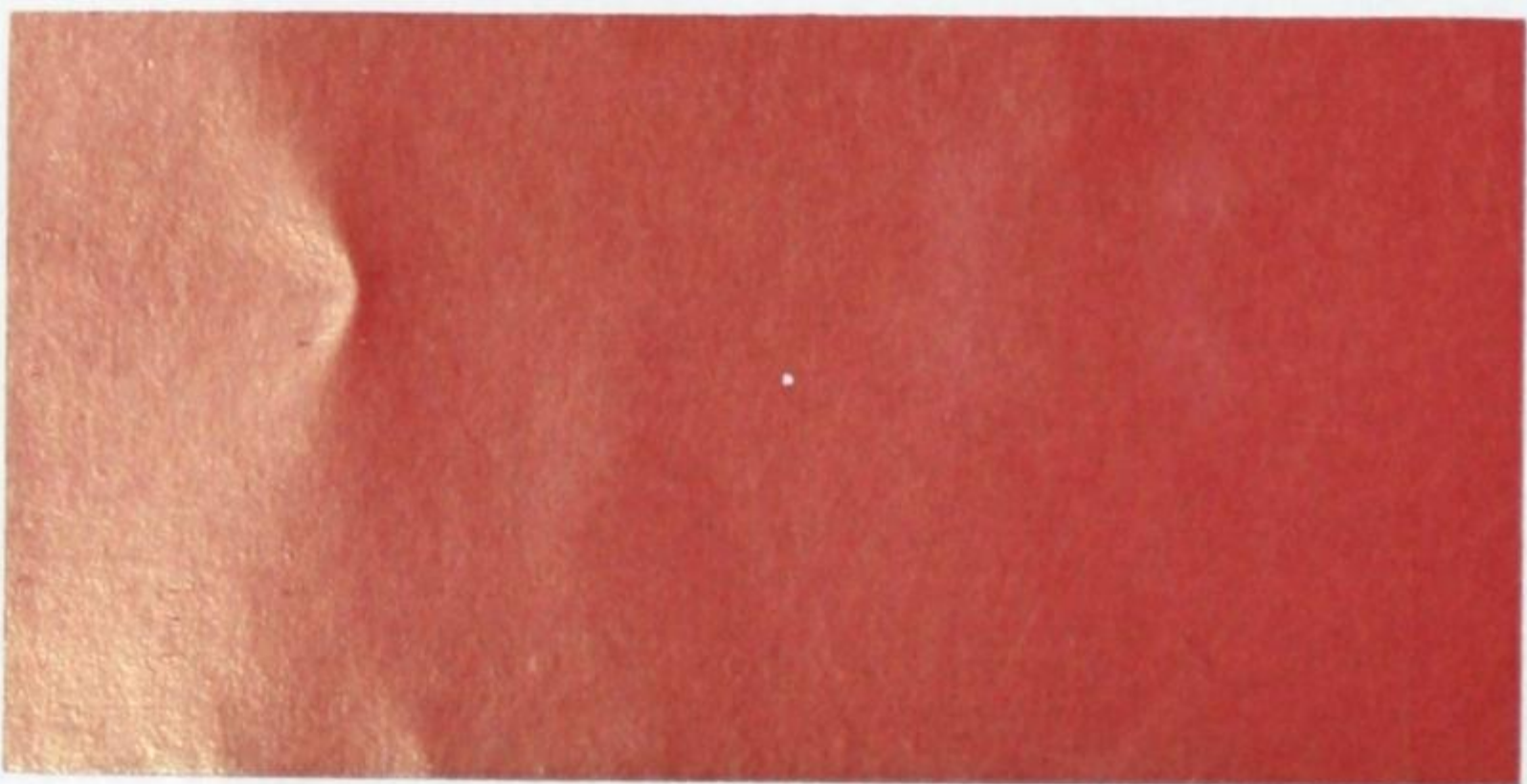
DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors



IVORY



LIGHT BLUE



RED



YELLOW



ORANGE



DARK BLUE



BUFF



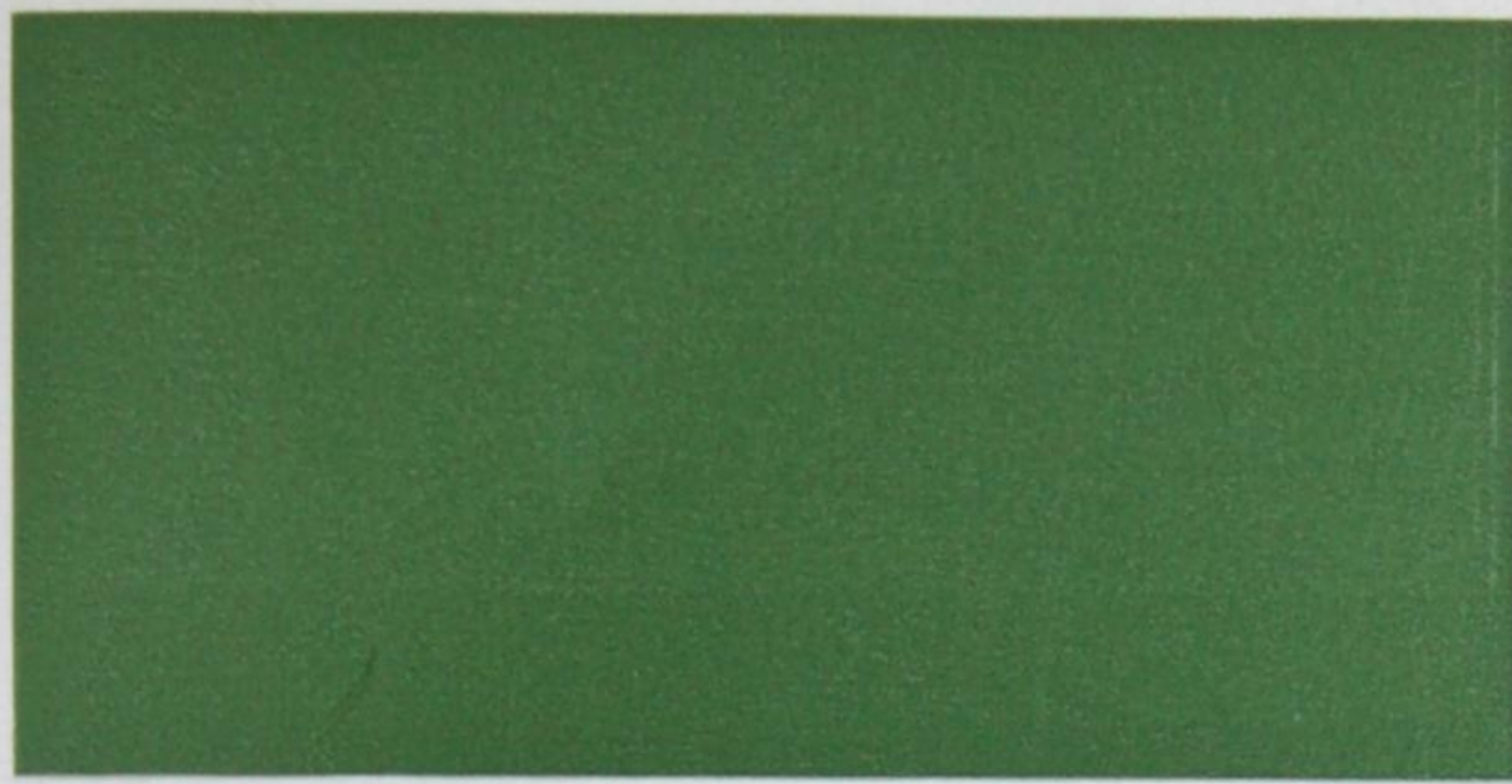
MAROON



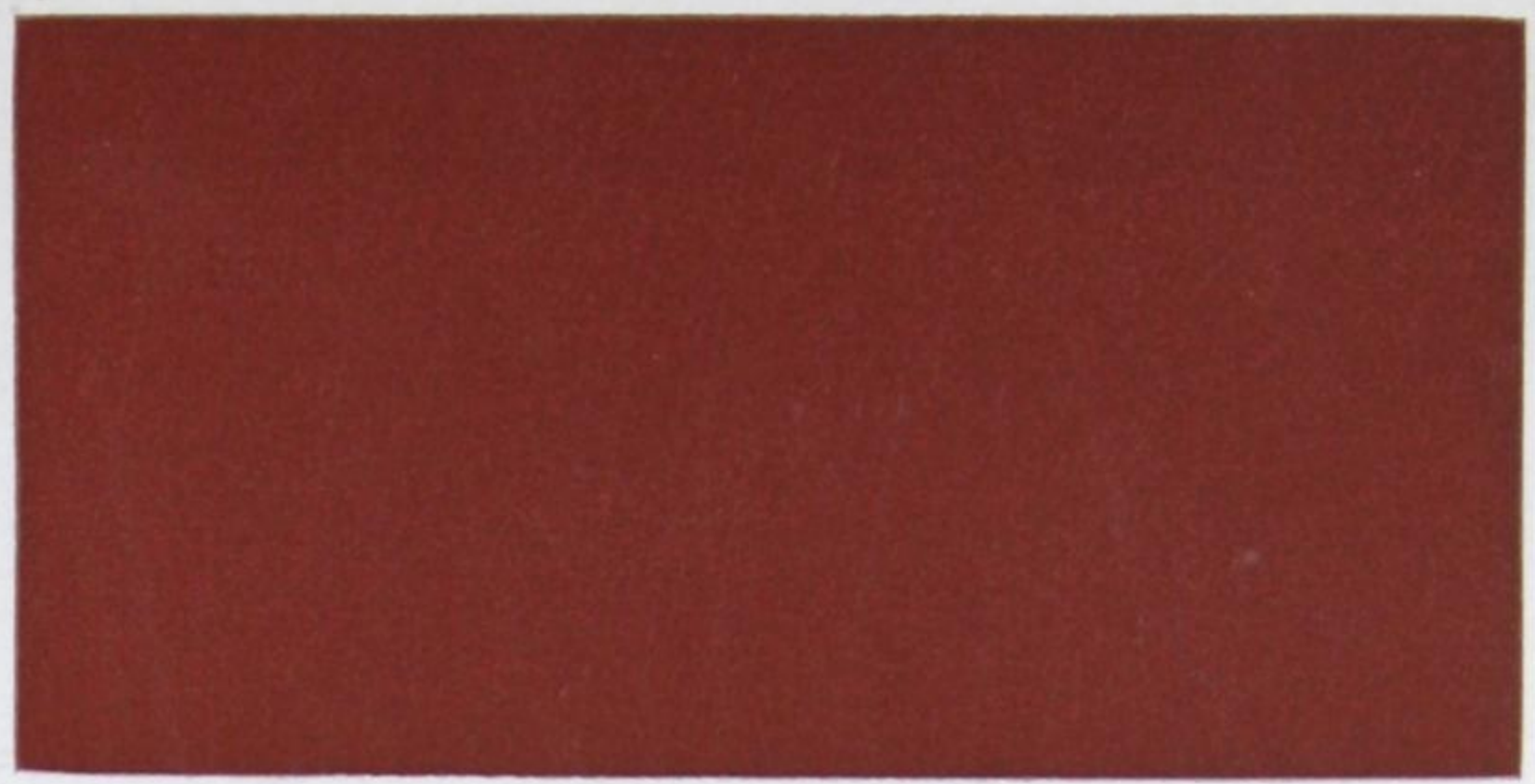
2 YDS. WIDE "AA" AND "A" GAUGES — CANVAS BACK

9" x 9" TILES CUT TO ORDER IN ALL COLOURS

"AAA" GAUGE — CANVAS BACK MADE TO ORDER



LIGHT GREEN



TERRA COTTA



GREY



BROWN



DARK GREEN



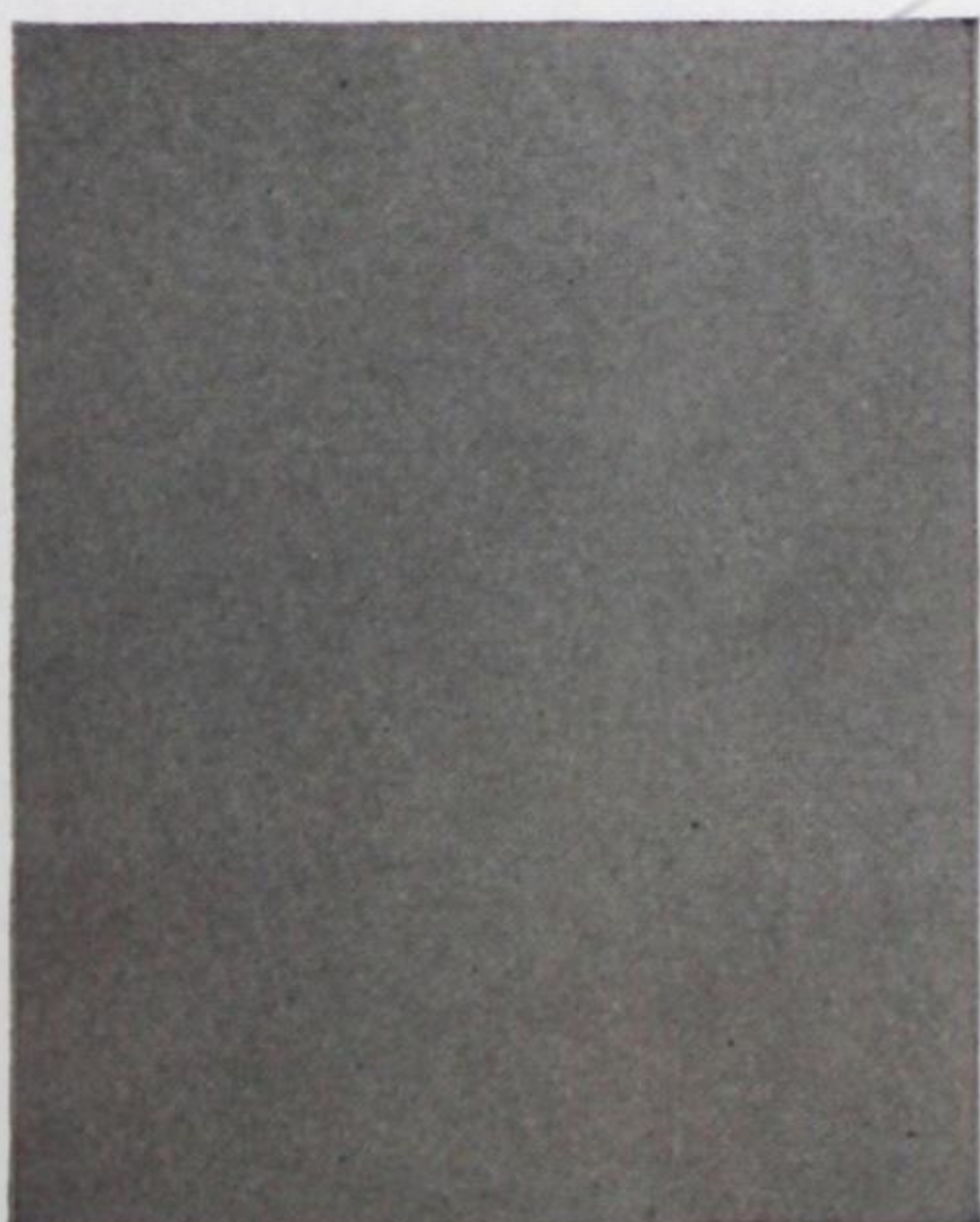
BLACK

## Cork Carpet

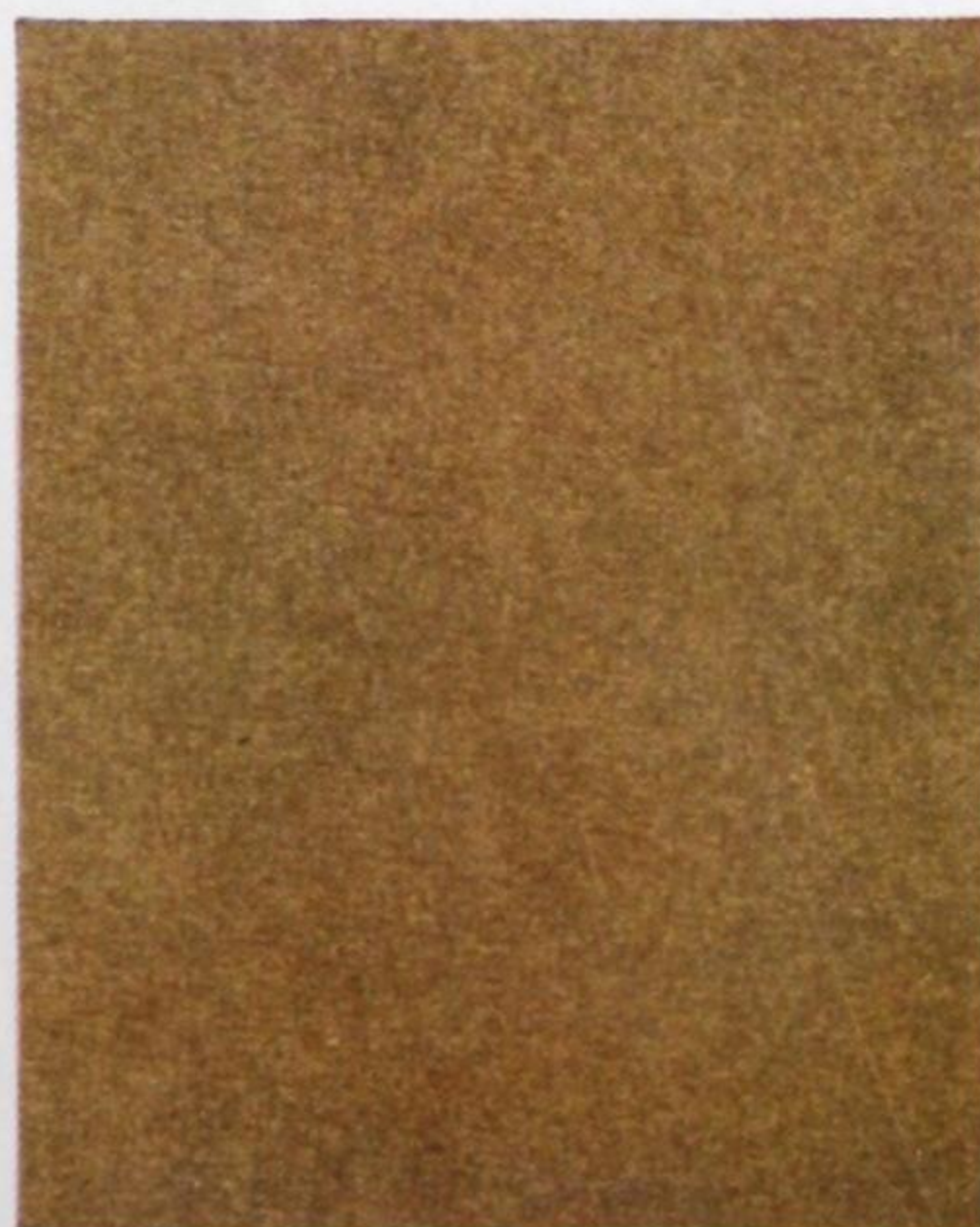
CANVAS BACK

GAUGES "A"  
1/4"

GAUGES "B"  
3/16"



GREY



BROWN

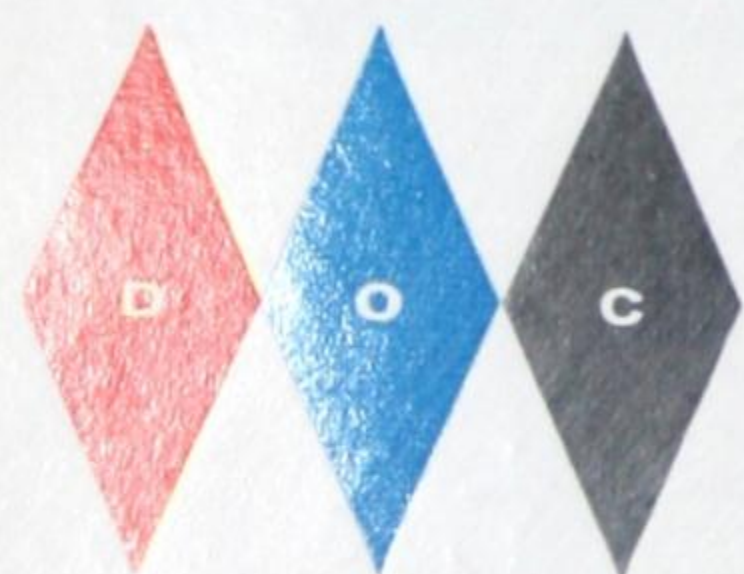


LIGHT GREEN





Windsor, Ontario — City Hall.



# Marboleum

Our most versatile flooring — new beiges and browns available — range of 27 colours — exclusive designs possible . . .

The delicate tone-on-tone treatment of MARBOLEUM gives a feeling of warmth while its uncluttered pattern suggests spaciousness.

THIS RANGE IS FEATURED ½ ACTUAL SIZE

*All Marboleum colours are available made to order "AA" and "A" gauges, Canvas Back. In minimum orders of 1,200 sq. yds. For smaller quantities check possibility of stock on hand. See Pages 36 to 39 Re: This Product in Tile Form.*



# MARBOLEUM



**M-28** A GAUGE ONLY



**M-27** A AND DOMESTIC GAUGES



**M-26** A GAUGE ONLY



**M-25** A GAUGE ONLY

2 YDS. WIDE — FELT BACK



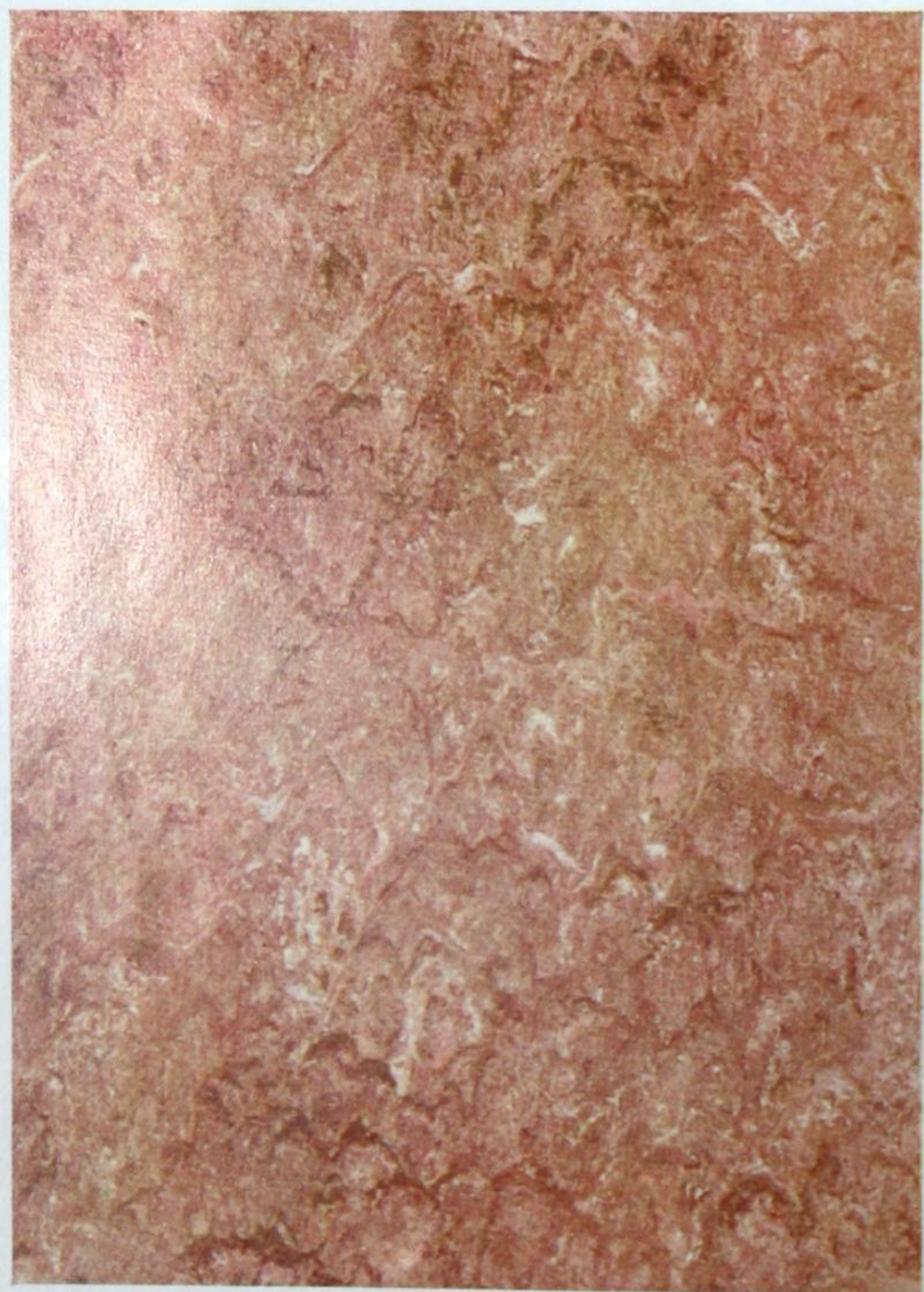
# MARBOLEUM



**M-24** A AND DOMESTIC GAUGES



**M-23** A AND DOMESTIC GAUGES



**M-22** A GAUGE ONLY



**M-21** A GAUGE ONLY



# MARBOLEUM



**M-20**

A GAUGE ONLY



**M-19**

A GAUGE ONLY



**M-18**

A AND DOMESTIC GAUGES



**M-17**

A AND DOMESTIC GAUGES

2 YDS. WIDE — FELT BACK



# MARBOLEUM



**M-13** A AND DOMESTIC GAUGES



**M-99** A GAUGE ONLY



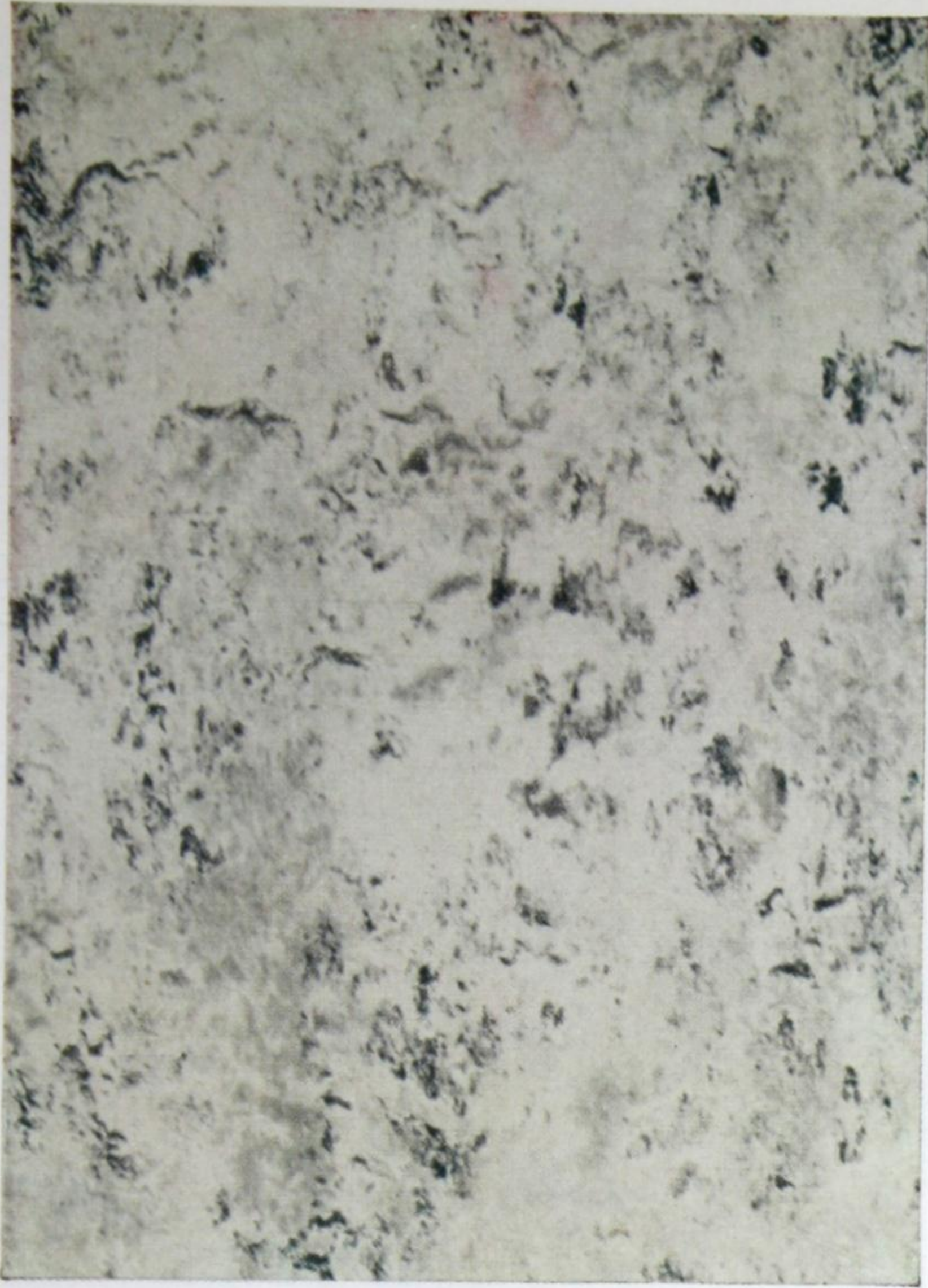
**M-92** A AND DOMESTIC GAUGES



**M-91** A GAUGE ONLY



# MARBOLEUM



**M-89**

A GAUGE ONLY



**M-88**

A GAUGE ONLY



**M-87**

A AND DOMESTIC GAUGES



**M-85**

A GAUGE ONLY

2 YDS. WIDE — FELT BACK



# MARBOLEUM



**M-81** A AND DOMESTIC GAUGES



**M-80** A AND DOMESTIC GAUGES



**M-76** A GAUGE ONLY



**M-53** A AND DOMESTIC GAUGES



# MARBOLEUM



**M-49**

A GAUGE ONLY



**M-43**

A GAUGE ONLY



**M-39**

A AND DOMESTIC GAUGES

2 YDS. WIDE — FELT BACK



*Marbleum is an  
Interior Decorator's Delight!*

Our largest colour range (27) in fashion-tinted shades that match or blend with the most modern of drapes, furniture, paint and wallpaper. Promote new, fun-to-live-with decorator colours in Marbleum.



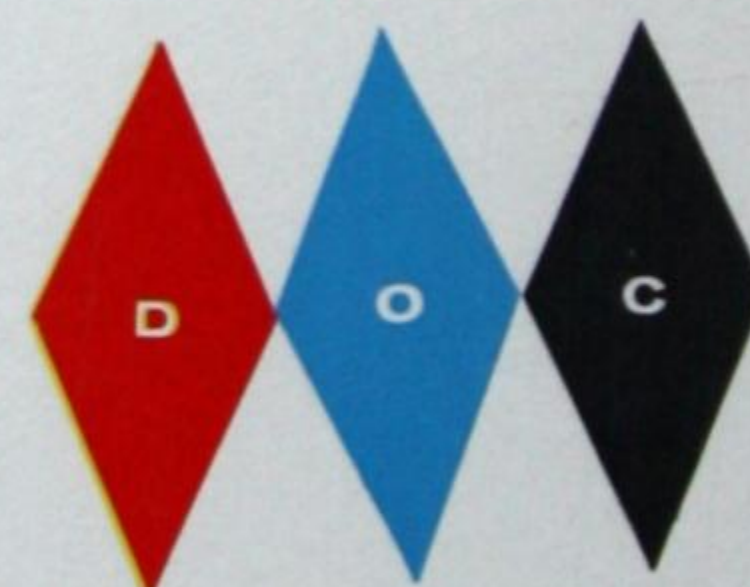
Dominion Jaspé Linoleum by the yard.  
J-736 accented with contrasting  
Tiles.



DOMINION

Jaspé

LINOLEUM



THIS RANGE IS FEATURED 1/2 ACTUAL SIZE

Strong, clear colours—  
adaptable for dramatic decors—  
new decorator beiges and browns—range of 13 shades—  
exclusive designs possible.

A decorator's delight, Jaspé's subtle veining,  
soft tones add a feeling of quality to any interior.

All Jaspé colours are available made to order "AA"  
gauge, Canvas Back. In minimum order of 1,200  
sq. yds. For smaller quantities check possibility of stock  
on hand. See Pages 40-41 Re: This Product in Tile Form.



## DOMINION JASPÉ LINOLEUM



**J-746**

A GAUGE ONLY



**J-745**

A GAUGE ONLY



**J-739**

A GAUGE ONLY



**J-738**

A GAUGE ONLY

2 YDS. WIDE — CANVAS BACK



# DOMINION JASPÉ LINOLEUM



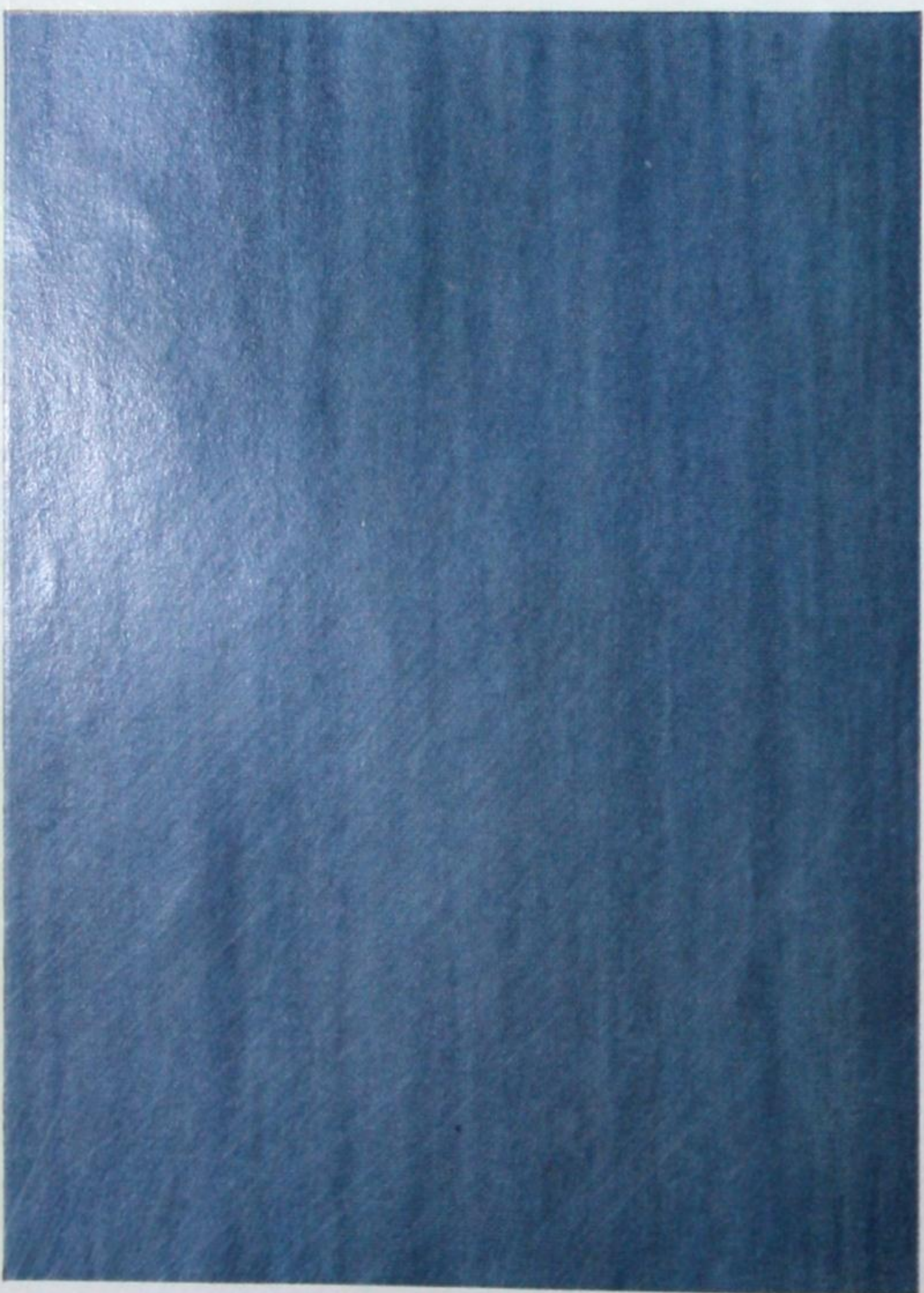
**J-737**

A GAUGE ONLY



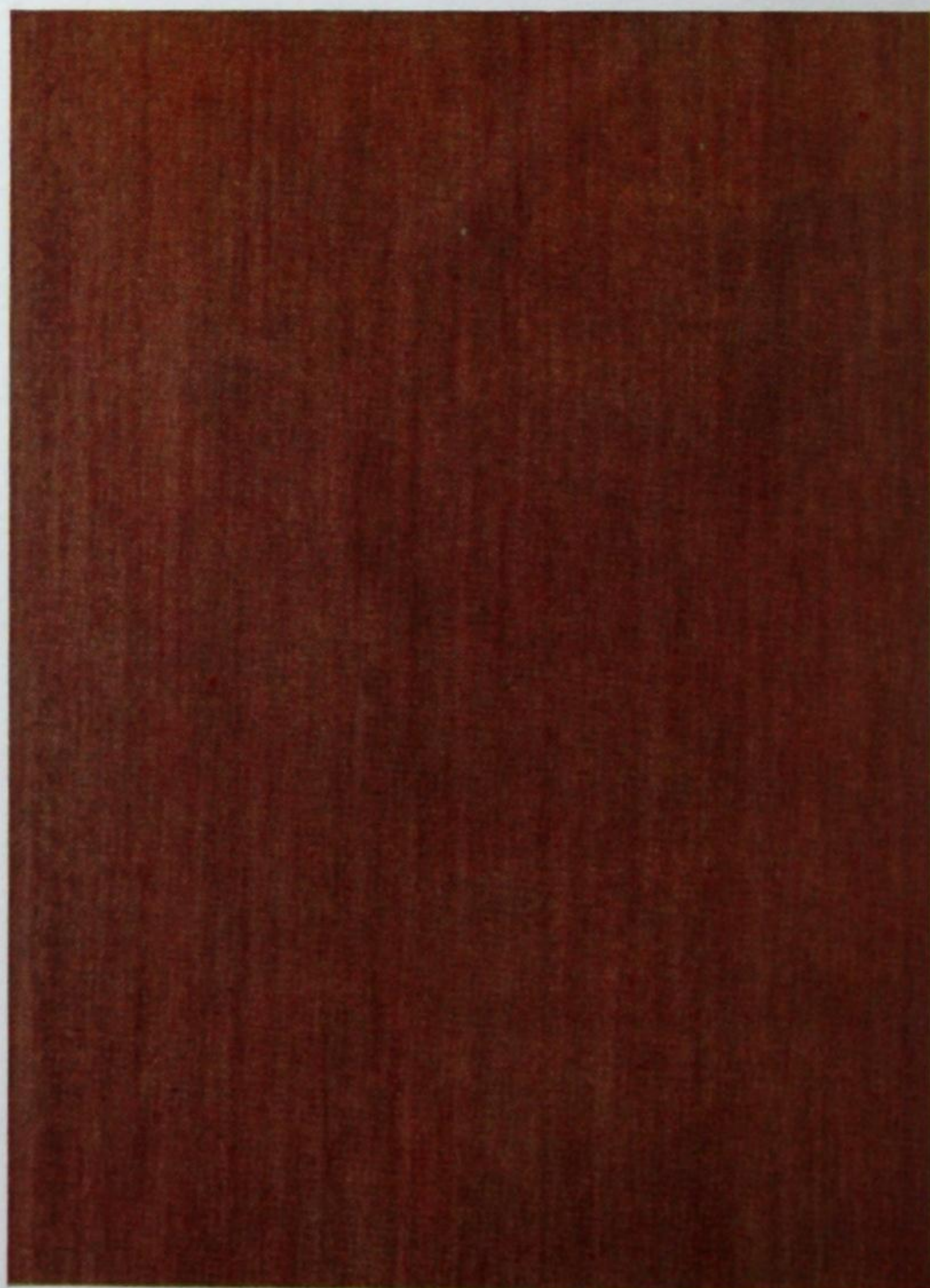
**J-736**

A GAUGE ONLY



**J-726**

A GAUGE ONLY



**J-725**

A GAUGE ONLY



# DOMINION JASPÉ LINOLEUM



**J-724**

A GAUGE ONLY



**J-723**

A GAUGE ONLY



**J-721**

A GAUGE ONLY



**J-712**

A GAUGE ONLY



**J-708**

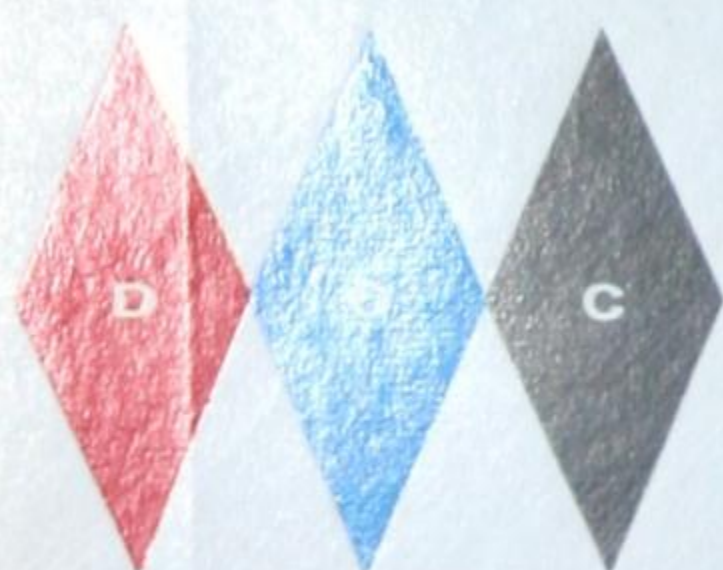
A GAUGE ONLY

2 YDS. WIDE — CANVAS BACK





Wentworth County Court House



DOMINION

# Handicraft

LINOLEUM

Strong-textured weave pattern — compact colour range —  
warm, fabric-toned beiges . . .

Handicraft's textured design camouflages  
dust and scuff marks, ideal for hotels, motels, offices,  
modern institutions and homes.

THIS RANGE IS FEATURED ½ ACTUAL SIZE

All Handicraft colours are available made to order "AA" and "A" gauges Canvas Back. In minimum order of 1,200 sq. yds. For smaller quantities check possibility of stock on hand. See Pages 42-43 Re: This Product in Tile Form.



# DOMINION HANDICRAFT LINOLEUM



**H-787**

A GAUGE ONLY



**H-786**

A GAUGE ONLY



**H-785**

A AND DOMESTIC GAUGES



**H-784**

A GAUGE ONLY

2 YDS. WIDE — FELT BACK



# DOMINION HANDICRAFT LINOLEUM



**H-783** A AND DOMESTIC GAUGES



**H-782** A GAUGE ONLY



**H-778** A AND DOMESTIC GAUGES



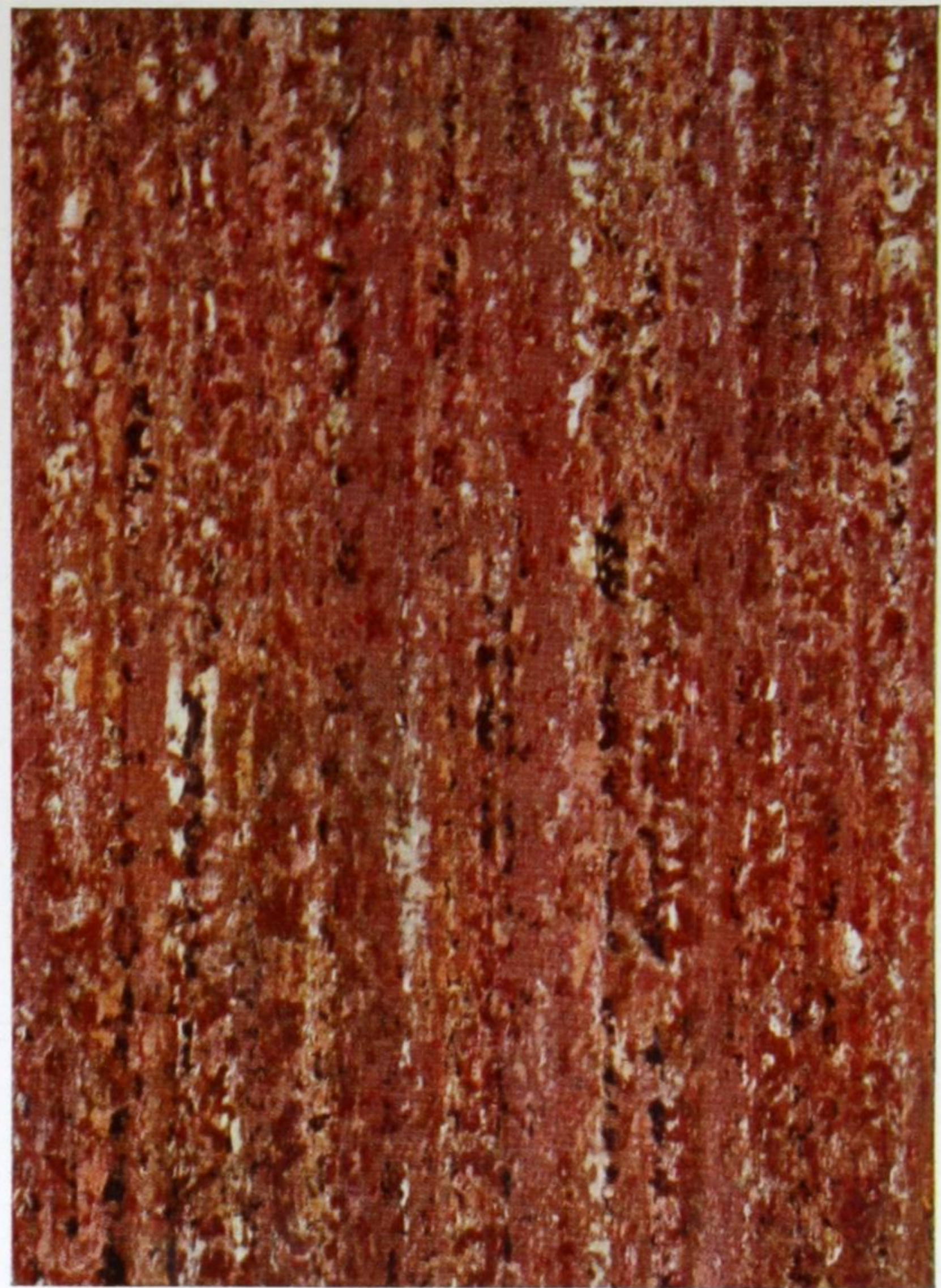
**H-776** A AND DOMESTIC GAUGES



# DOMINION HANDICRAFT LINOLEUM



**H-775** A AND DOMESTIC GAUGES



**H-774** A GAUGE ONLY



**H-773** A AND DOMESTIC GAUGES



**H-772** DOMESTIC GAUGE ONLY

2 YDS. WIDE — FELT BACK



# DOMINION HANDICRAFT LINOLEUM



**H-771** A AND DOMESTIC GAUGES



**H-770** A AND DOMESTIC GAUGES



**H-768** A GAUGE ONLY



**H-762** A AND DOMESTIC GAUGES



# Embossed Inlaid Linoleum



8746

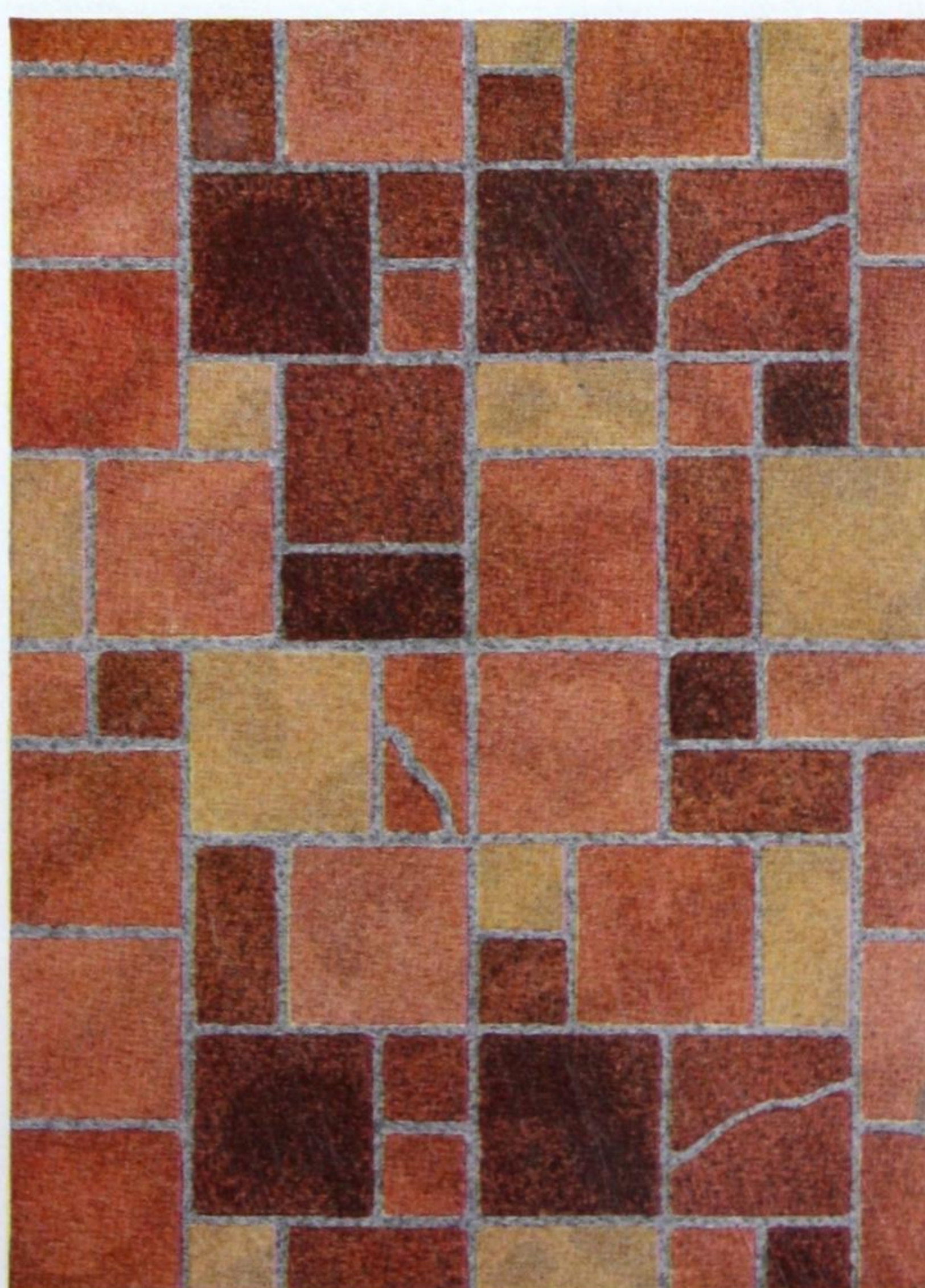


8745



8744

2 YDS. WIDE — CANVAS BACK



8743

THIS RANGE IS FEATURED 1/6 ACTUAL SIZE



# Inlaid Linoleum Tiling



**7435**

DOMESTIC GAUGE



**7434**

DOMESTIC GAUGE



**7433**

DOMESTIC GAUGE

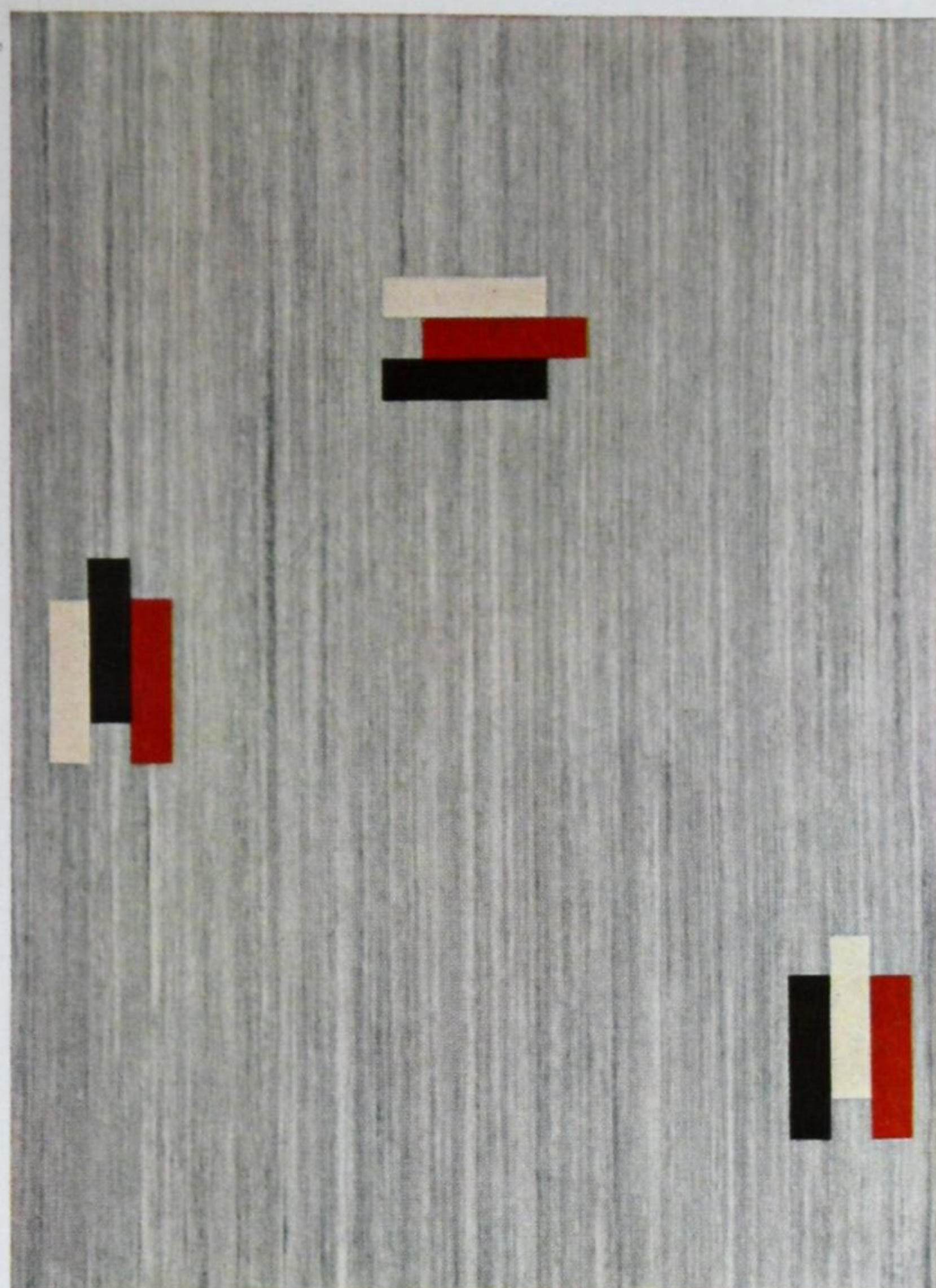


**7432**

DOMESTIC GAUGE

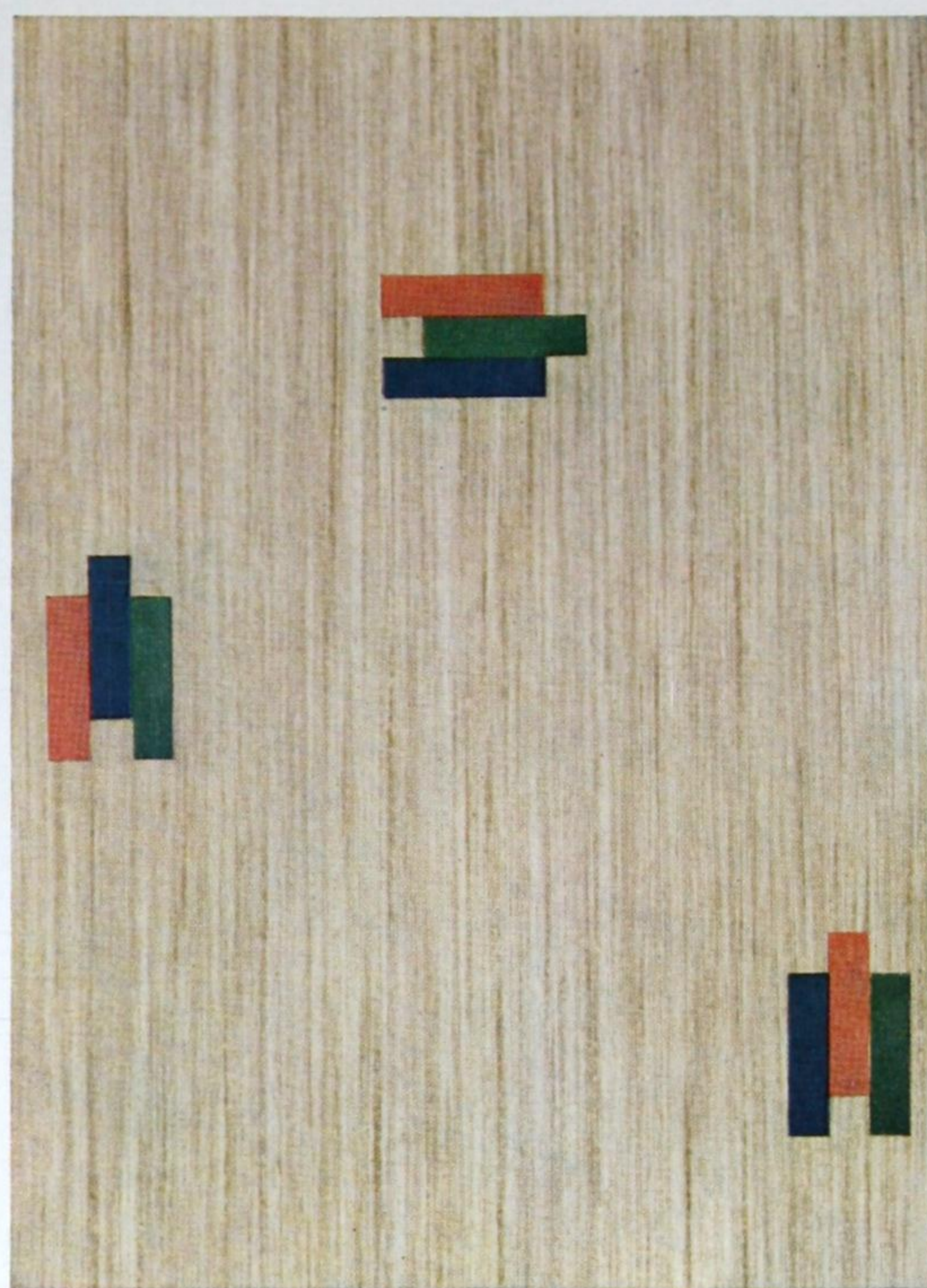


# DOMINION INLAID LINOLEUM (TILING)



**7431**

DOMESTIC GAUGE



**7430**

DOMESTIC GAUGE



**7429**

DOMESTIC GAUGE



**7428**

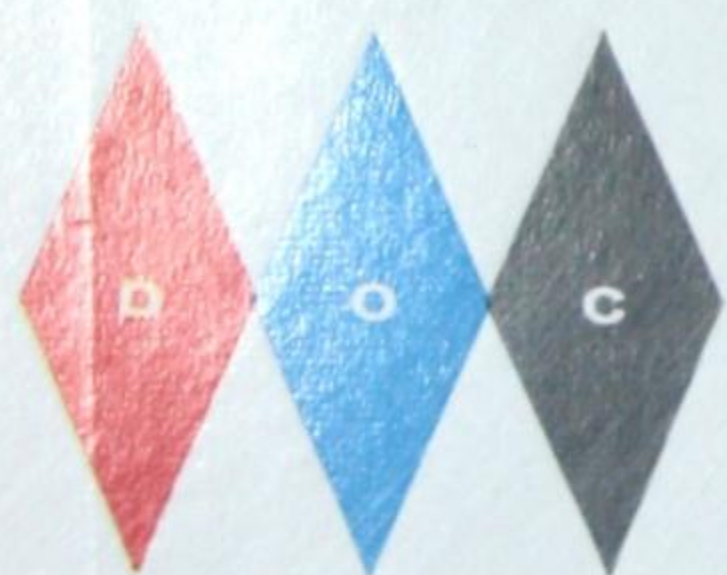
DOMESTIC GAUGE

2 YDS. WIDE — FELT BACK





*Dominion Inlaid (Moulded) Linoleum 7048*



DOMINION

# Moulded Inlaid Linoleum

Patterned inlaid made modern — 7 new designs, 15 shades.  
Adds warmth and charm to hallways, foyers, bathrooms  
and . . . new idea — kitchens.

THIS RANGE IS FEATURED 1/7 AND 1/6 ACTUAL SIZE



# DOMINION INLAID LINOLEUM (MOULDED)



7048



7047



7046

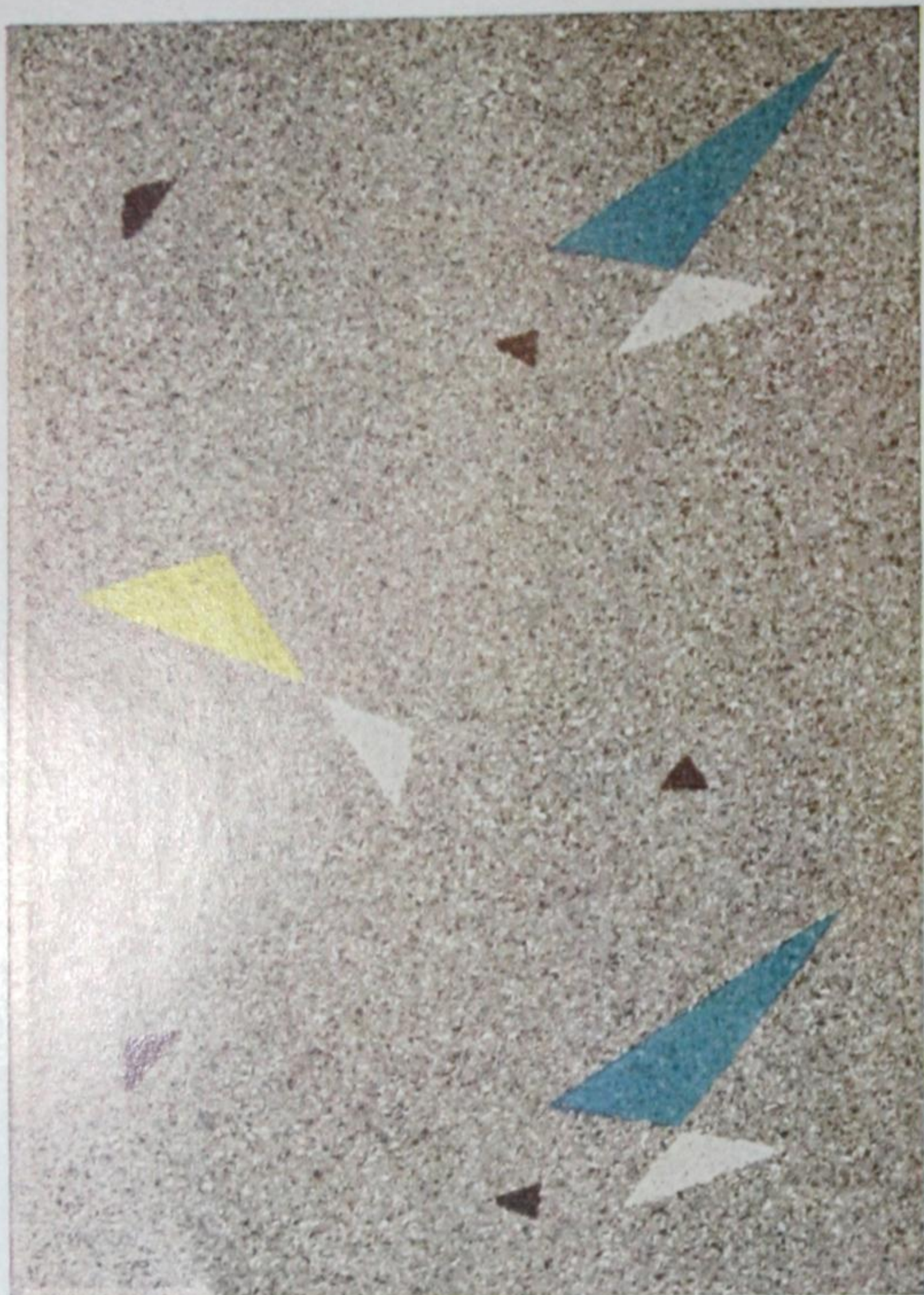


7045

2 YDS. WIDE — CANVAS BACK



# DOMINION INLAID LINOLEUM (MOULDED)



7044



7043



7042



DOMINION INLAID (MOULDED) LINOLEUM 7039



# DOMINION INLAID LINOLEUM (MOULDED)



7041



7039



7037

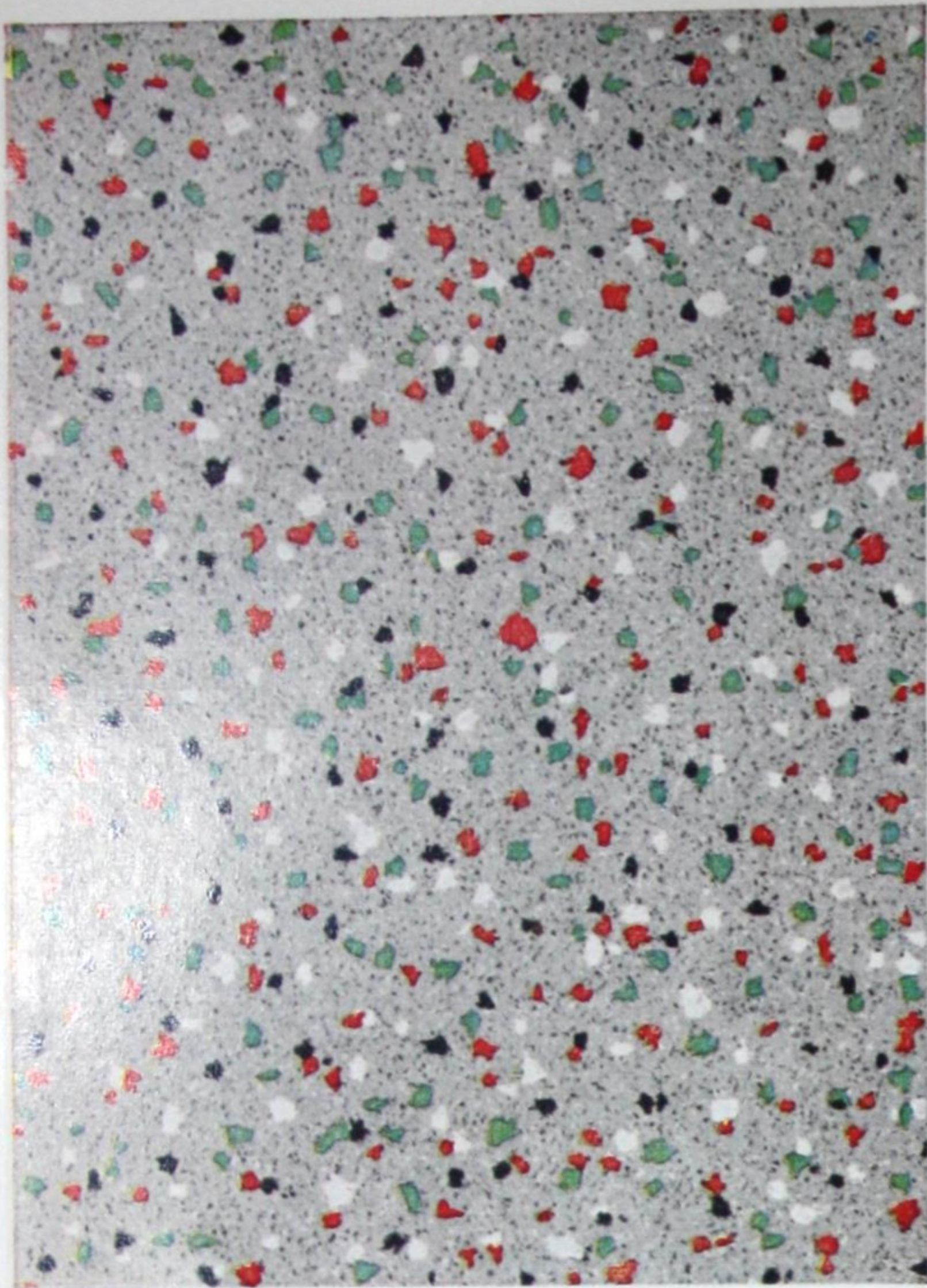


7036

2 YDS. WIDE — CANVAS BACK



# DOMINION INLAID LINOLEUM (MOULDED)



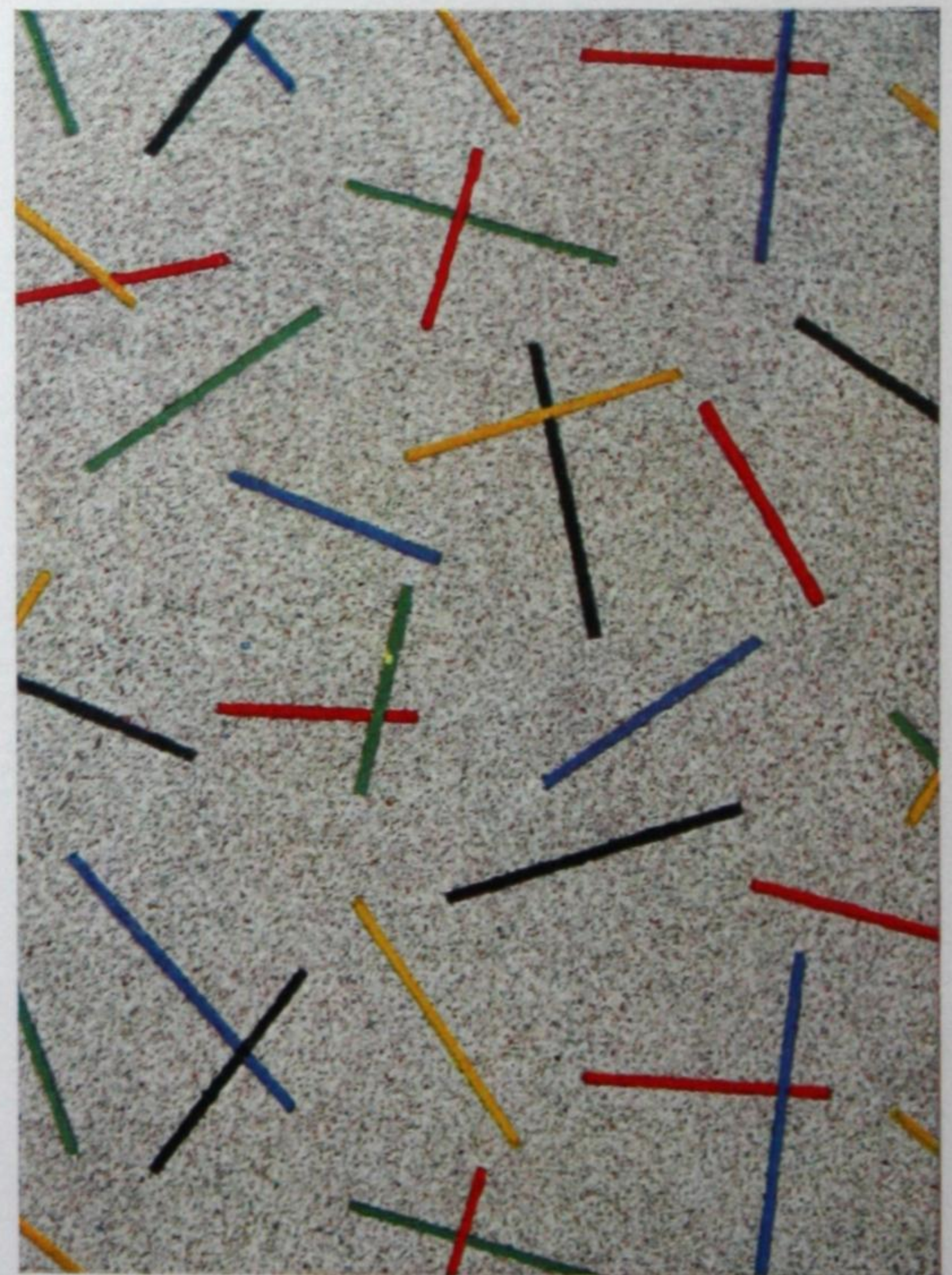
7026



7024



7021



7018



# DOMINION LINOLEUM TILE

*"Consistently the best tile-buy on the market"*

## FIVE KINDS — FOUR DIFFERENT GAUGES

MARBOLEUM Stock items	JASPÉ Stock items	HANDICRAFT Stock items	TILECRAFT Stock items	BATTLESHIP 9" x 9" tiles cut to order
—	—	—	—	AA
A	A	A	A	A
STANDARD	STANDARD	STANDARD	—	—
DOMESTIC	—	DOMESTIC	—	—

AA and A Gauge Canvas back Marboleum, Jaspé, Handicraft are available *made to order* in minimum orders of 1200 sq. yds. For smaller quantities check possibility of stock on hand.

Dominion Linoleum tile offers the greatest variety of colour and thickness of any tile on the market. This popular, long-established product is suitable for both domestic and commercial use and applicable to any budget.

### ORDER AS FOLLOWS:

#### FROM REGULAR STOCK:

			No. tiles per box	Covering area of
9" x 9"	A	Gauge	100	56¼ sq. ft.
9" x 9"	Standard	Gauge	125	70⅓ sq. ft.
9" x 9"	Domestic	Gauge	150	84⅜ sq. ft.
*12" x 12"	A	Gauge	72	72 sq. ft.

\*Handicraft and Tilecraft (Felt Back)

#### TO SPECIAL ORDER:

6" x 6"  
12" x 12"  
18" x 18"  
36" x 36"

Prices for the above are shown on your price list.



DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors

New 12" x 12" tile available for stock —  
unique brush stroke pattern —  
versatile tone-on-tone colours . . .

Tilecraft gives carpet-like elegance  
to offices, hospitals, schools . . .  
and homes.

*This range is featured  
1/3 actual size.*



DOMINION LINOLEUM TILES

# Tilecraft

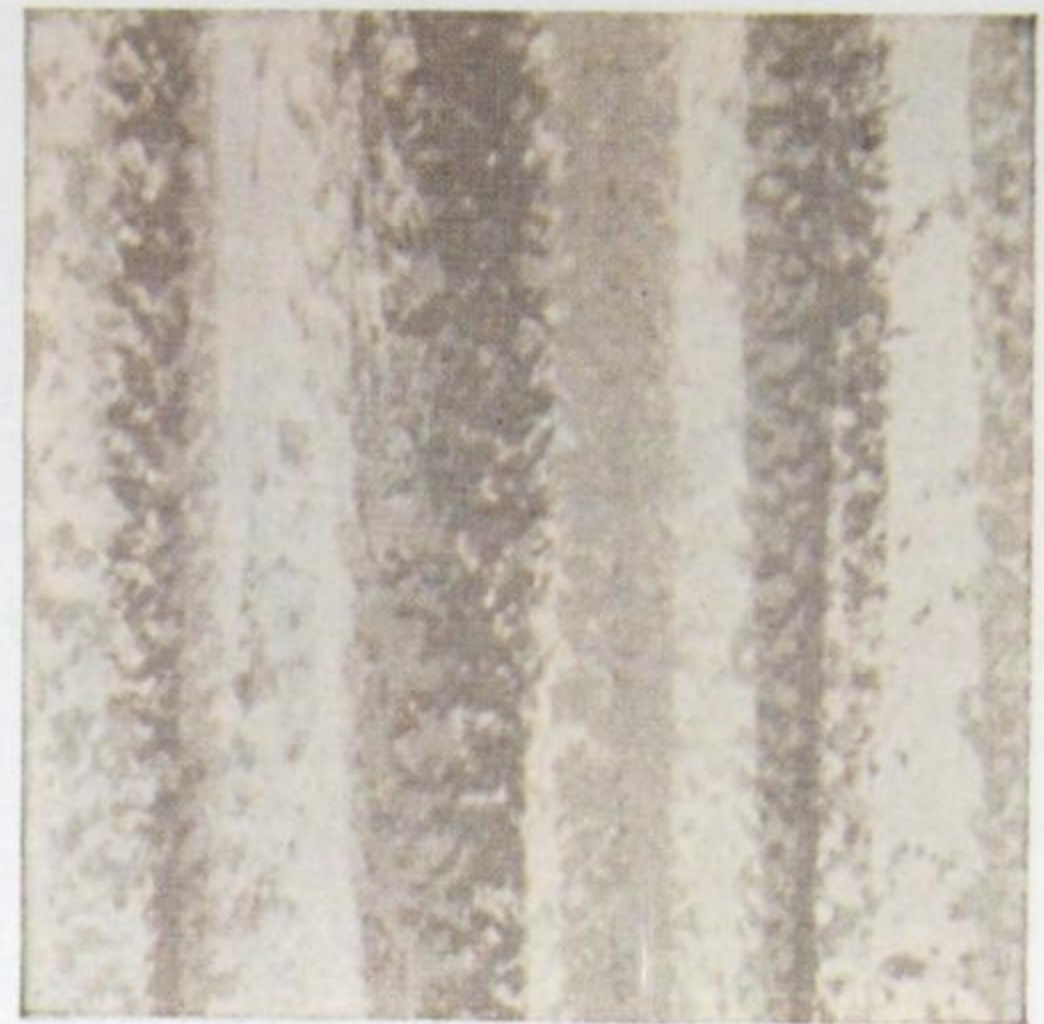
*The tiles used in this illustration are*







5205



5204

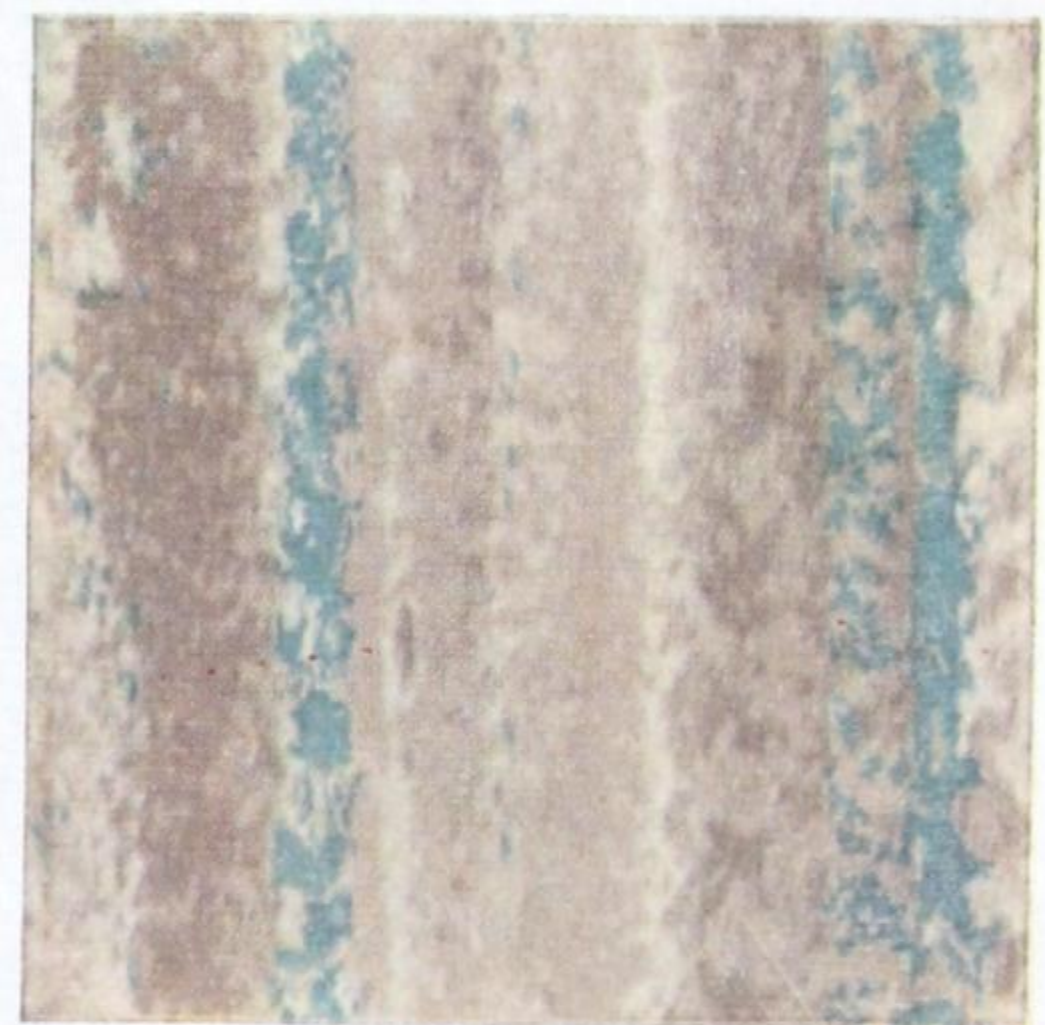
# Tiles

"A" GAUGE — FELT BACK

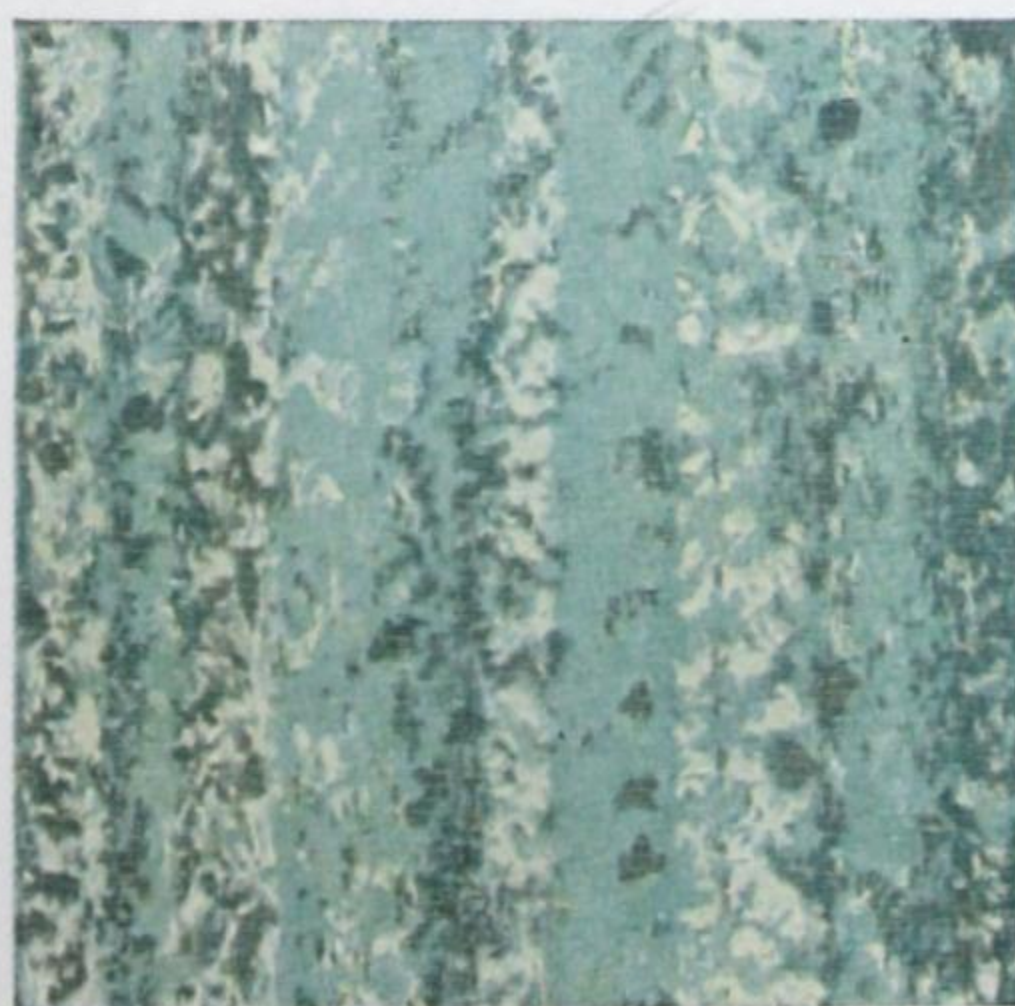
STOCKED  
12" x 12"  
ONLY



5203



5202



5201



5200



DOMINION LINOLEUM TILES

# Marboleum Tiles

"A" GAUGE — FELT BACK

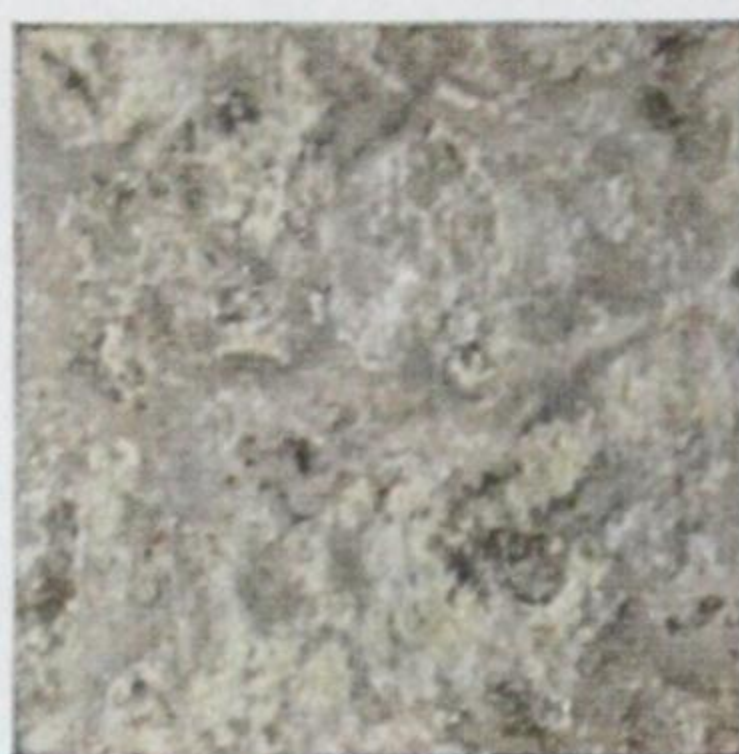
SEE THIS PRODUCT MADE 2 YARDS WIDE,  
PAGES 9 - 15

A versatile flooring in its  
most versatile form—  
27 decorator shades.

A product suitable for  
quality commercial installations . . .  
permanent home floorings.



M-28



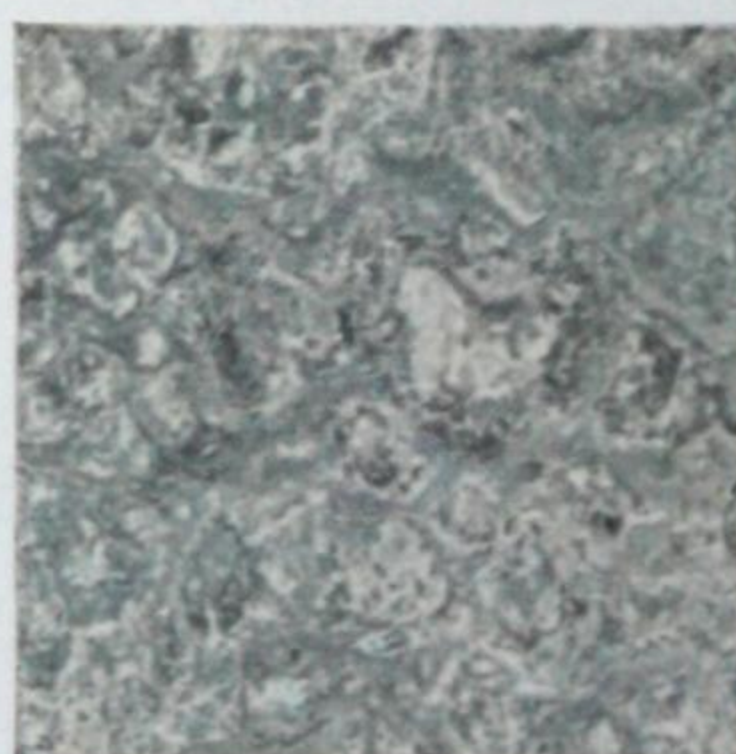
M-27



M-26



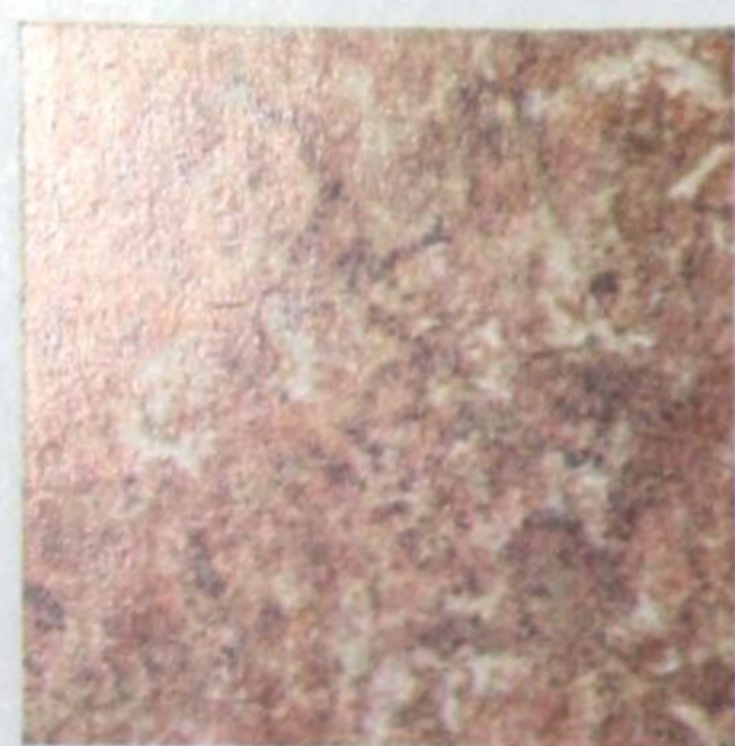
M-25



M-24



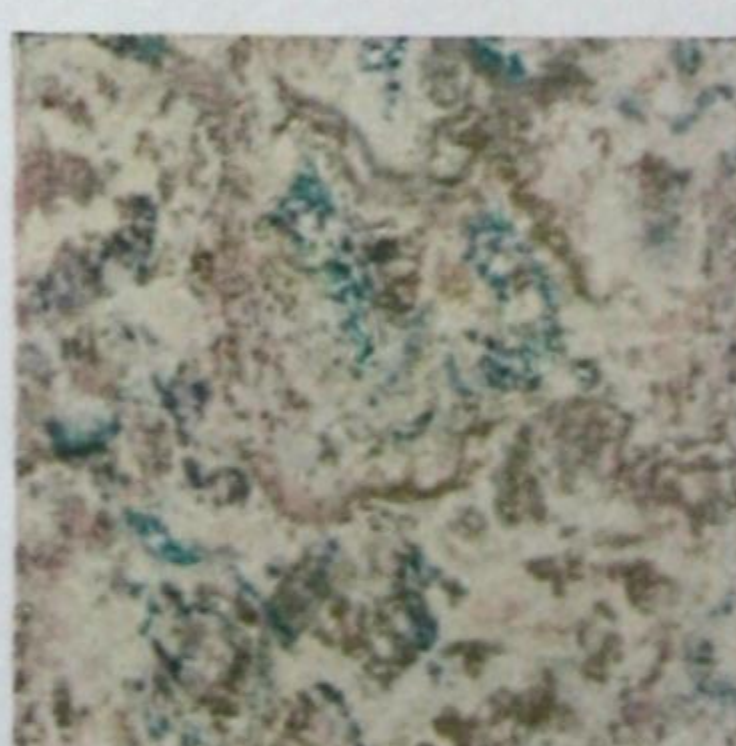
M-23



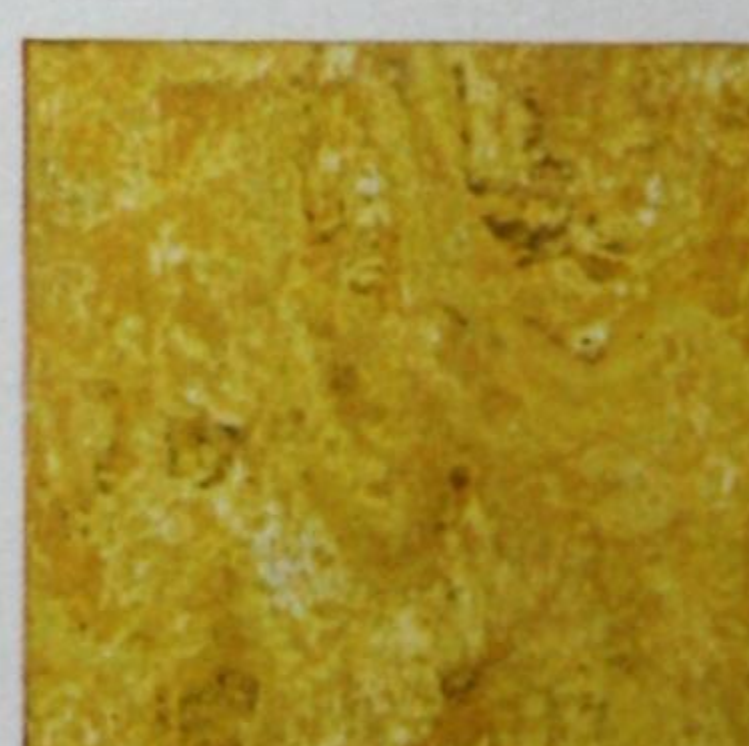
M-22



M-21



M-20



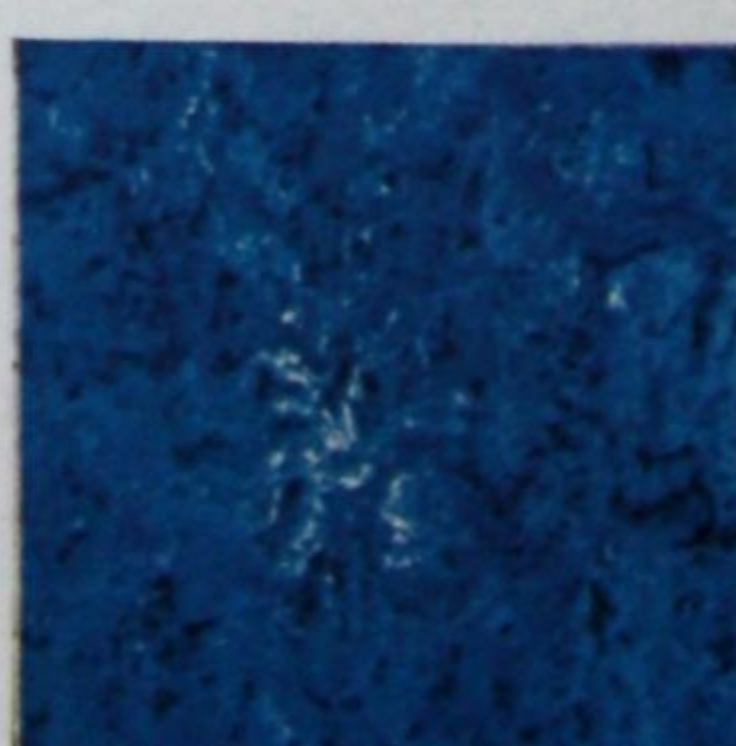
M-19



M-18



M-17



M-13



M-99





*Modern Kitchen using Marboleum Tiles M-91, M-92, M-19, M-39;  
Linoleum Counter Topping J-725.*

## MARBOLEUM TILES

(Continued)

"A" GAUGE — FELT BACK

SEE THIS PRODUCT MADE  
2 YARDS WIDE,  
PAGES 9 - 15



M-92



M-91



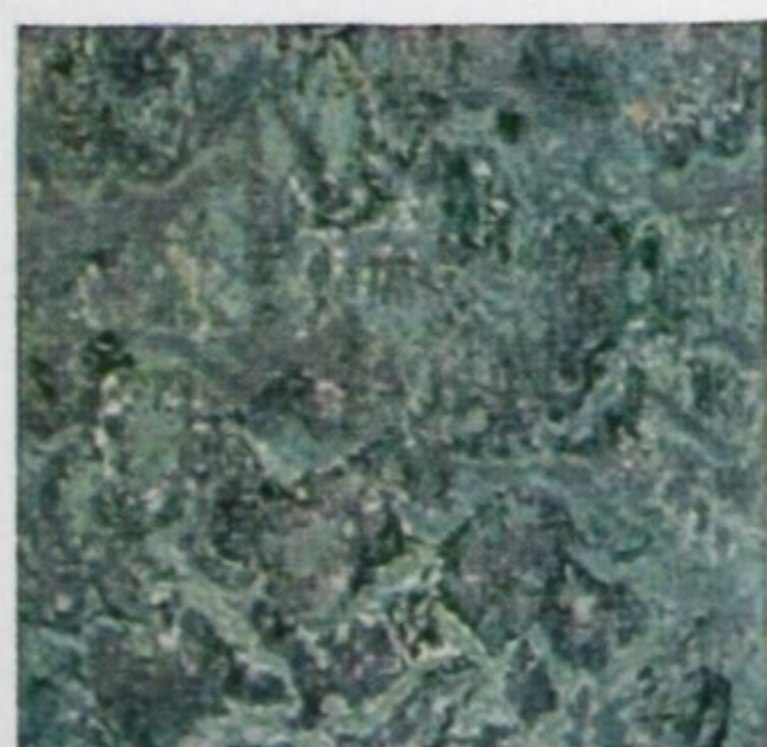
M-89



M-88



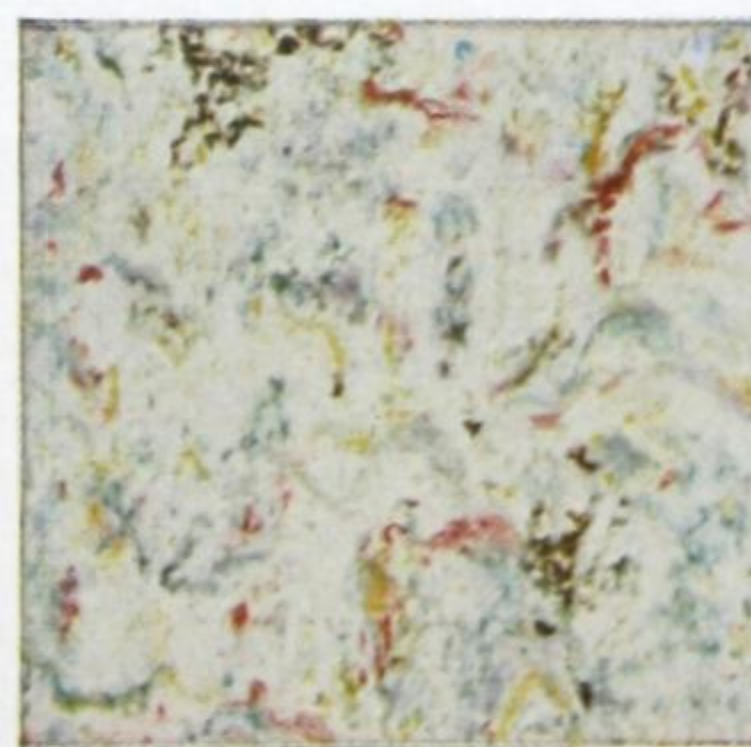
M-87



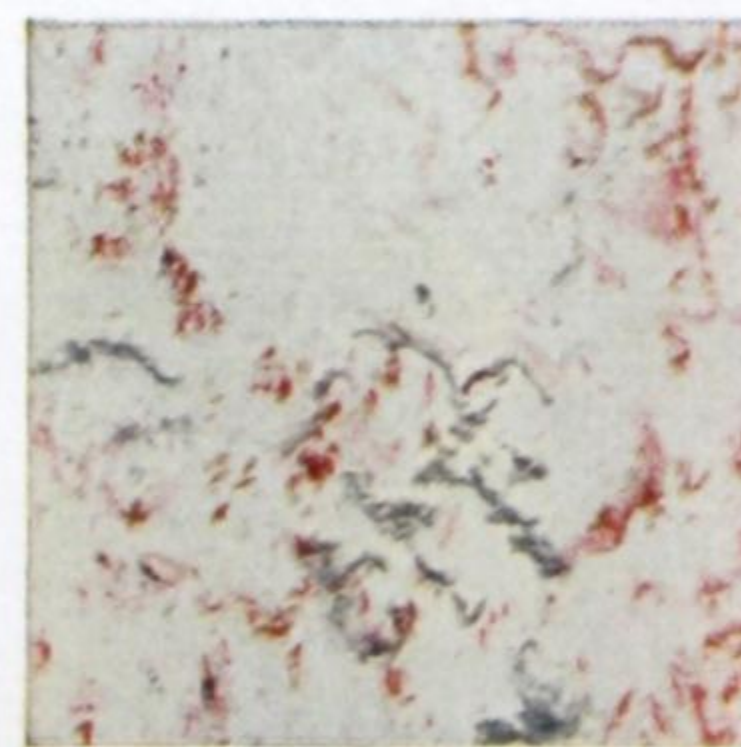
M-85



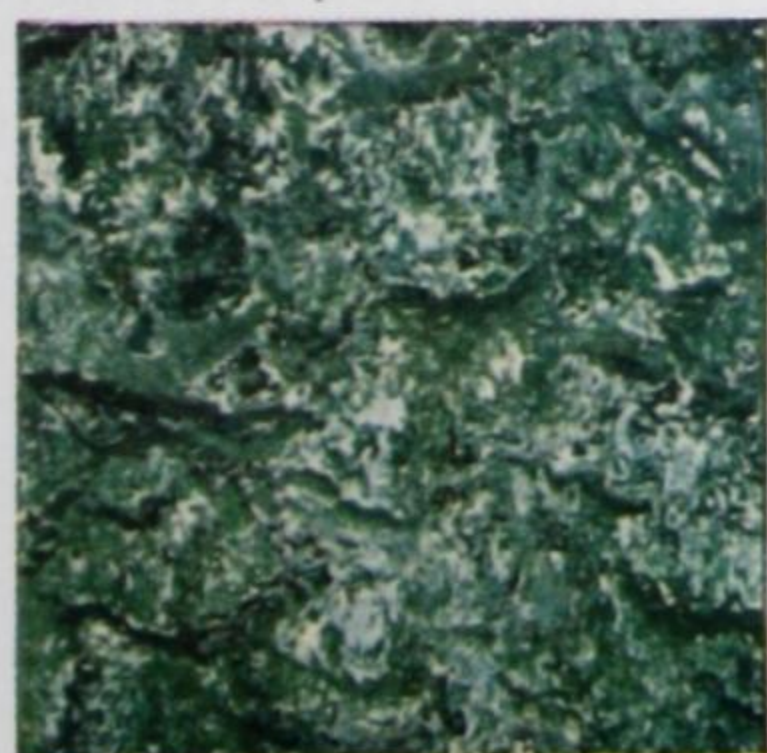
M-81



M-80



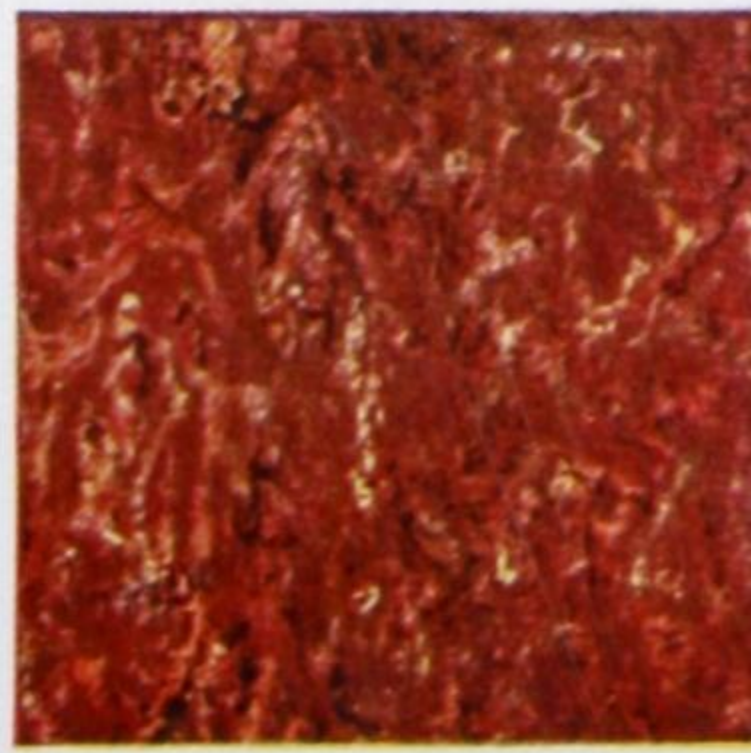
M-76



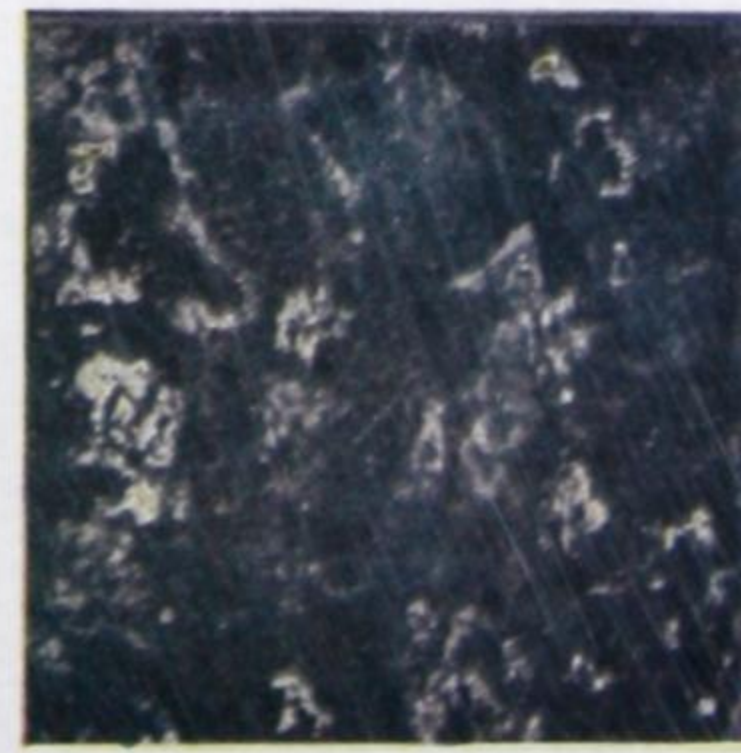
M-53



M-49



M-43



M-39



DOMINION LINOLEUM TILES

# Marboleum Tiles

"STANDARD" GAUGE — FELT BACK

Medium-heavy thickness for households . . . stores . . . and light commercial use.

"STANDARD" GAUGE FELT BACK NOT AVAILABLE BY THE YARD



M-28



M-27



M-26



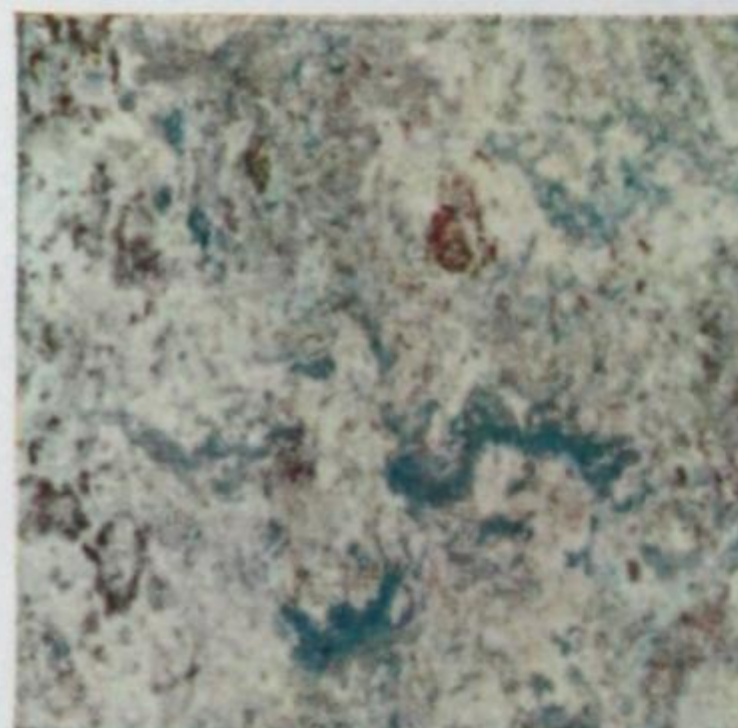
M-25



M-24



M-23



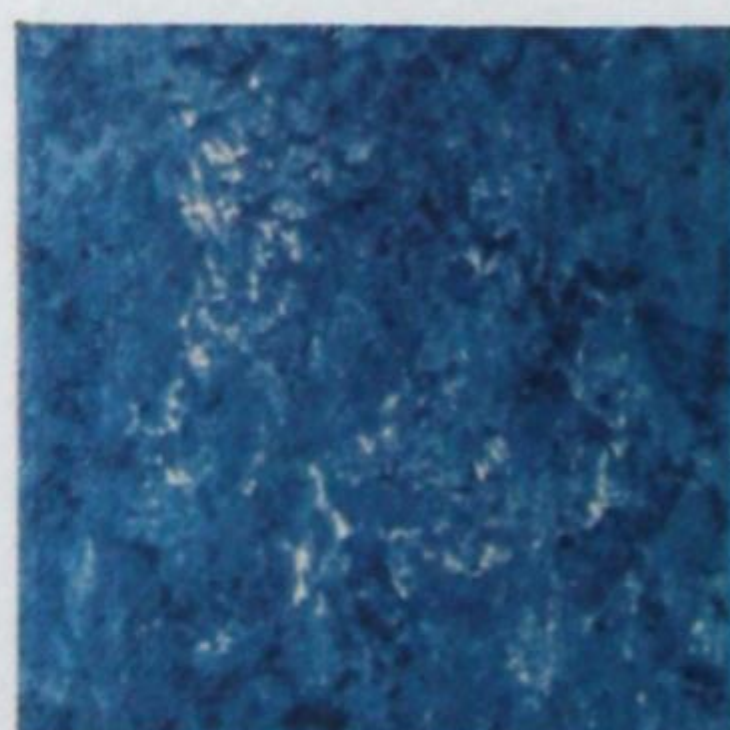
M-20



M-19



M-17



M-13



M-92



M-89



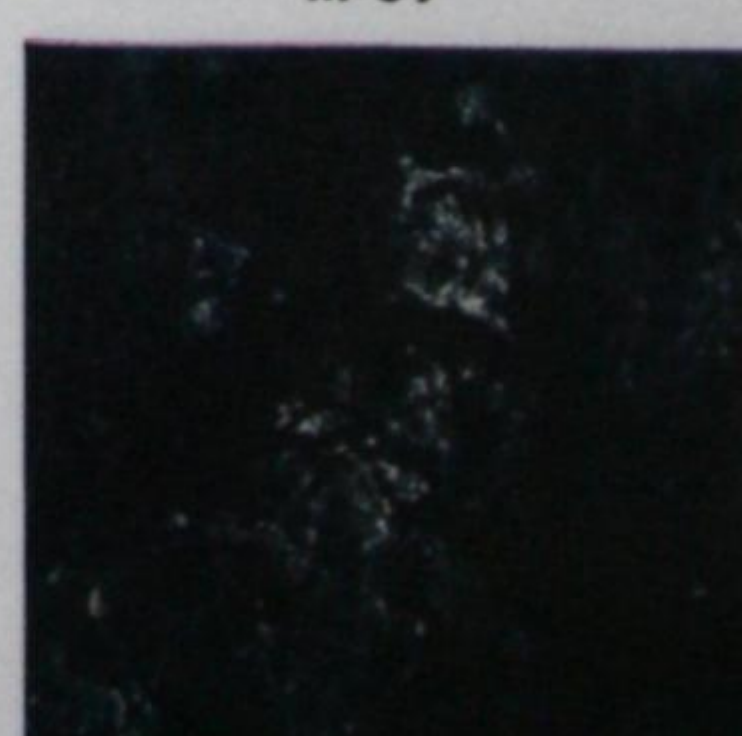
M-85



M-81



M-80



M-39



DOMINION LINOLEUM TILES

# Marboleum Tiles

"DOMESTIC" GAUGE — FELT BACK

Inlaid linoleum at economy prices —  
identical pattern, identical composition  
available in a lighter weight  
available in 12 colours.

SEE THIS PRODUCT MADE 2 YARDS WIDE, PAGES 9 - 15



M-27



M-24



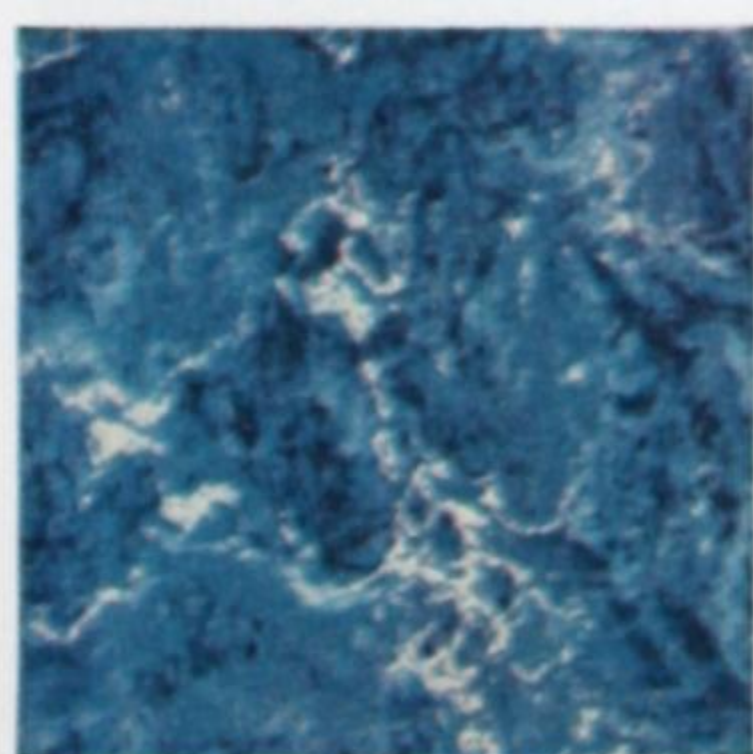
M-23



M-18



M-17



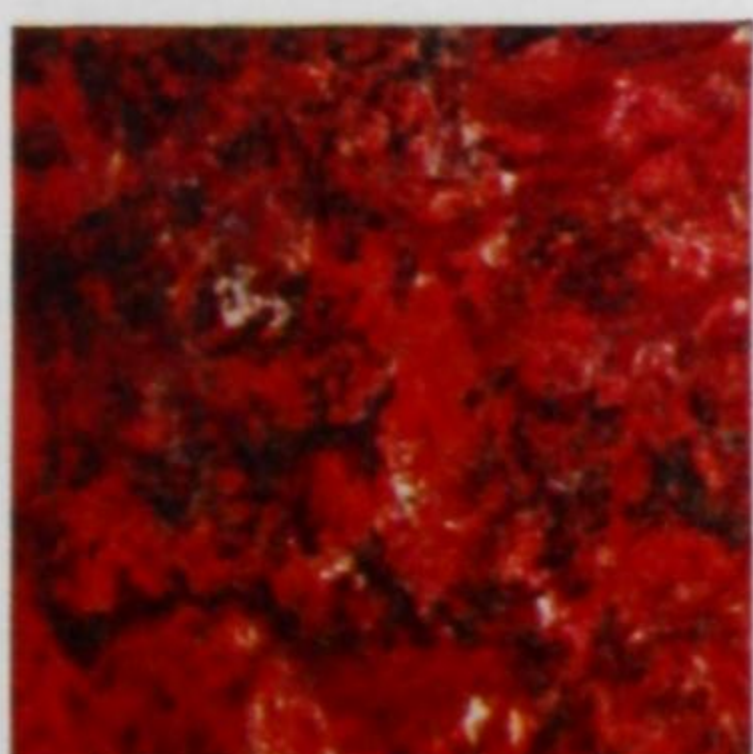
M-13



M-92



M-87



M-81



M-80



M-53



M-39



DOMINION LINOLEUM TILES

# Jaspé Tiles

"A" GAUGE — CANVAS BACK

*The Luxury Tile Line*

Resilient, rich cork composition.

True vibrant colours for  
dramatic decorating effects in  
modern offices . . . smart homes.

SEE THIS PRODUCT MADE 2 YARDS WIDE, PAGES 17 - 19



J-746



J-745



J-739



J-738



J-737



J-736



J-726



J-725



J-724



J-723



J-721



J-712

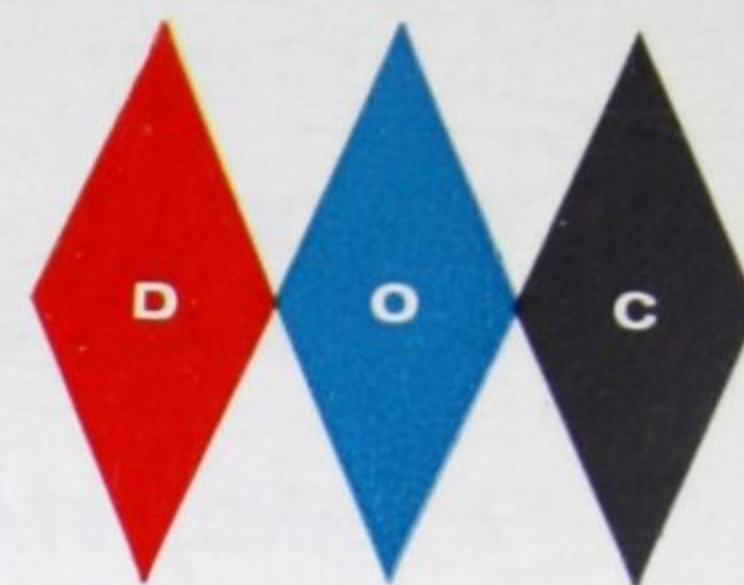


J-708



DOMINION LINOLEUM TILES

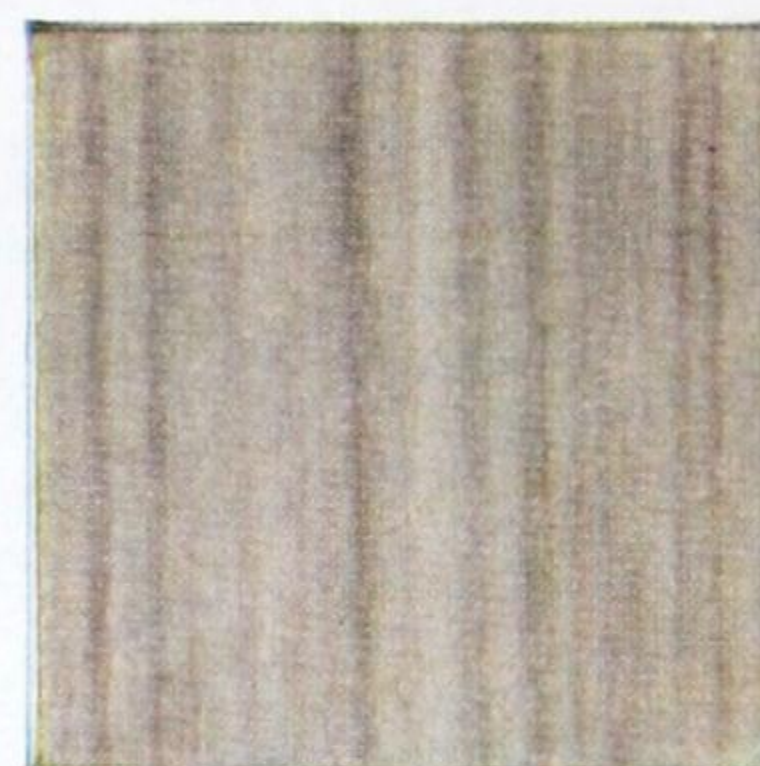
# Jaspé Tiles



"STANDARD" GAUGE — FELT BACK

Quality colours in a  
medium-heavy thickness and  
*at a medium price.*  
A practical decorating product.

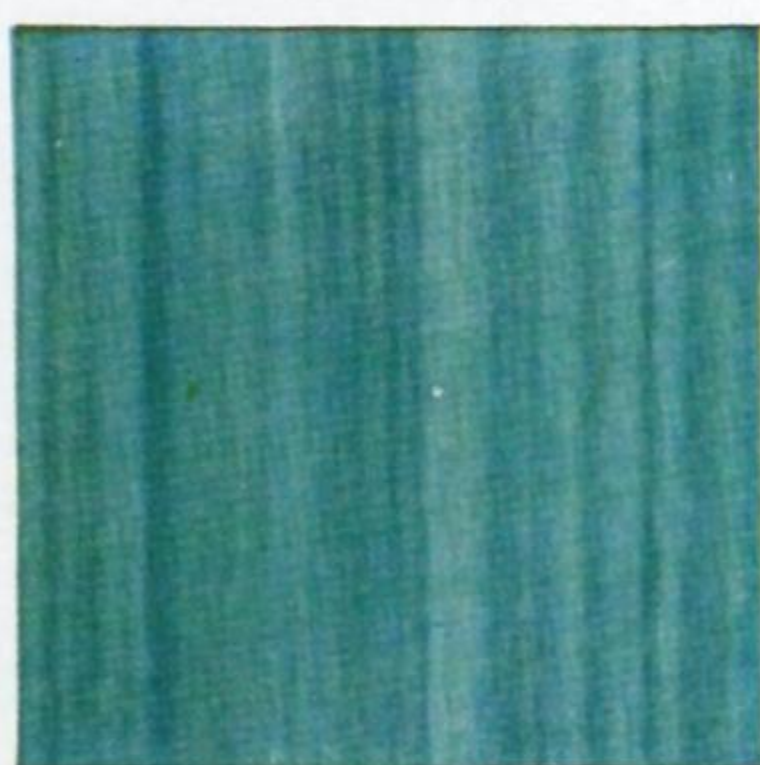
NOT AVAILABLE BY THE YARD



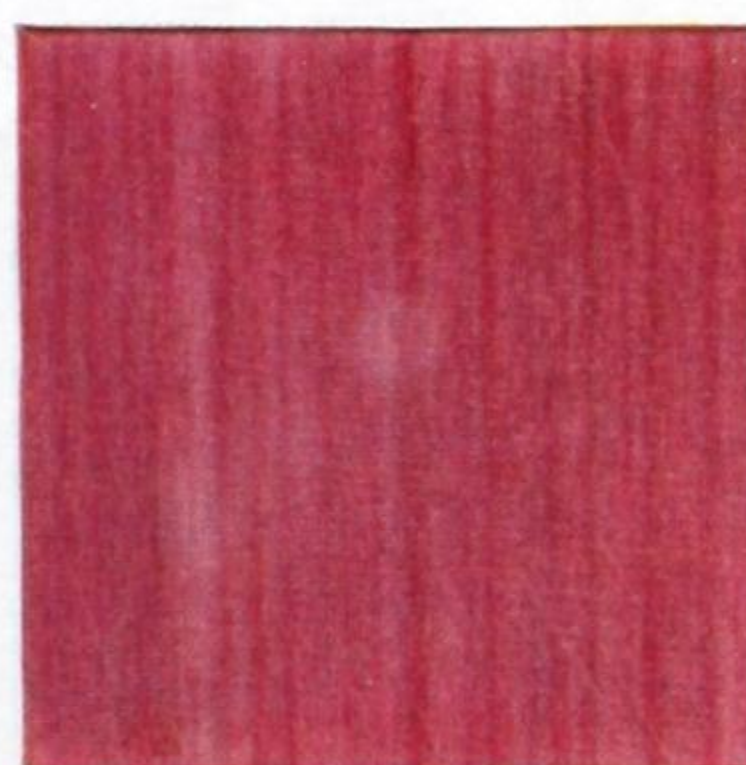
J-744



J-743



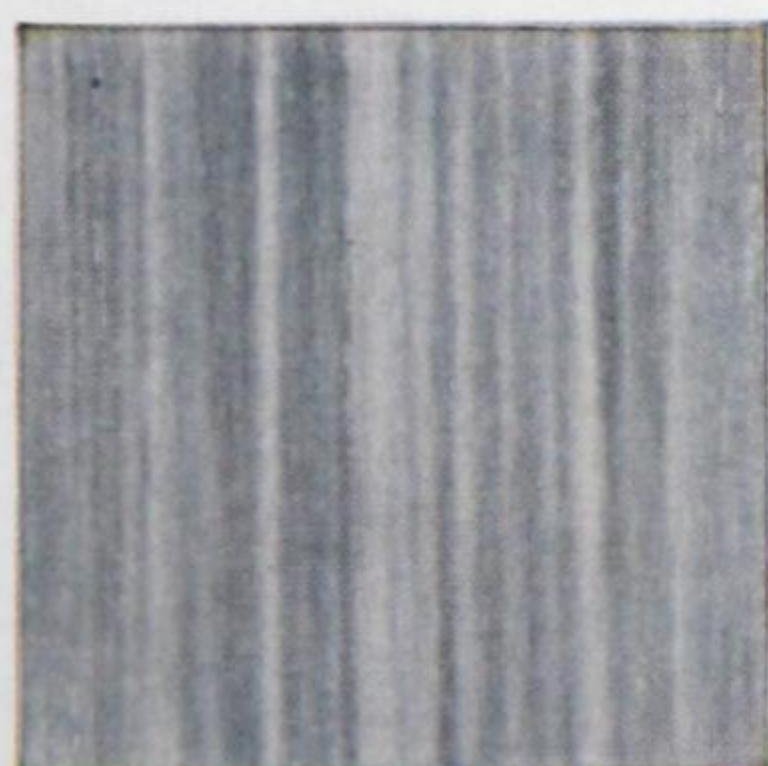
J-741



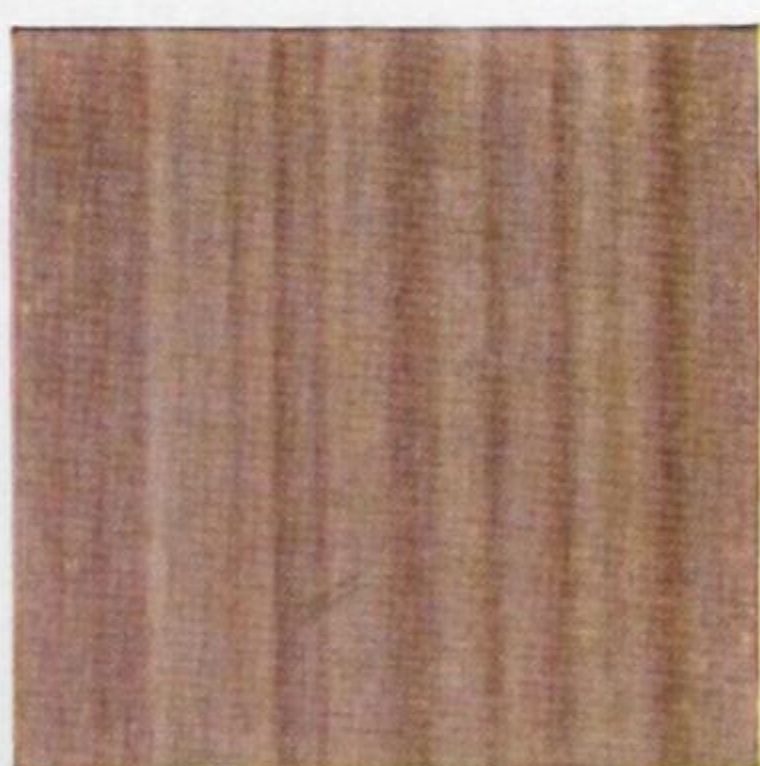
J-740



J-738



J-737



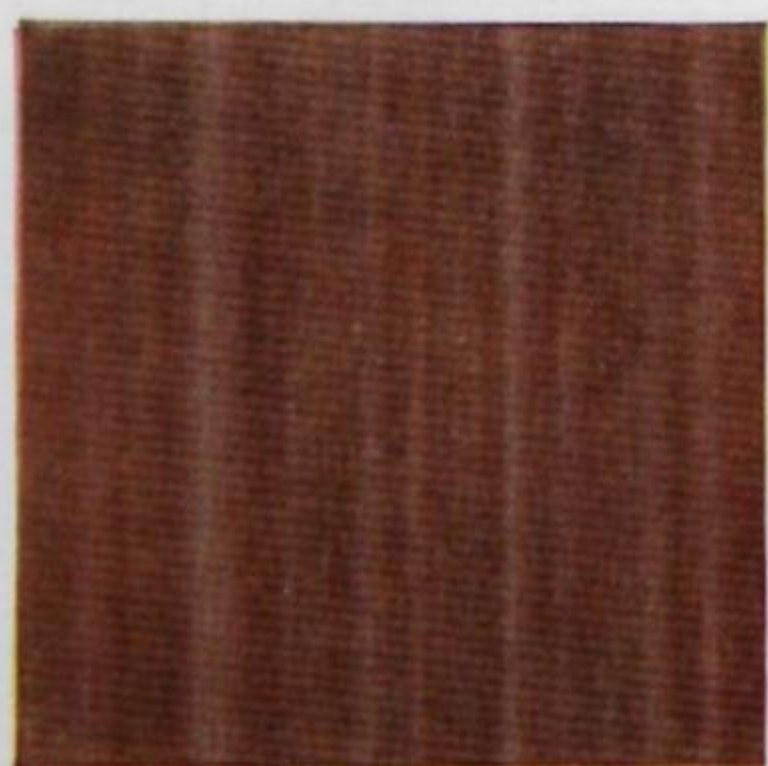
J-736



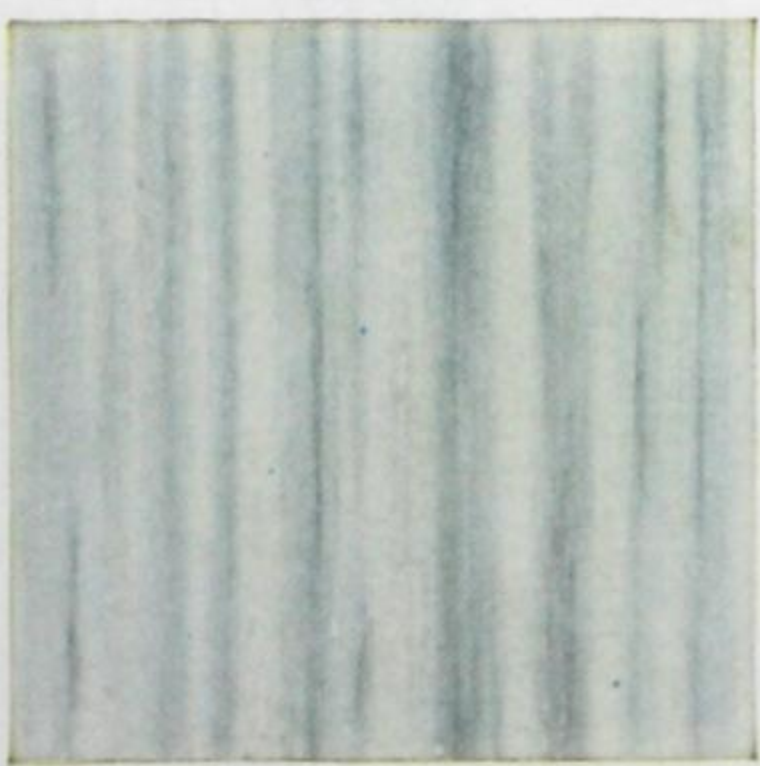
J-735



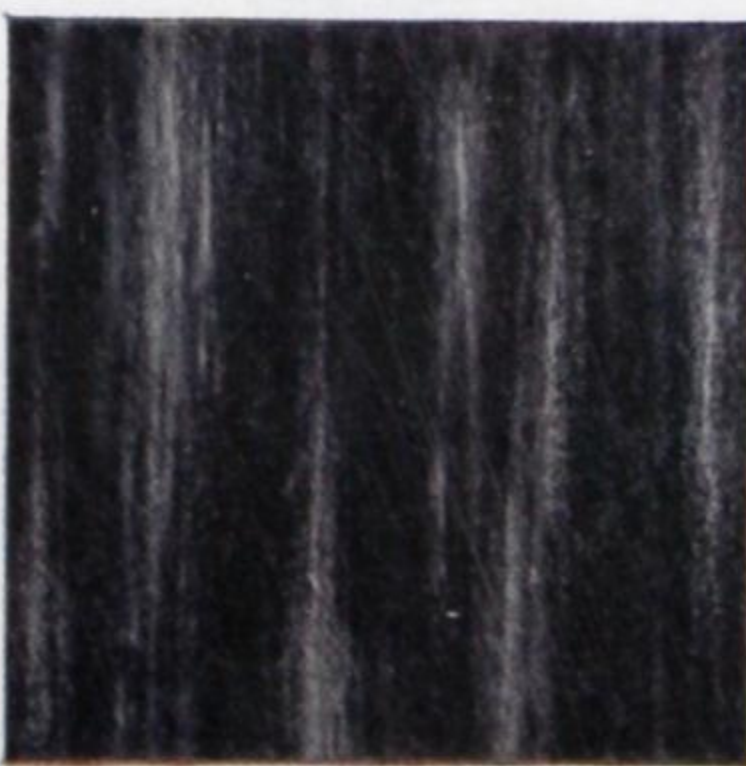
J-726



J-725



J-723



J-721



J-708



DOMINION LINOLEUM TILES

# Handicraft Tiles

## "A" AND "STANDARD" GAUGES — FELT BACK

A modern day design . . . strong, weave-like pattern  
combining style and practicality.

Ideal for heavy traffic areas and busy homes.

*A Dominion Linoleum exclusive.*

"A" GAUGE — SEE THIS PRODUCT MADE

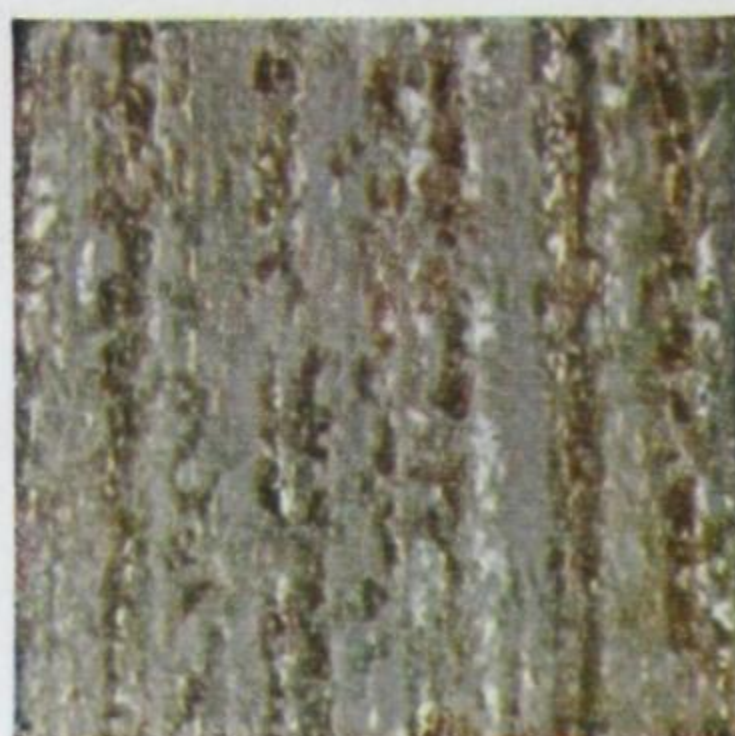
2 YARDS WIDE, PAGES 21 - 24

"STANDARD" GAUGE — FELT BACK

NOT AVAILABLE BY THE YARD



H-787



H-786



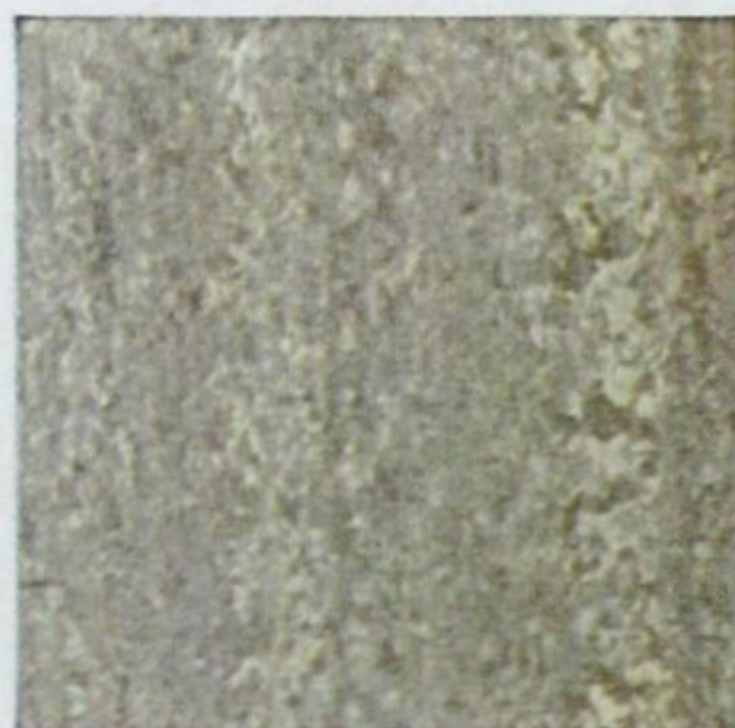
H-785



H-784



H-783



H-782



H-778



H-776



H-775



H-774



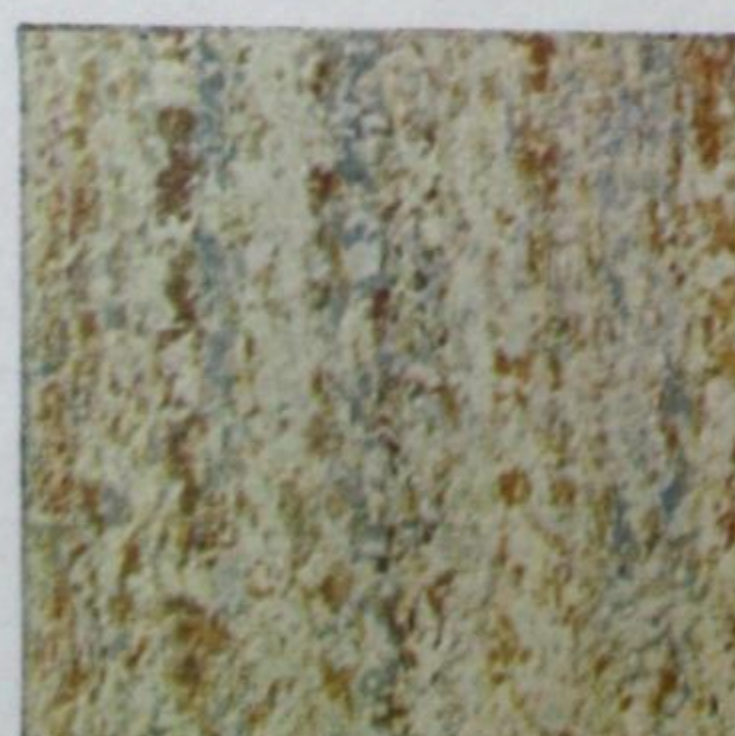
H-773



H-772  
"Standard" Gauge only



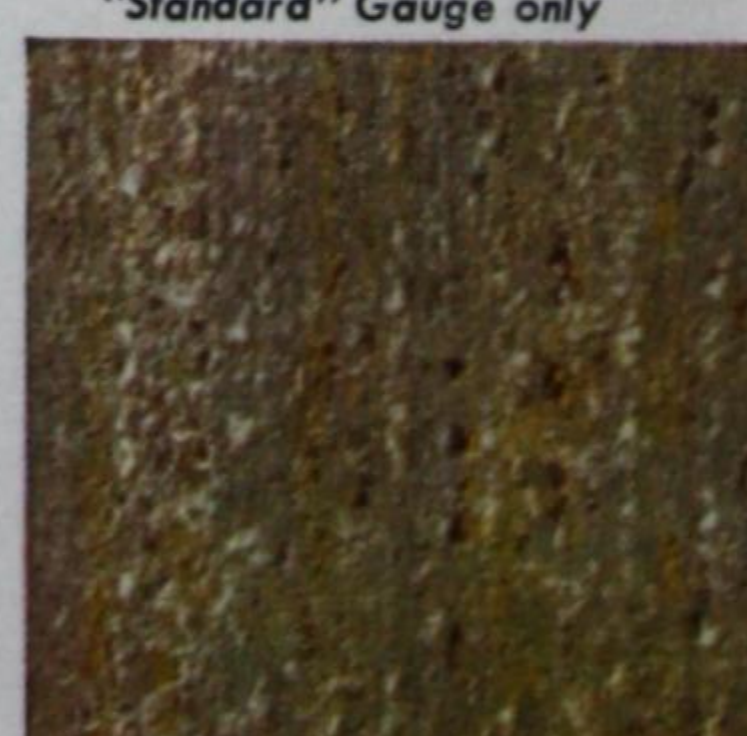
H-771



H-770

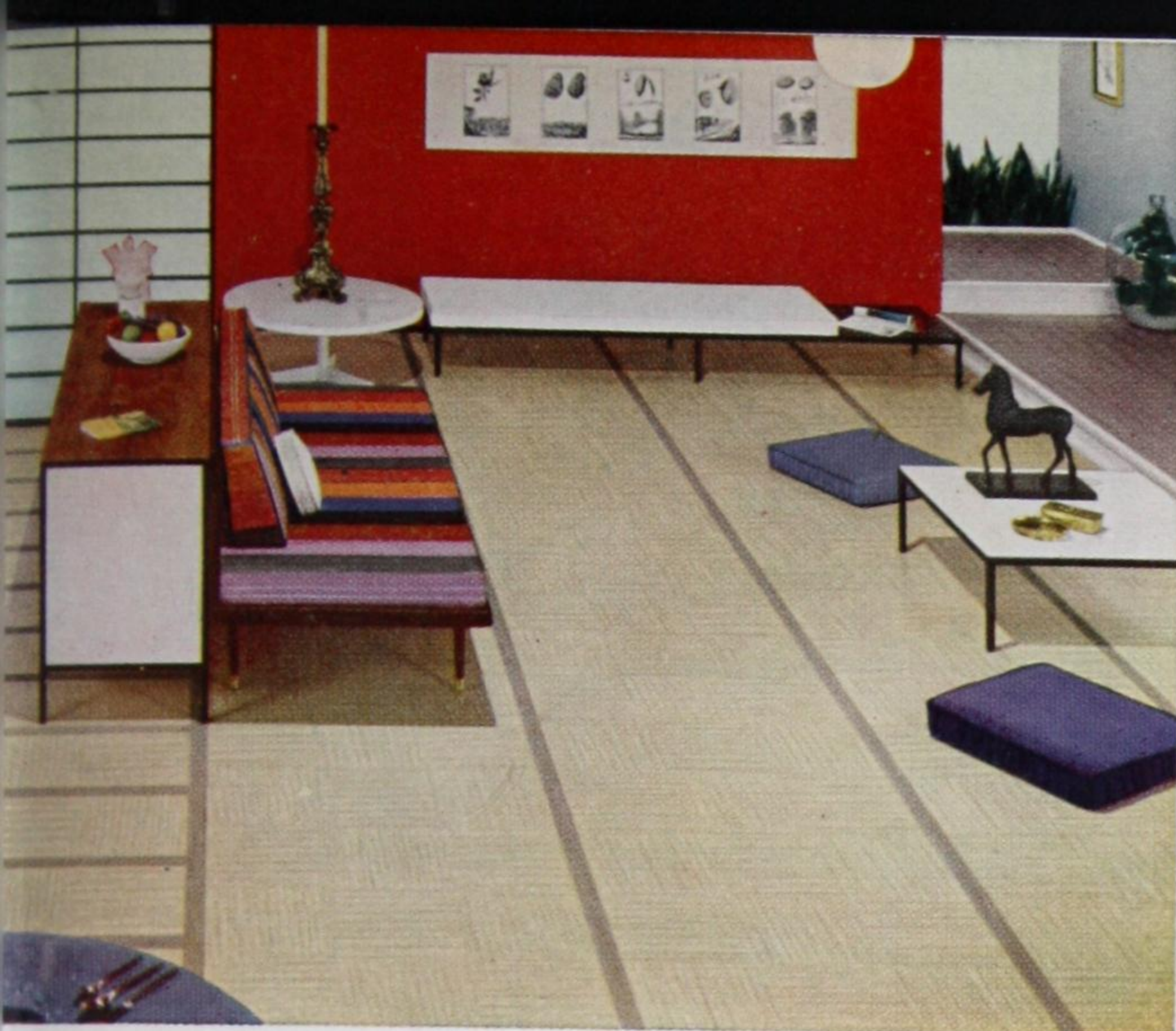


H-768



H-762





12" x 12" Tiles  
Handicraft H-783 with  
2" interlining  
of H-784

SEE THIS PRODUCT MADE 2 YARDS WIDE,  
PAGES 21 - 24

DOMINION LINOLEUM TILES

# Handicraft Tiles

"DOMESTIC" GAUGE — FELT BACK

A complete range of colours  
in a substantial tile  
at an economy price.

10 colours.



H-785



H-783



H-778



H-776



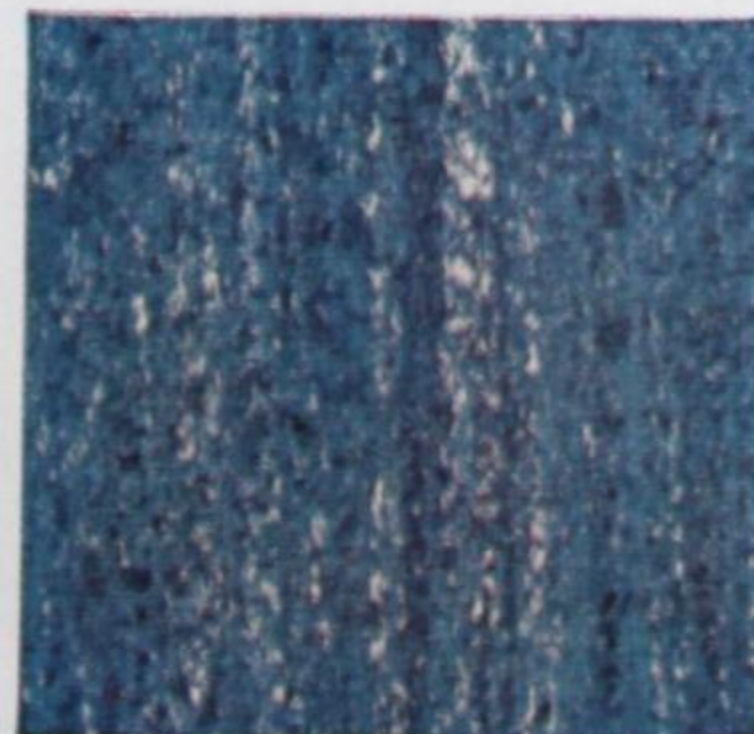
H-775



H-773



H-772



H-771



H-770



H-762



# Tile ARRANGEMENTS

A few suggestions — to copy — or  
improve upon. Vast design possibilities stimulate  
greater sales. The greatest assortment  
of any tile flooring.

**DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors.**



*Bank of Canada, Toronto—Cafeteria*  
Dominion Jaspé Linoleum Tiles J-736, J-725 and J-723

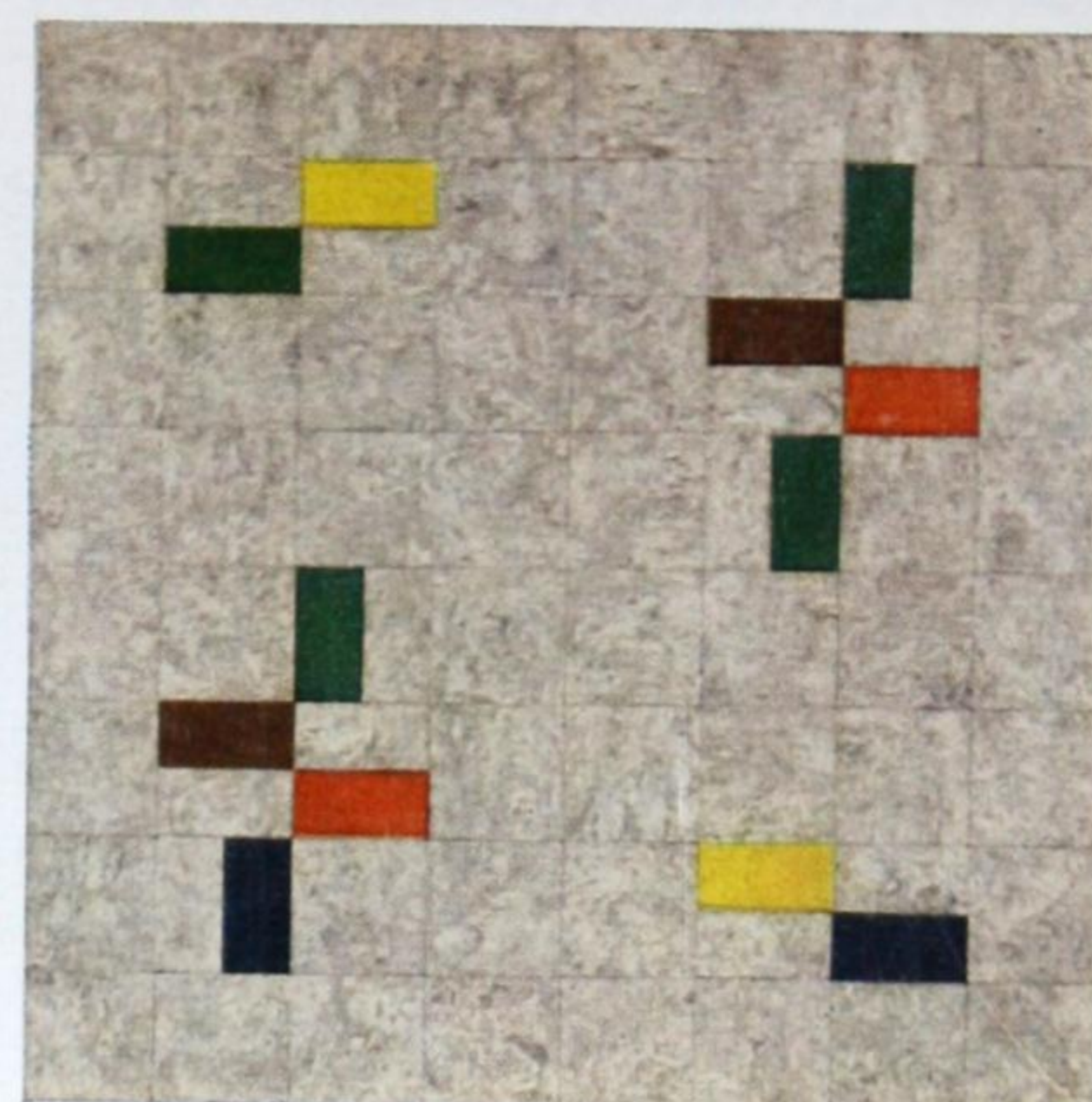


## DOMINION LINOLEUM TILE ARRANGEMENTS



**TA-86**

7% Grey  
45% Light Beige  
48% Dark Beige



**TA-82**

1% Yellow  
1% Brown  
1% Red

1% Black  
2% Green  
94% Beige



**TA-80**

3% Blue  
3% Brown  
47% Beige  
47% Tan

7% Copper  
14% Terra Cotta  
25% Mocha  
26% Dark Beige  
28% Light Beige



**TA-87**

*Unlimited scope with random arrangements . . . straight-cut half tiles*



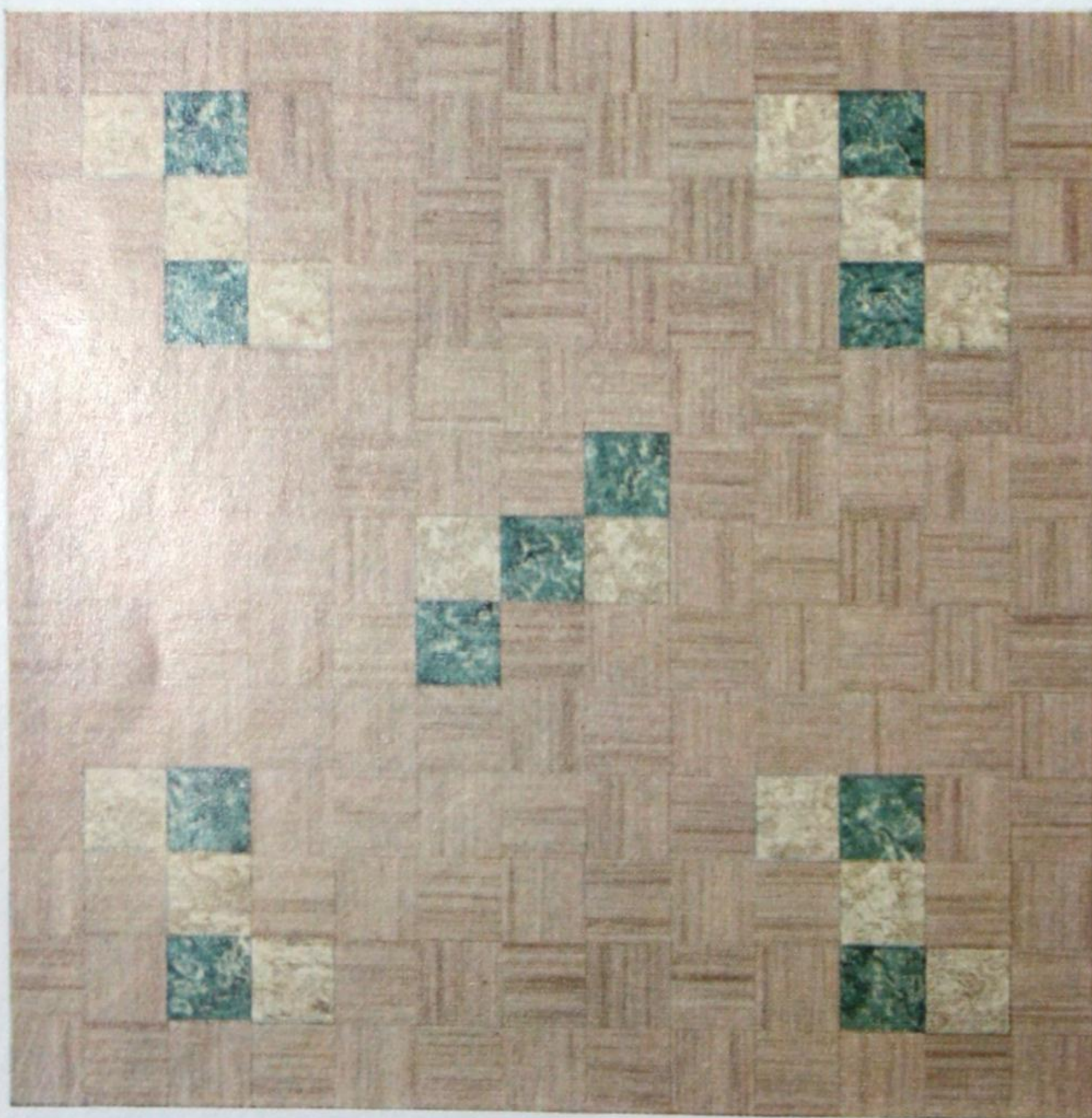
## DOMINION LINOLEUM TILE ARRANGEMENTS



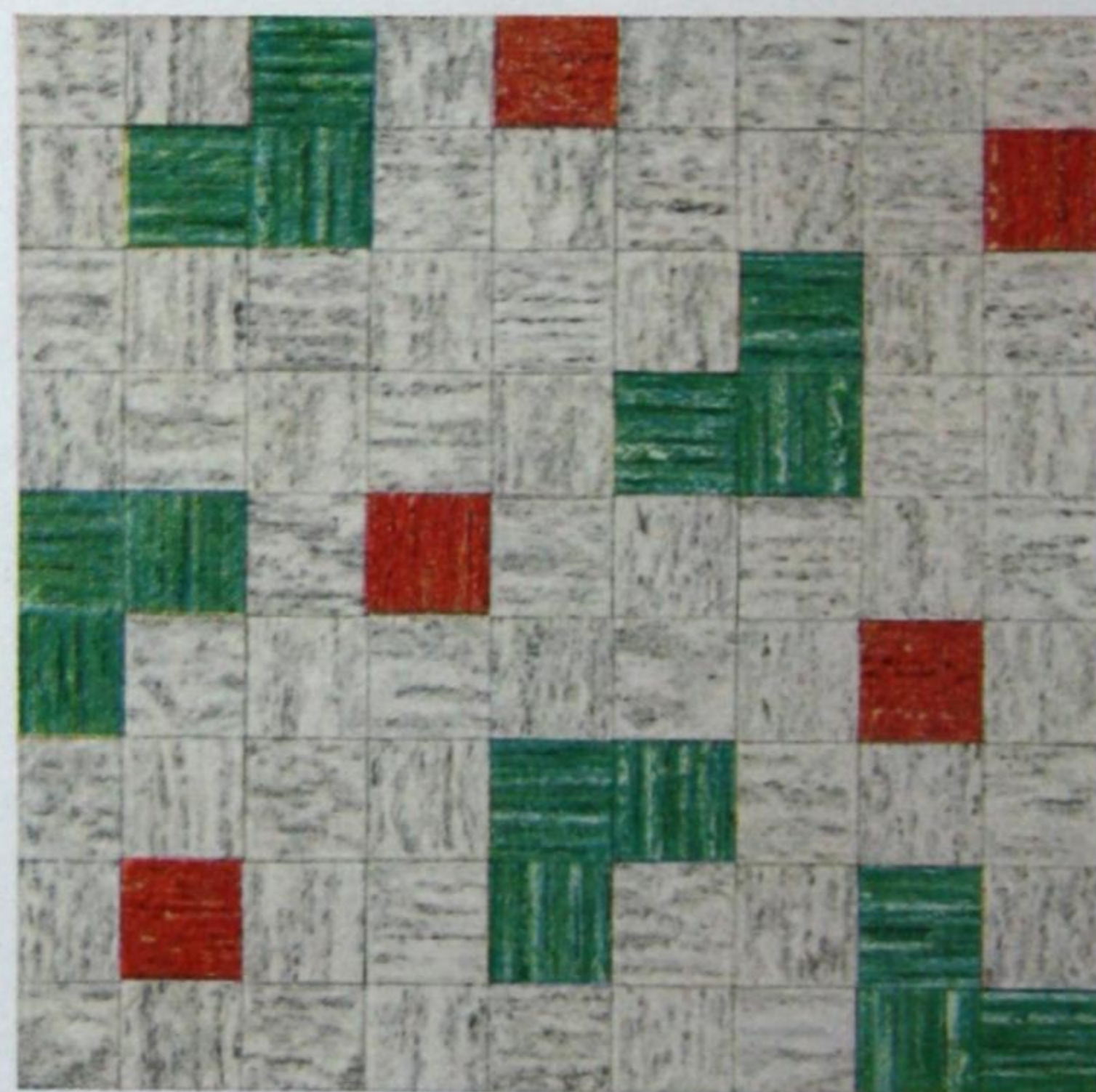
**TA-85** 5% Orange 9% Grey  
5% Black 81% Light Grey



**TA-79** 5% Dark Beige 13% Green  
6% Light Beige 76% Copper



**TA-78** 6% Green 7% Light Beige 87% Tan

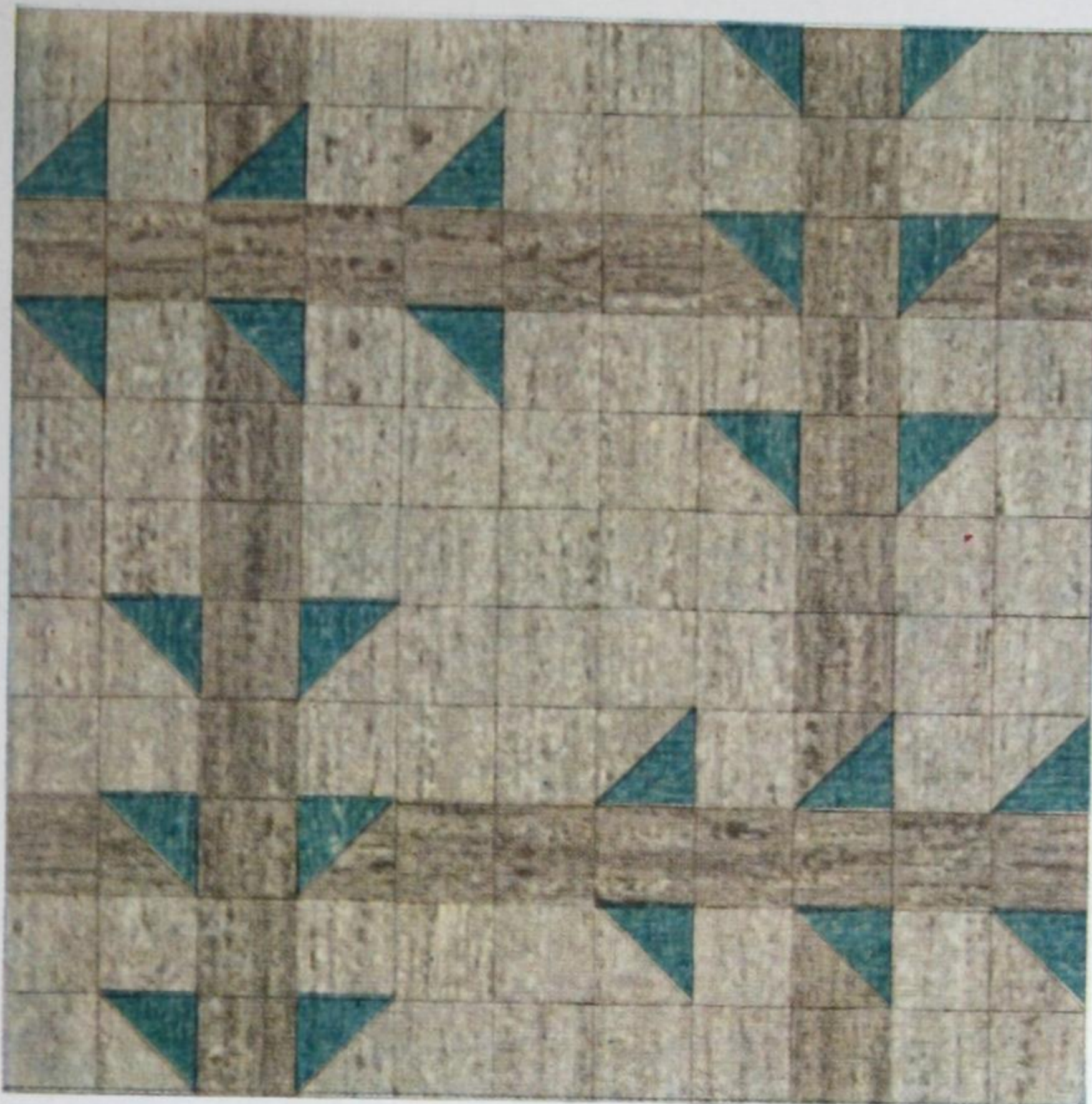


**TA-58** 73% White  
22% Green  
5% Rust

*"Half" your tiles diagonally . . . mix your products (shown here below-left Marboleum and Jaspé)*



## DOMINION LINOLEUM TILE ARRANGEMENTS



**TA-77**

10% Green  
32% Dark Beige  
58% Light Beige



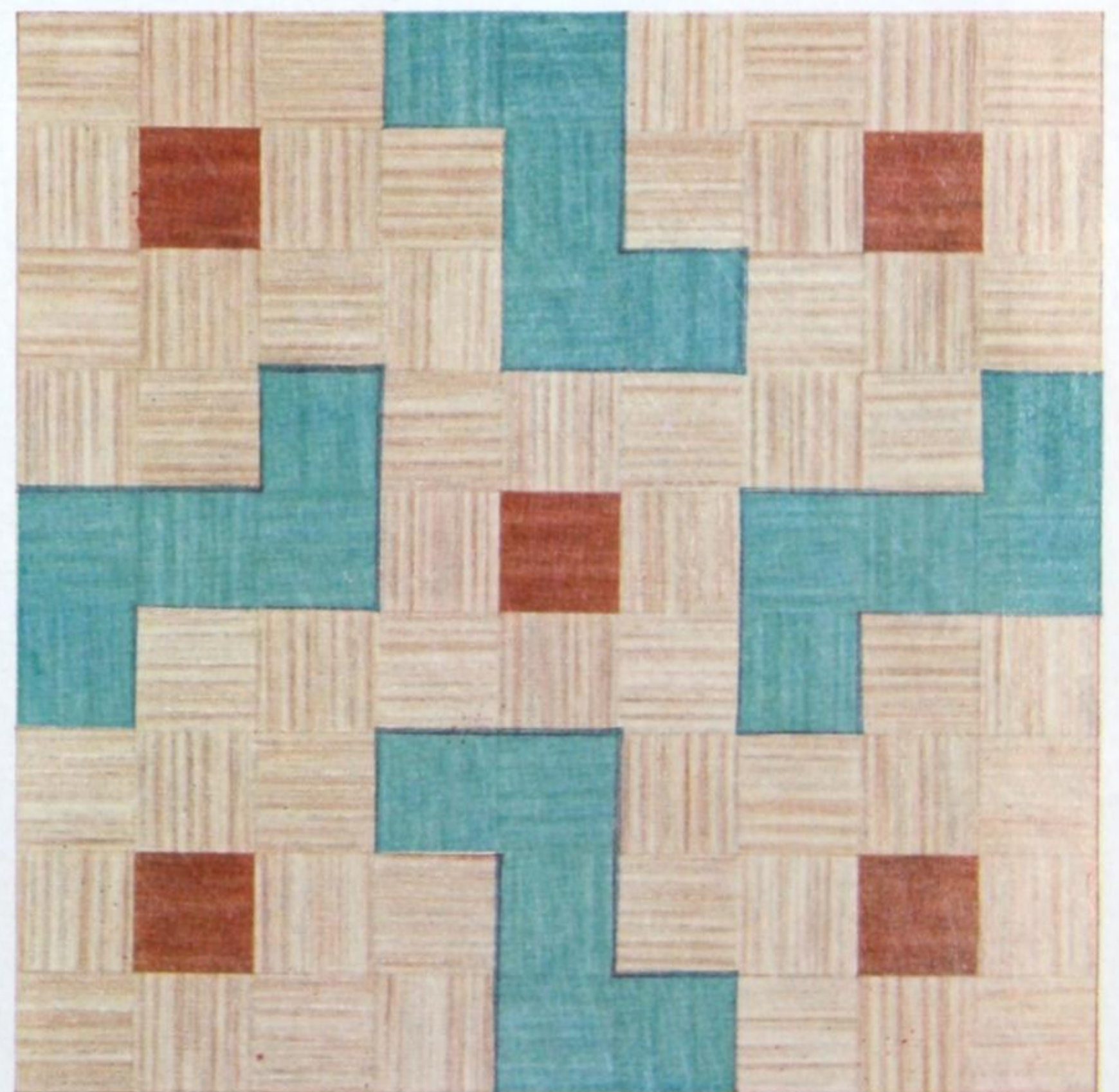
**TA-59**

75% Green  
6% Black  
5% Beige  
4% Brown  
5% Yellow  
5% White



**TA-64**

34% Yellow  
34% Black  
32% Beige



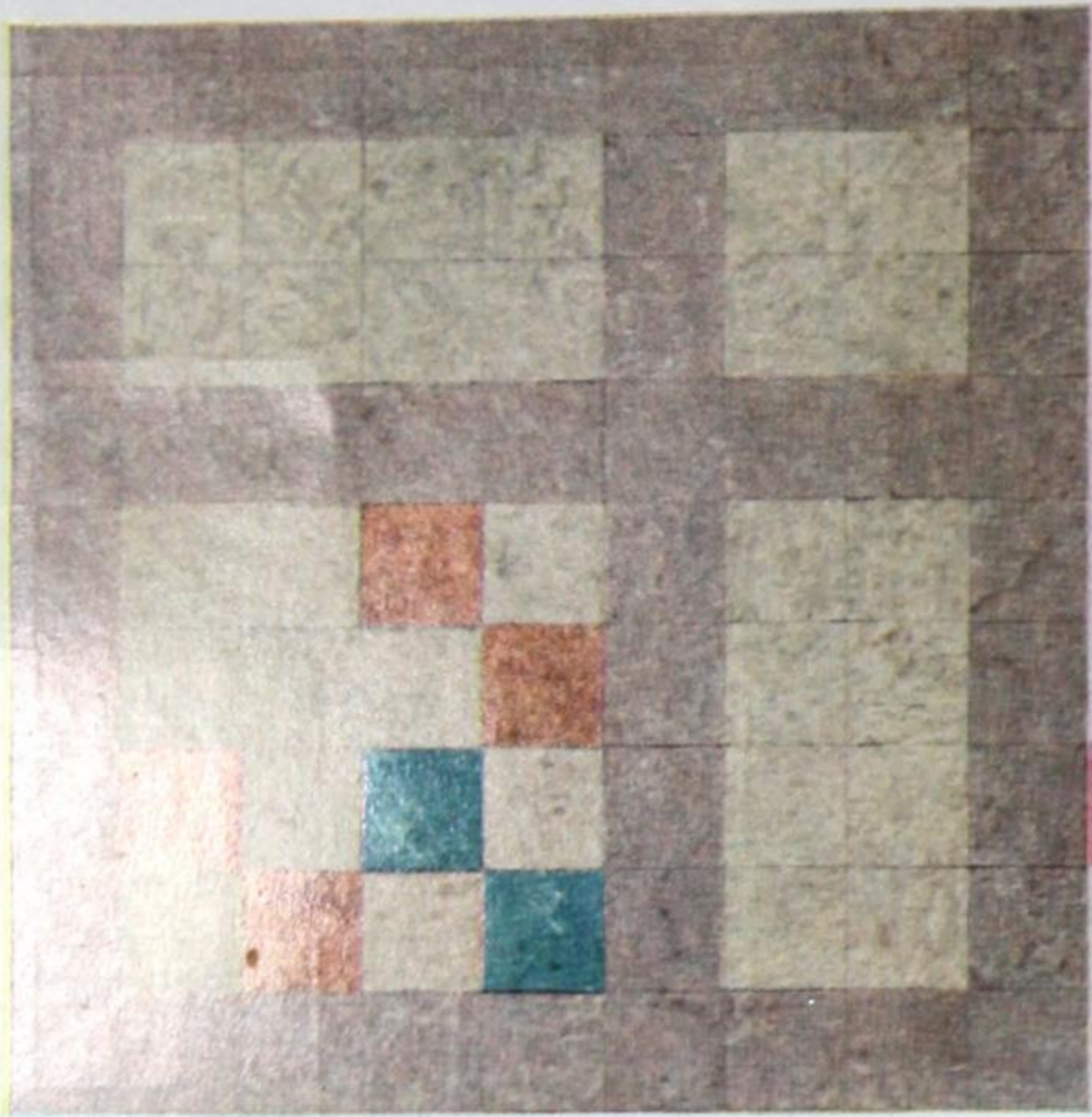
**TA-62**

75% Beige  
20% Turquoise  
5% Brown

Set your tiles "basket-weave" fashion . . . or (as shown upper left) with the pattern grain running in the same direction.



# DOMINION LINOLEUM TILE ARRANGEMENTS

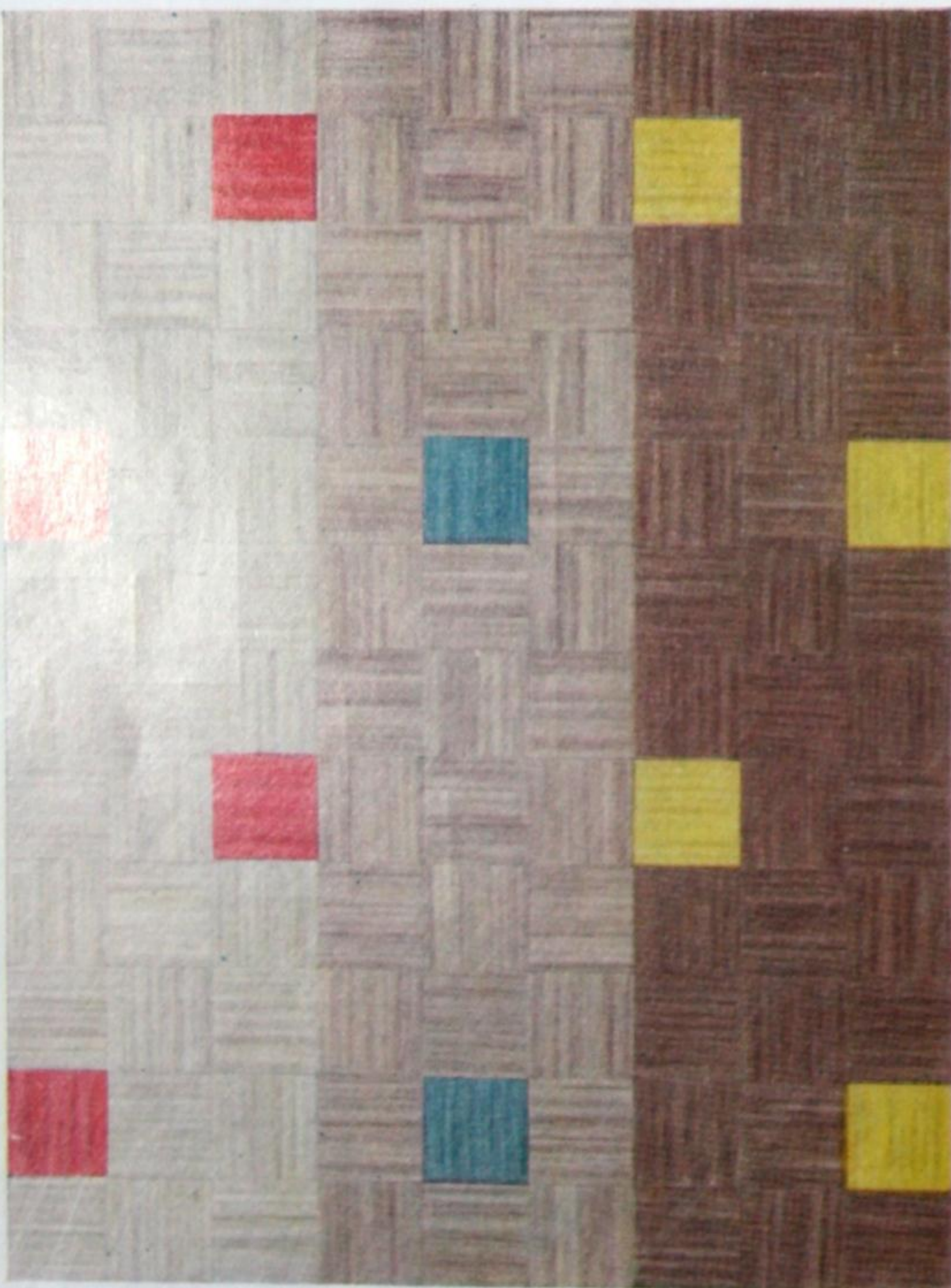


**TA-76**

3% Turquoise    40% Beige  
6% Copper      51% Mocha

The more elaborate tile groupings shown on these pages are suitable for commercial, business, hospital as well as domestic use.

They use linoleum to its fullest advantage and add character to the decorating scheme.



**TA-66**

30% Light Beige    4% Pink  
30% Medium Beige    4% Yellow  
30% Brown          2% Turquoise

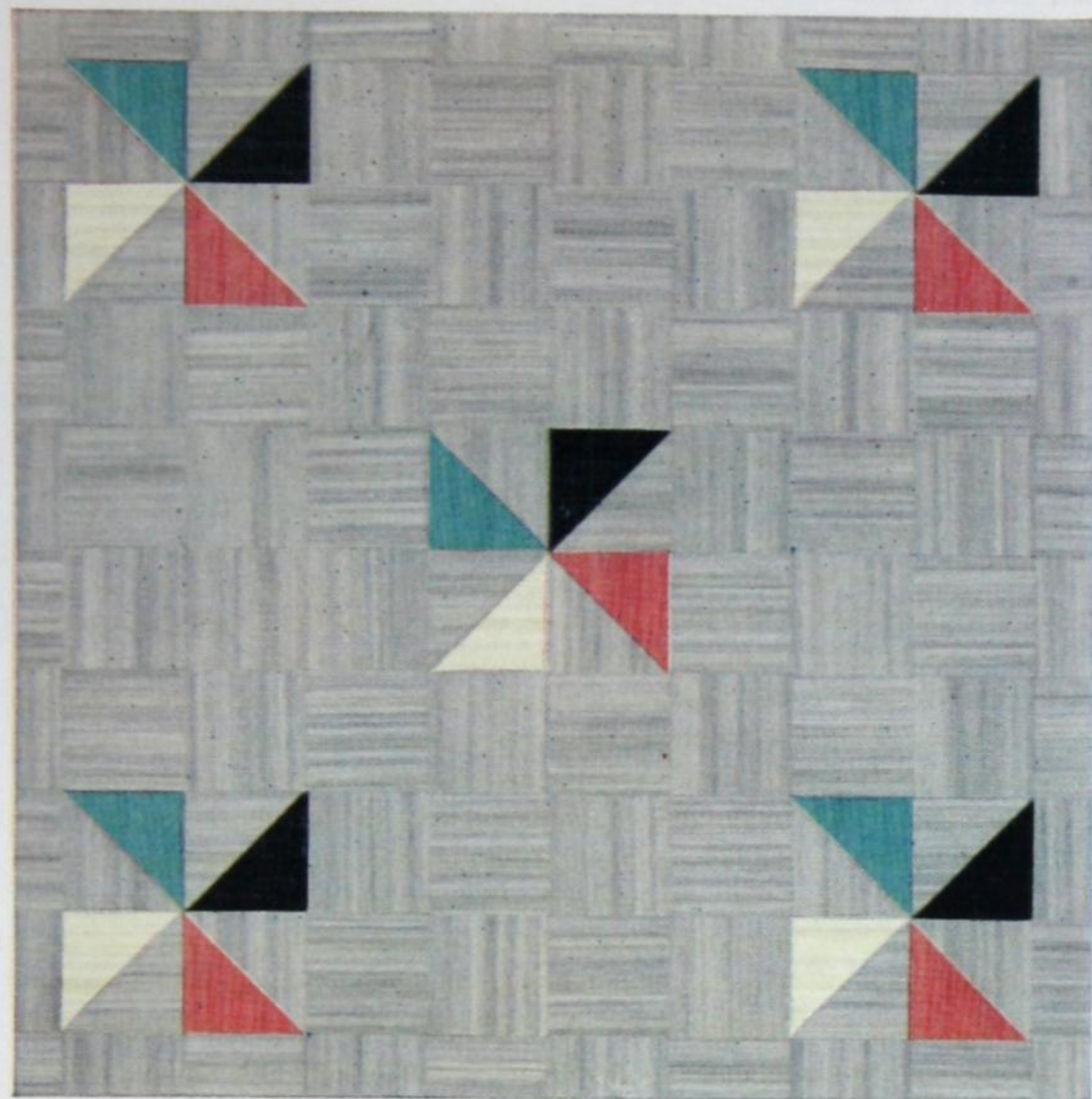


**TA-63**

2% Pink            45% Mocha  
2% Turquoise    49% Brown  
2% Black

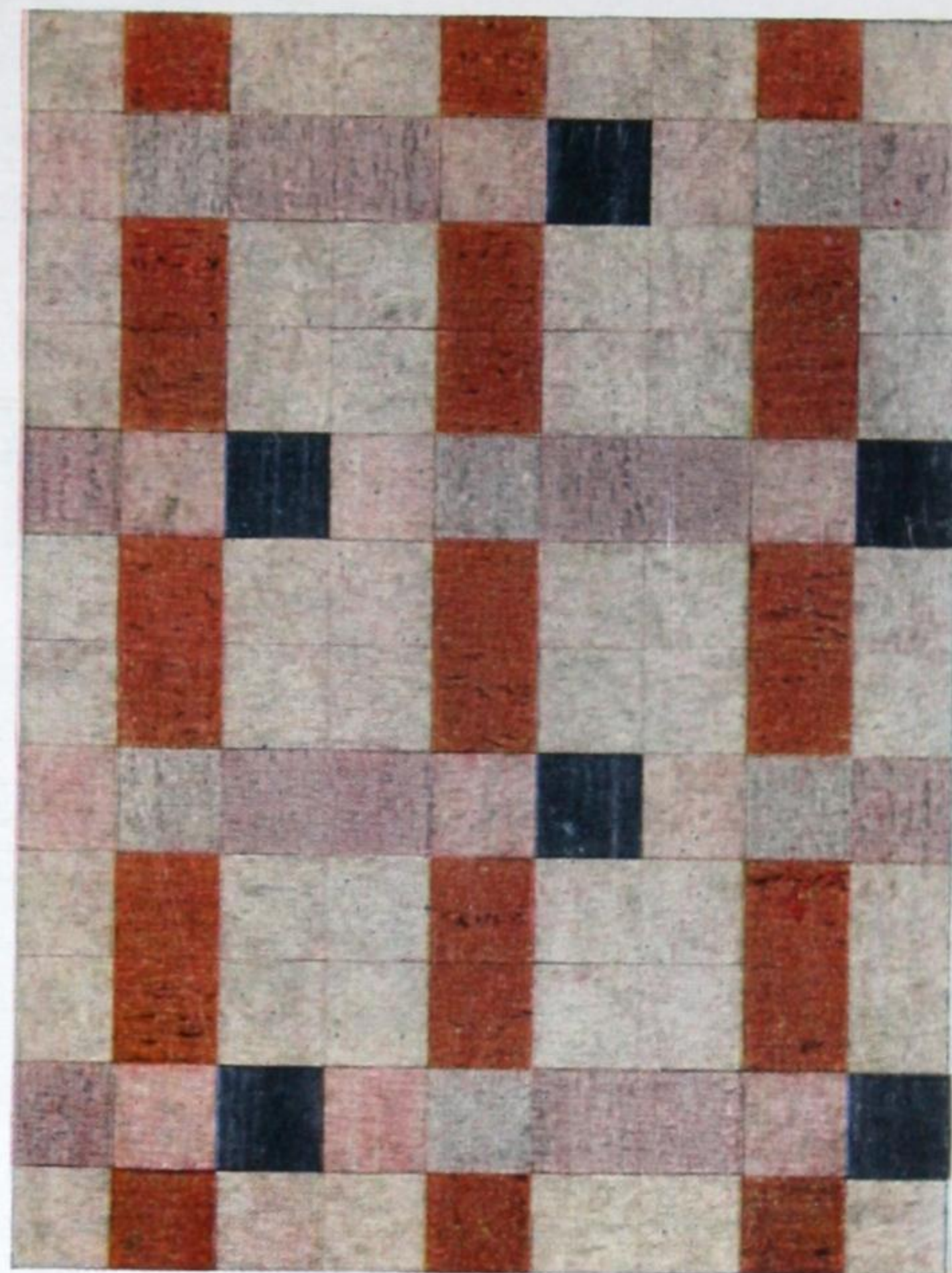


# DOMINION LINOLEUM TILE ARRANGEMENTS



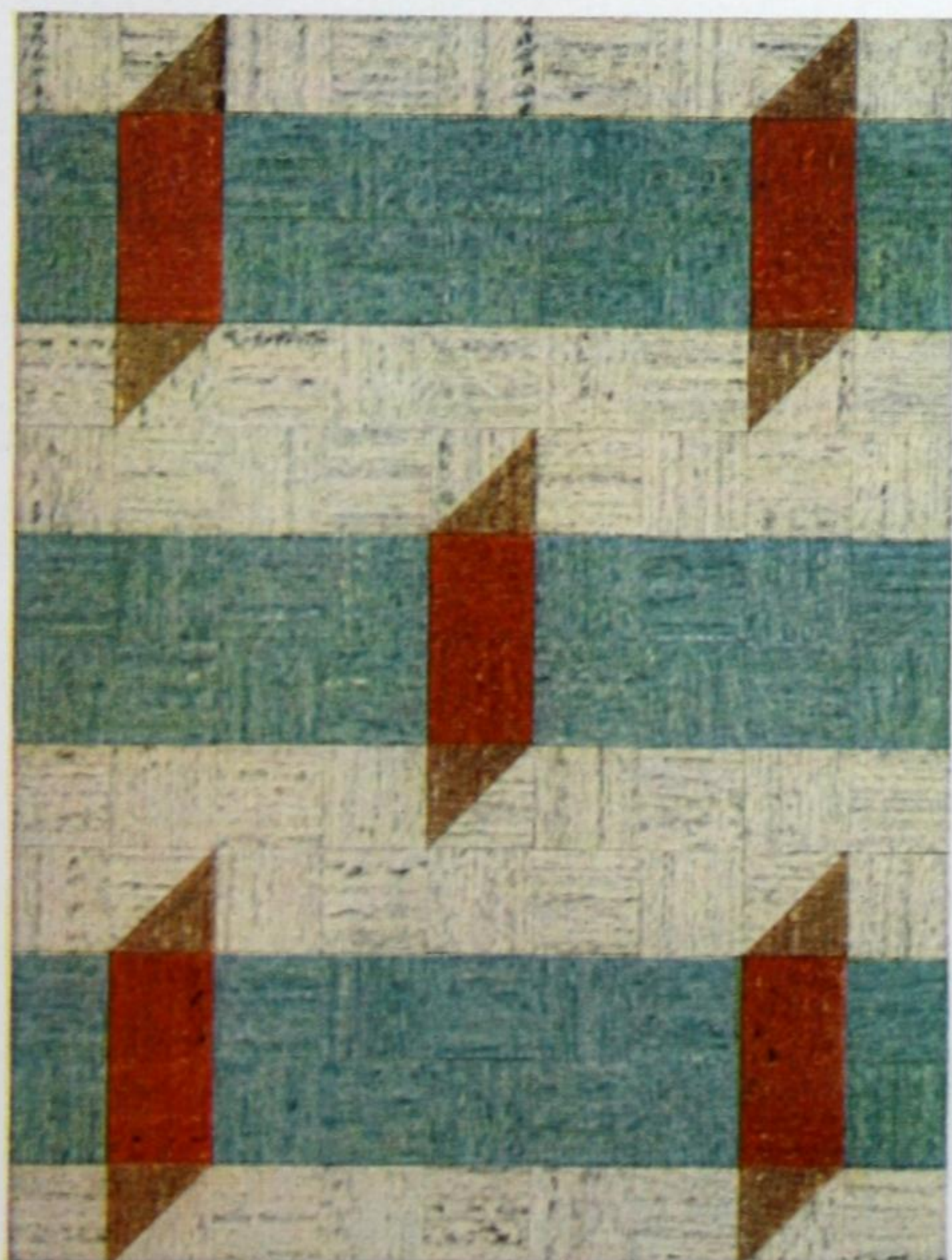
**TA-72**

3% White  
3% Black  
3% Turquoise  
3% Pink  
88% Grey



**TA-83**

5% Black  
14% Mocha  
21% Terra Cotta  
60% Beige



**TA-84**

4% Tan  
8% Terra Cotta  
42% Green  
46% Grey



**TA-67**

32% Tan  
32% Cedar  
36% Beige



*Made-to-order linoleum designs.*

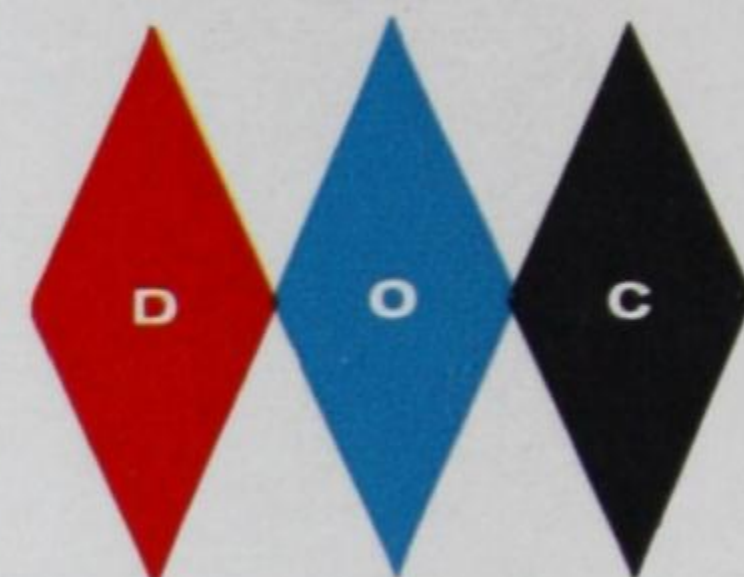
Our design department will create or reproduce special designs for a nominal additional charge

... traffic directors ... trade marks ... personality themes ...  
to mention only a few. Linoleum's flexibility  
makes it a natural product for those special jobs.

CUSTOM DESIGNED

# Motifs

**DOMINION LINOLEUM** ... more resistant to scratches  
... sheds burns ... creates original interiors.



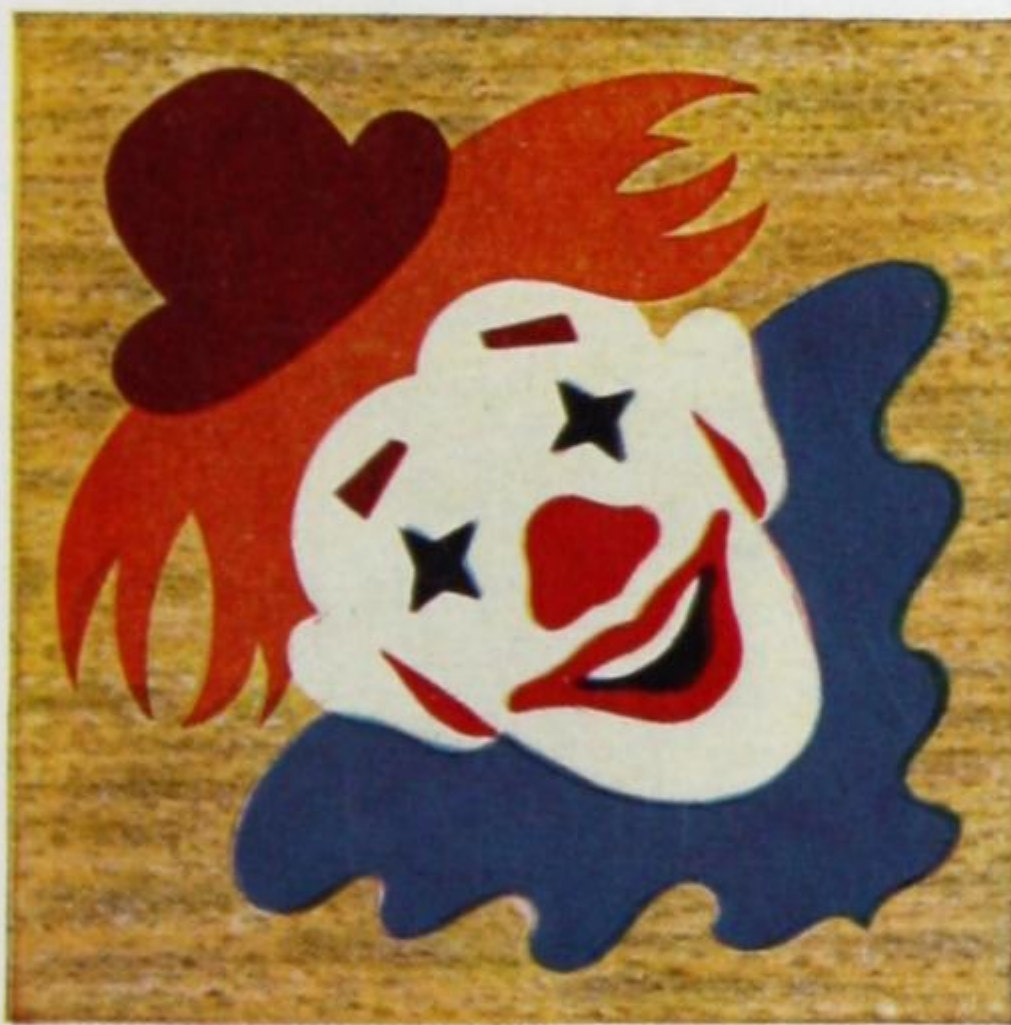


## MOTIFS

Give each sale an  
exclusive touch  
by suggesting  
our standard MOTIFS  
... so attractive  
... so economical ...  
so easy to stock.

Motifs can be made of Marboleum,  
Jaspé, Handicraft, Tilecraft and  
Battleship in the following sizes:

9" x 9"  
12" x 12"  
18" x 18"  
24" x 24"



3261

Available  
24" x 24"  
and  
36" x 36"



3243



3257



3259



3247



3258



3229



3249



3231





3242

Available 24" x 24" and 36" x 36"



3260

## Motifs

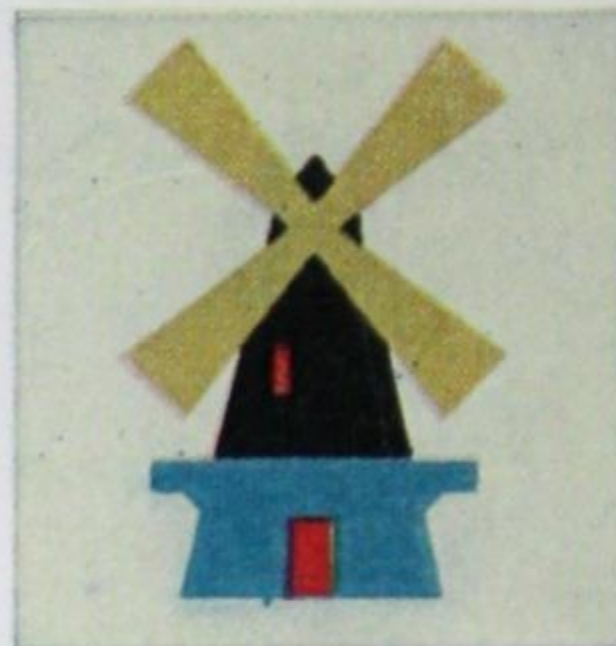
Available  
9" x 9"  
12" x 12"  
18" x 18"  
24" x 24"



3234



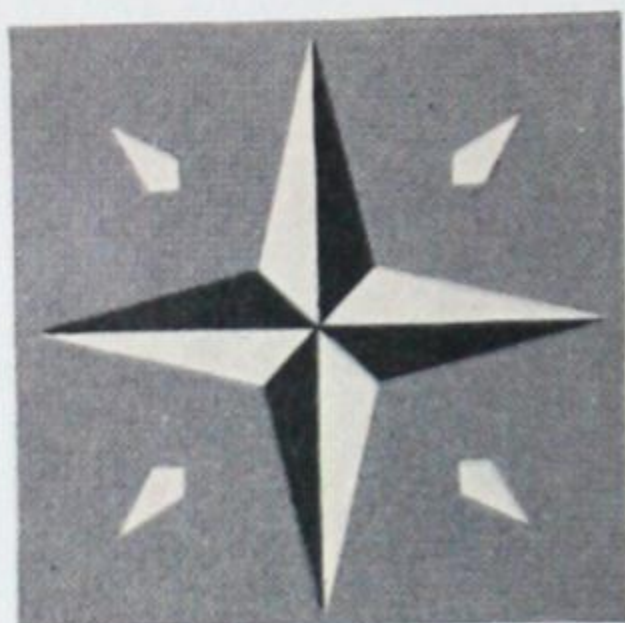
3236



3252



3255



3251



3256



3237





# "DO IT YOURSELF"

WITH

# Insets

The illustrations below feature several ideas to lift any floor from the ordinary. They use pre-cut, economical insets by Dominion Linoleum and they're planned for the do-it-yourself trade.

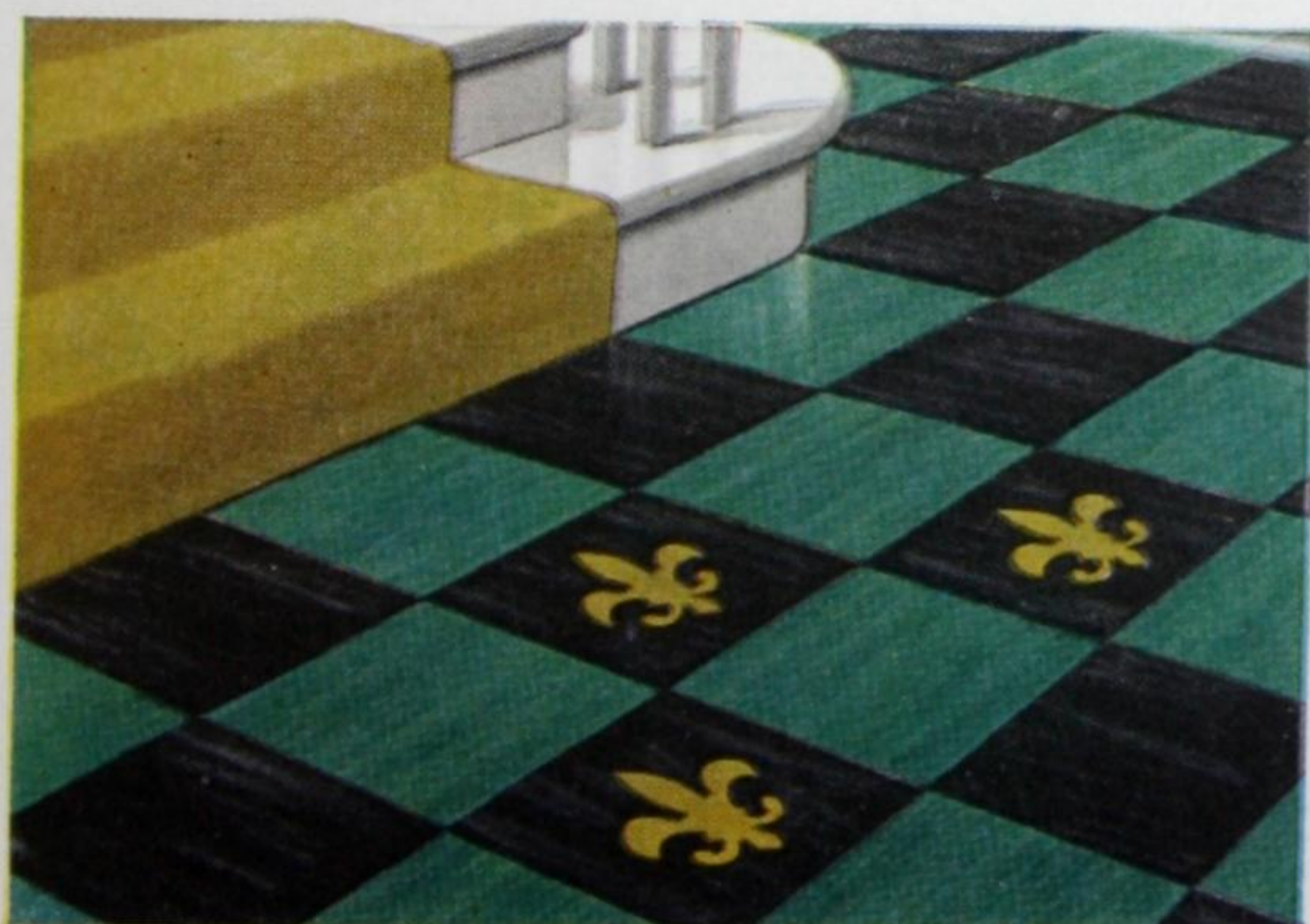
We supply, FREE OF CHARGE, a cardboard template of the insets shown. You cut out the insets for stock, or

even better, give away the template and sell a do-it-yourself kit to your customers, suggesting they do their own cutting.

*Please emphasize the importance of using the cardboard template to cut out linoleum inset in whatever colours chosen; then use this linoleum inset as a template to cut out the design in the actual floor.*

Or cut them yourself and display them in stock.

Guaranteed to be the hottest selling item on your do-it-yourself counter. Good way to use left-over yardage or tiles. Another sales promotion idea—how about distributing cardboard templates to your customers as a premium on the purchase of a certain dollar value in linoleum?





## FACTS ABOUT LINOLEUM OF INTEREST TO:

# the architect, the decorator, the

*Linoleum is a practical investment for large-area purchases.* Over fifty years of extensive use in schools, hospitals, business buildings and homes — and



St. Rene-Goupil School,  
Ville St. Michel, Montreal.

linoleum is still considered a safe, sure, eminently worthwhile buy.

Main reason for linoleum's continuing popularity is a simple one. Linoleum is a "natural" flooring, composed of ingredients which do not shrink, harden or otherwise deteriorate through age. This product sheds scorch marks easily, resists scuffing, ordinary scratch marks tend to fill in while more serious ones can be removed.

With newer adhesives and methods of application which simplify installation, contracting has become more proficient. With availability in several thicknesses, in sheet-goods, tiles and other cut forms, linoleum has a versatility of selection in price and quality that is difficult to match.

*Linoleum is a maintenance man's flooring.* Maintenance of floors in large areas can be costly, but if rules are followed properly, care of linoleum can save money, particularly in terms of several years. If waxed and polished correctly at the outset, linoleum need only be refinished



Montreal Children's Hospital,  
Staff Dining Room.



## business executive, the educator...

occasional periods and then only where traffic is heavy. Other maintenance consists mainly of mopping and polishing. Write for our easy to follow technical booklet on this subject.

**Linoleum is a decorator's flooring.** Main, due to its composition, linoleum is the most versatile flooring manufactured, in terms of design. It is easy to cut into any pattern imaginable, from simple, tailored arrangements to curved abstract motifs. It is excellent for trademark work. Linoleum on walls, table and counter faces as well as floors. For an exclusive, professionally planned design, use the services of the Dominion Linoleum Custom Design Department. You will no longer find drab "commercial" type colours in the Dominion Linoleum ranges. Modernized in recent years, they are as soft, subtle and completely blend-worthy as the most up-to-date paints, wallpapers and furnishings. Today, more than at any other time, linoleum assures you a wise investment.



Office reception, Northern Bldg.,  
Montreal.



Seaton House, Welfare Center,  
Toronto.



Many of  
Canada's largest  
and most up-to-date  
buildings have recently  
installed Dominion  
Linoleum products  
... shown here are  
only a few.



The Royal Bank of Canada,  
102nd Avenue Branch, Edmonton, Alta



Simmons Limited,  
3585 Grandview Highway, Vancouver, B.C.



## LARGE INSTALLATION PROJECTS OF DOMINION LINOLEUM

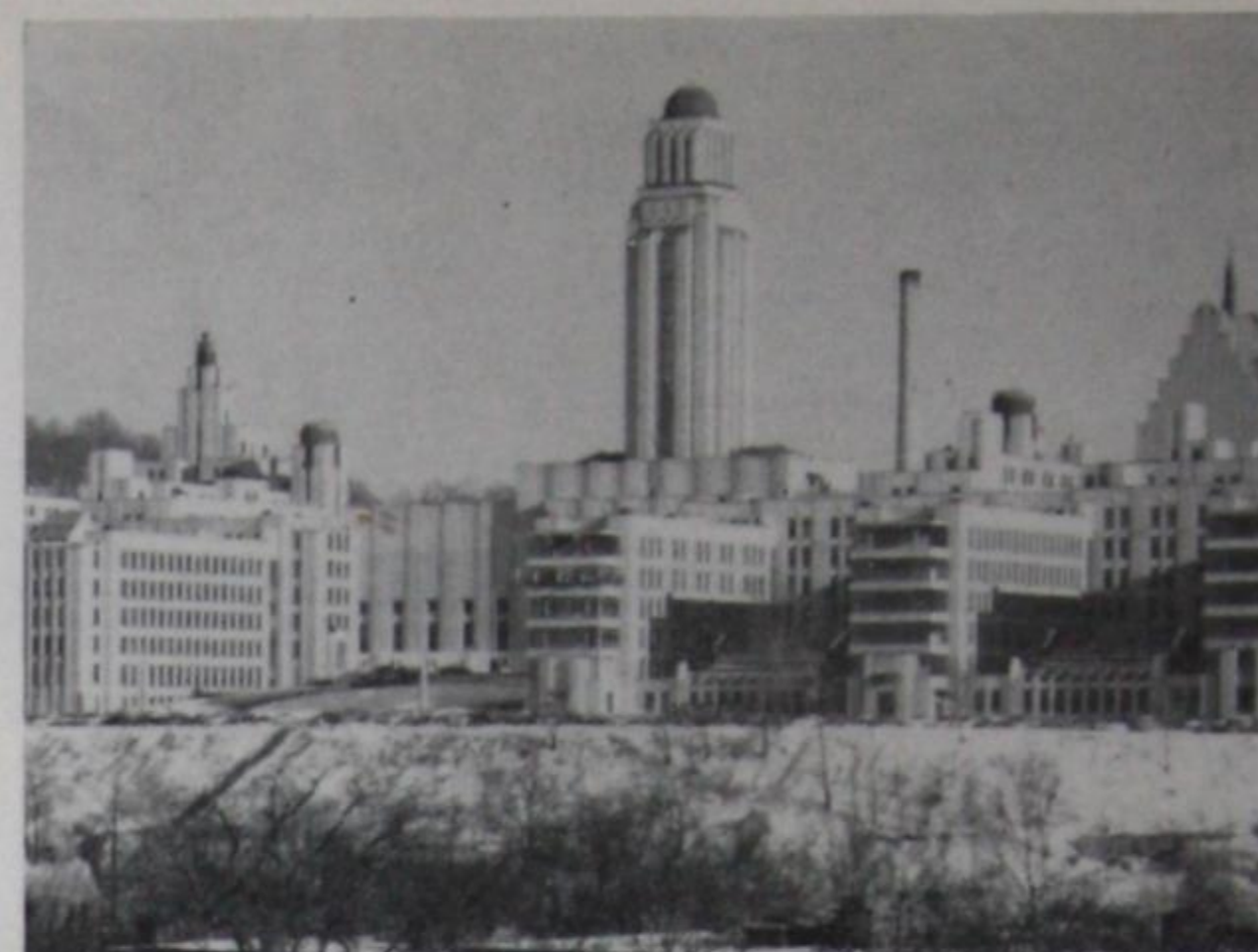
Traditionally the  
leader in terms of  
wear excellence,  
Dominion Linoleum has  
made a successful  
transition, today  
combining the  
old-fashioned virtue of  
quality with the more  
newly favoured feature  
of vogue in colour  
and design.



St. Justine Hospital,  
3105 Cote St. Catherine Rd., Montreal, Que.



University Hospital,  
Saskatoon, Sask.



University of Montreal (Dental Clinic),  
Montreal, Que.



City of Saskatoon City Hall,  
Saskatoon, Sask.



Huron Street Public School,  
541 Huron St., Toronto, Ont.



The Wawanesa Mutual Insurance Company,  
8585 Decarie Blvd., Montreal, Que.



Kingsford Smith School  
Vancouver, B.C.





The Jewish General Hospital  
Montreal, Que.



The Cockfield Brown Building,  
Toronto, Ont.



Maisonneuve Hospital,  
5415 Blvd. Assomption, Montreal, Que.



Seaton House, Welfare Centre,  
George St., Toronto, Ont.



L'Ecole Jardin des Saints-Anges,  
St. Louis Ave., Lachine, Que.



Verdun General Hospital,  
Verdun, Que.



St. Peter's Church,  
Fort William, Ont.



St. Jean Gualbert  
Laval sur le Lac, Que.



Montreal General Hospital,  
Montreal, Que.



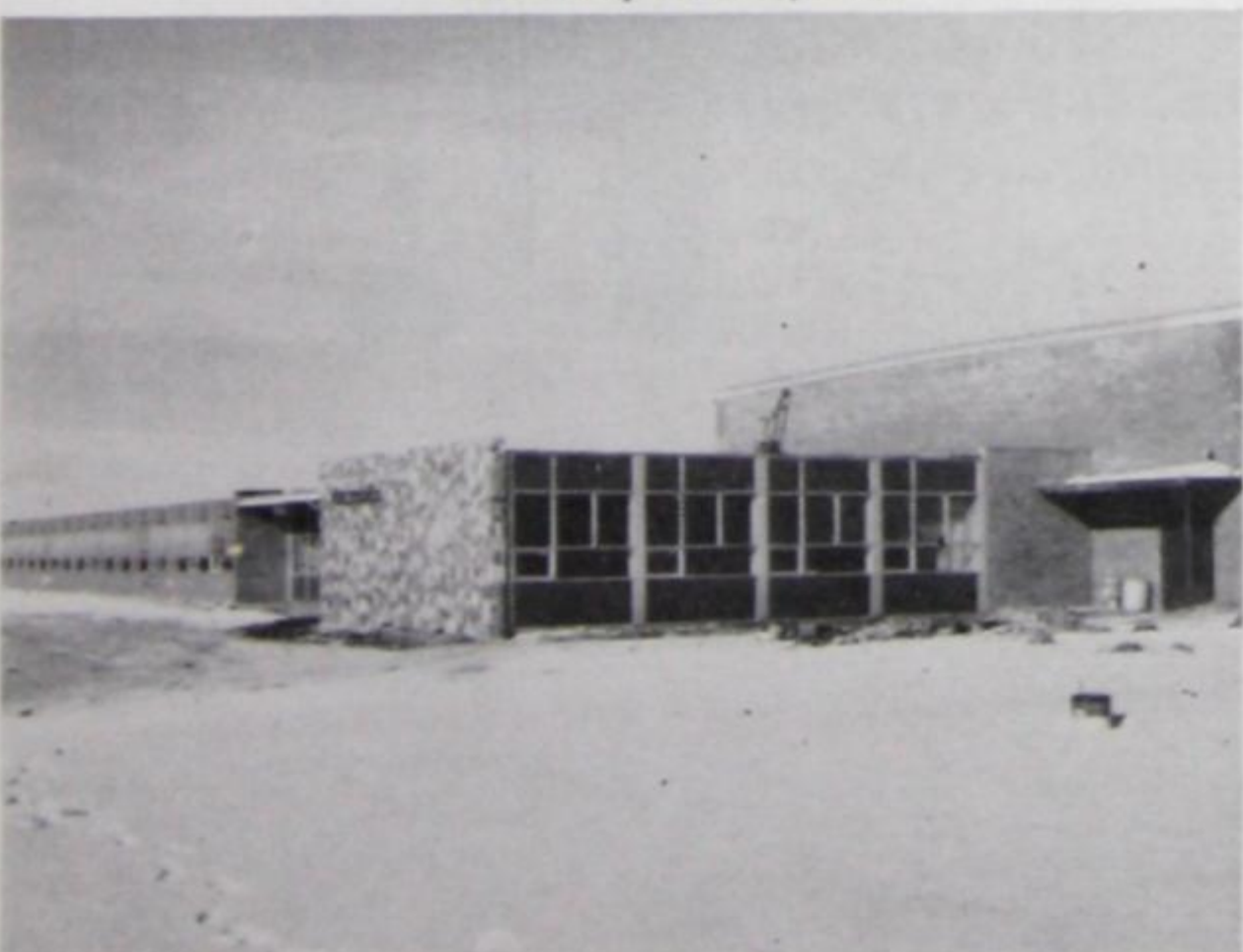
Bloorville Square Apartments  
Jarvis St., Toronto, Ont.



Northern Building,  
Dorchester & Guy Sts., Montreal, Que.



Wentworth County Court House,  
Hamilton, Ont.



City Hall, Windsor, Ont.



The Montreal Children's Hospital,  
Montreal, Que.

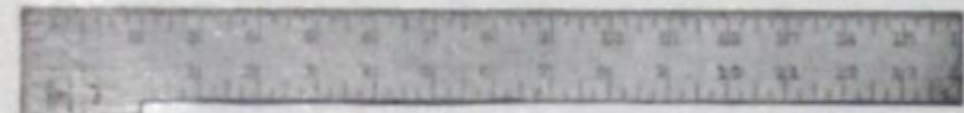


Vital Grandin Elementary & Junior High School,  
St. Albert, Alta.



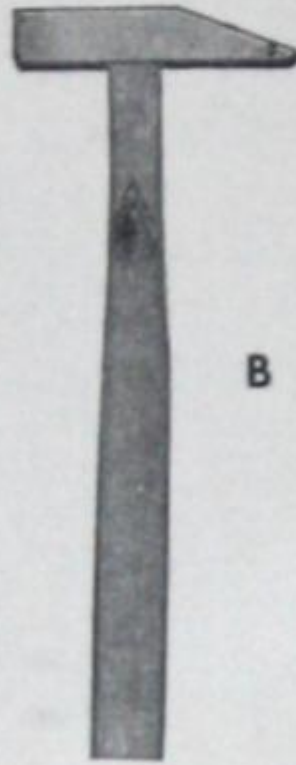
# Dominion Linoleum

In order to obtain the best results in laying Dominion Linoleum, it is necessary to have the proper equipment. We illustrate here the complete line of laying tools and accessories which appear on our price list. Each tool is made to the specifications of experts and is standard for its individual purpose.



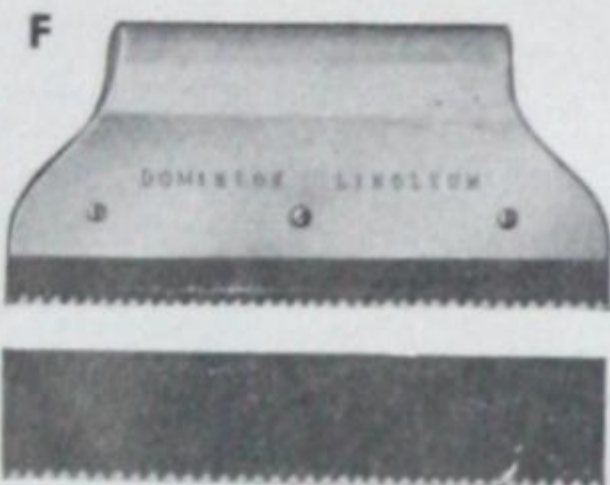
**A** Steel Square.

**B** Proper type of hammer for levelling seams, etc.



**B**

**F** Cement Spreader with detachable rubber edge.



**F**

**C** 18" Scribing Tool. Permits accurate scribing in places where the ordinary scribes are not wide enough.



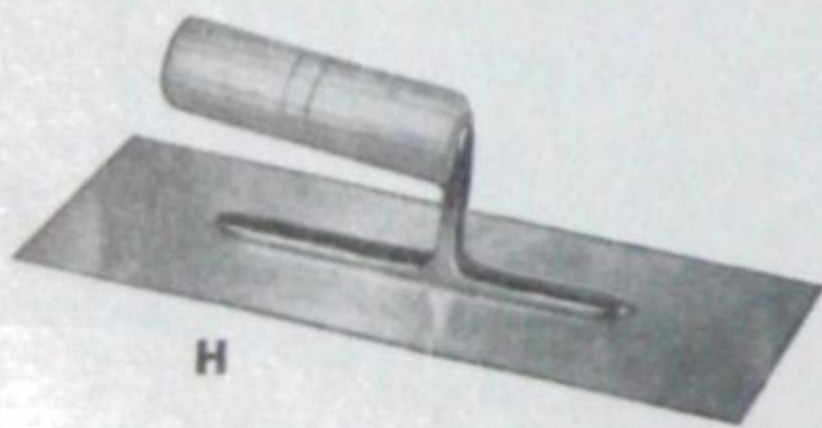
**C**

**E** Dividers, for scribing Linoleum to be fitted around pipes, radiators, etc., also against walls and other vertical surfaces.



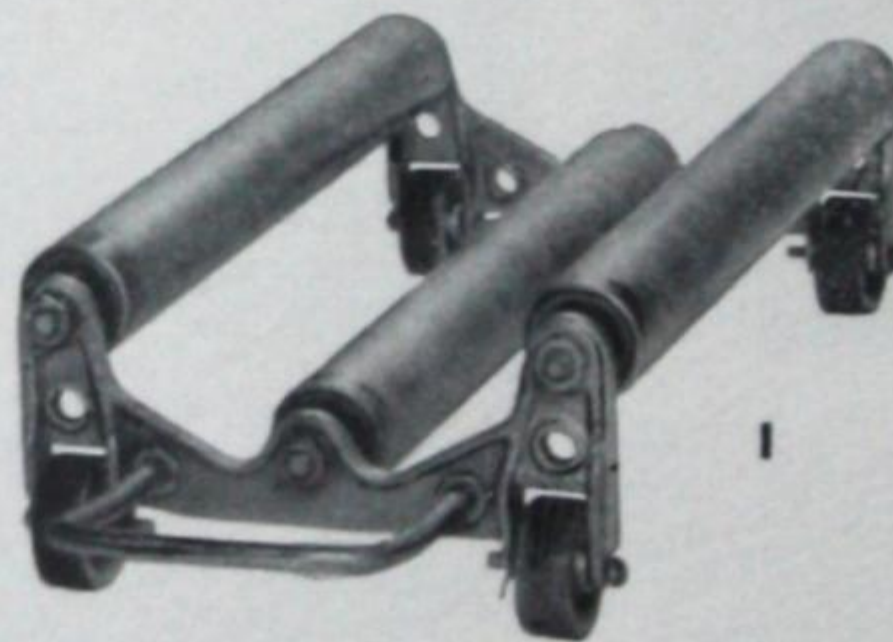
**E**

**G** Straight Edge. A true, solid piece of steel, 84 inches long. A perfect guide for cutting seams. Does not kink or warp and assures accurate joints.



**H**

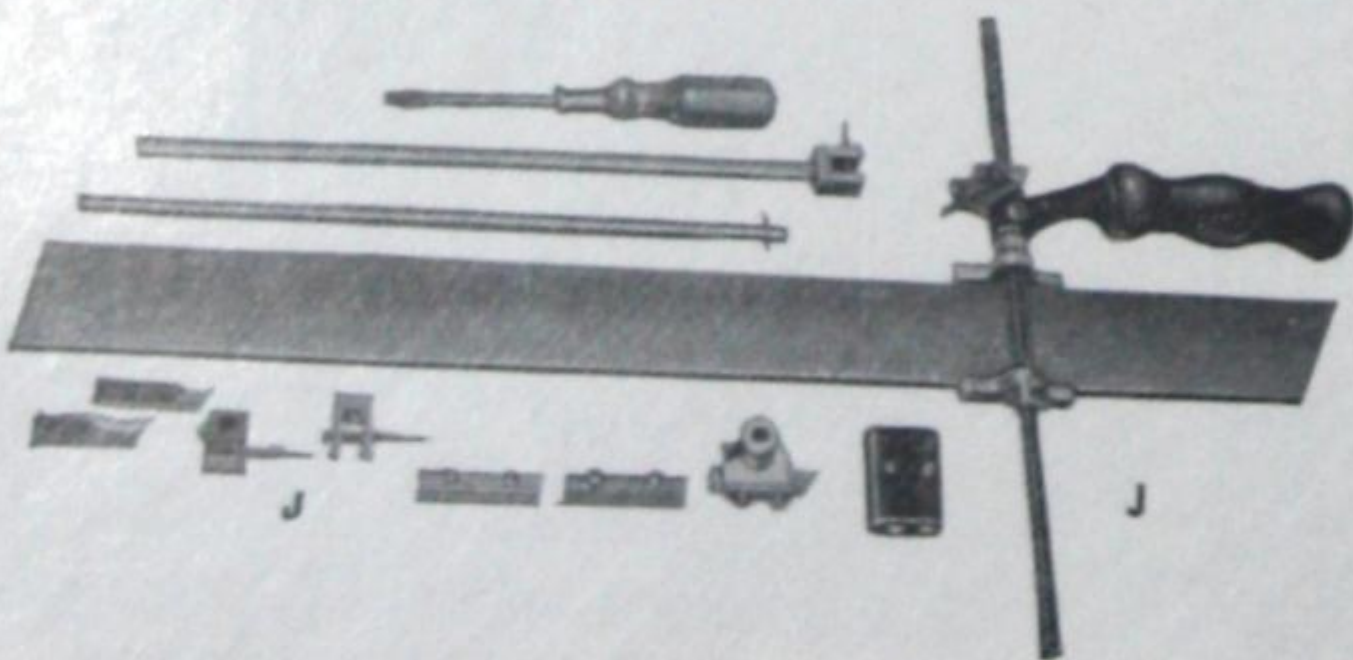
**H** Steel Trowel, for spreading cement, especially when doing tile work with Heavy Waterproof Cement.



**I**

**I** Linoleum Truck, for handling Linoleum. All metal construction. Weight — 19½ lbs.

**J** Combination Set, for cutting seams, interliners, circles, etc., also for inside and outside scribing.



**J**

**J**

**K** Felt Paper. Dry and Impregnated (Waterproof) felt paper made in one yard wide only, 100 linear yards per roll. Dry felt paper, 12 ounces to the square yard. Impregnated paper about 24 ounces to the square yard.



**K**

**L** Linoleum Cutting Knife. Standard wooden handle with special blade 2½ inches long, designed to assist in the cutting of Dominion Linoleum for floors and walls.



**L**

**M** Special Linoleum Cutting Knife with detachable blade. Extra blades can be supplied at a nominal charge.



**M**



# Laying Equipment



**N** Waterproof Linoleum Cement assures perfect adhesion if applied properly. Comes in 4-gallon, 1-gallon, 1-quart, 1-pint and  $\frac{1}{2}$ -pint tins. Can also be supplied in larger containers. Estimate 1 gallon to 10 square yards.

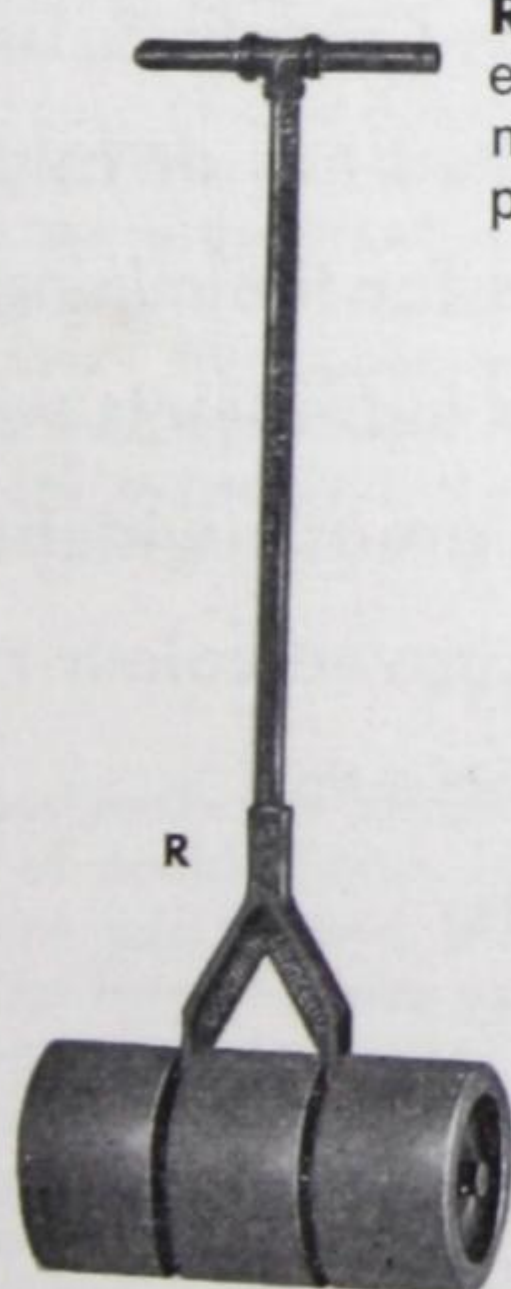
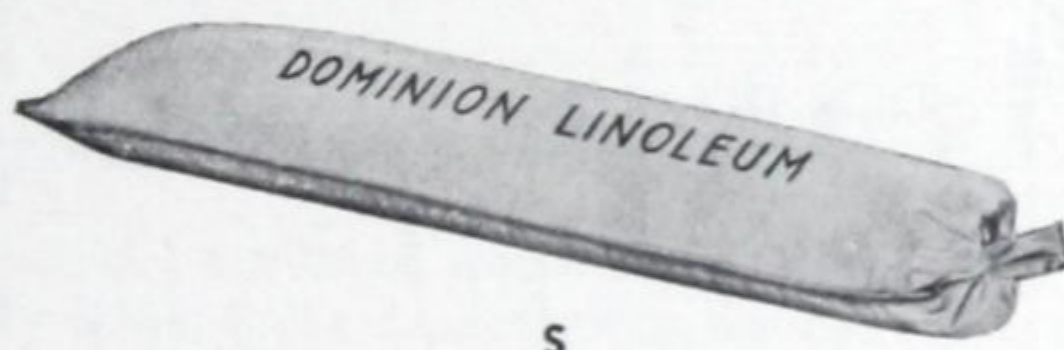
NOTE: Waterproof Linoleum Cement is used to prevent surface water from seeping at the seams.

**O** Linogrip Adhesive. Recommended for cementing any type of hard surface flooring by the yard or tiles, either over wood or concrete subfloors. Supplied in 4-gallon, 1-gallon, 1-quart, 1-pint and  $\frac{1}{2}$ -pint tins. Estimate 1 gallon to 15 square yards.



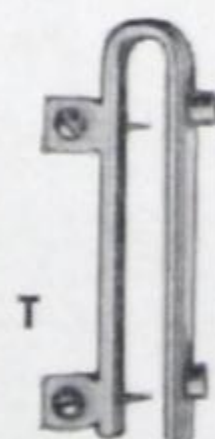
**P** Dominion Liquid Wax, gives a lustrous finish to Linoleum. Available in 1-gallon and 1-quart tins.

**S** Sand Bags made of heavy duck, for weighing down seams, borders, insets, etc. Packed in lots of 12.



**R** Linoleum Roller. Made in three sections to permit even pressure and therefore better adhesion. Approximate weights — 100 and 150 lbs. Countersunk axle permits rolling close to vertical surfaces.

**T** Cove Base Scribe. This handy tool has been designed especially for use against Terrazzo Cove Base. It is small enough to permit scribing in corners too tight for standard tools.



**U** Marking Scratcher.



**Q** Pinch Bar, approximately 14 inches long. Most useful for removing quarter-round moulding without damage.



**V** Steel "toothed" spreader.



Complete kit of laying tools should include the following items: (1) Light claw hammer for removing nails. (2) 12-inch shears for cutting felt. (3) Steel pliers. (4) 1-inch wood chisel. (5) Small steel square. (6) 6-inch block plane. (7) 12-inch screwdriver. (8) Stilson wrench for disconnecting radiators, etc. (9) Chalk and chalk line for marking in laying out work. (10) Metallic measuring tape. (11) 6-foot folding rule. (12) Wide knife with 2-inch or 5-inch blade for spreading cement where space does not permit use of trowel or spreader. (13) Carborundum stone. (14) 2-inch flat file for dressing knife and a good oil stone.





# Flooring



# Installation

Linoleum, the only resilient flooring  
with actual performance testimonials  
of over 50 years — an unrivalled  
record of endurance.

Today, Dominion Linoleum not only compares favourably with other types of smooth-surfaced floorings, but in most cases shows significant advantages. Its surface is smoother than ever before, making it easier to maintain. Although we still retain our high level of quality, the area of colour has brought many changes. Through continuous design and laboratory experimentation, Dominion Oilcloth & Linoleum Co. Limited has developed methods for the mixing of linoleum ingredients which offer a greatly widened and improved colour range in all linoleum products.





## INSTALLATION NOTES

To give the best and longest service a linoleum floor should be properly laid. The information which follows covers the laying of linoleum on suspended concrete subfloors and suspended wood subfloors.

### ON SUSPENDED CONCRETE SUBFLOORS

Before the work of installing the linoleum is commenced, the concrete should be carefully swept and all lumps and irregularities removed. Where the surface is too rough for hand scraping and levelling, the building contractor should be required to put the floor in proper condition. A level floor is essential.

On standard construction, the concrete slab should have a cement topping of not less than 1½ inch thickness and a mix no leaner than one part Portland Cement to three parts clean screened sand. Expansion joints that have been cut through top layer of cement must be retrowelled to furnish an even surface.

On monolith construction, the floor slab should be trowelled to a smooth finish, free from high or low spots.

If expansion joints have not been retrowelled as suggested above, they should be filled with plaster of Paris or other non-shrinkable plaster material so that joints will not show through.

If the concrete is resting on "grade" (direct on earth) it should be waterproofed. There are several ways of doing this depending upon local conditions. It is advisable to consult your architect or building contractor who will be conversant with these.

Make sure that concrete floors are tested for dampness and do not contain any fill or aggregate which will retain moisture. Use anhydrous copper sulphate to test above fills.

In no case should the installation of linoleum proceed until proper tests have shown that the concrete is dry.

### INSTALLATION OVER SUSPENDED WOOD SUBFLOORS

Any unevenness at butts or joints should be planed smooth and even and, in the case of old floors, badly worn, loose or defective boards should be replaced. Where sanding is necessary to smooth the floor surface, the floor should be sealed with a good wood primer.

Under no circumstances should linoleum be laid over any wood floor that is below grade, directly in contact with the ground or over unexcavated areas unless proper ventilation is provided between ground and floor.

In the case of new construction where the floor is laid specifically for the installation of linoleum, it should be double flooring type brought up to the proper surface below the finished floor level. The lower boards should be securely face-nailed to the joists and laid diagonally over them. The upper boards should be well dried, well seasoned tongue and groove, not less than ¾ inch thick with a face not more than 3¼ inches, laid at right angles to the floor joists and toenailed at 18 inch centres with eight-penny steel-cut nails.

### PLYWOOD SURFACE

Plywood makes an excellent base for linoleum when used as the upper layer of double floors. Most suitable is Douglas Fir plywood ¾ inch thick one side finished. Sheets up to 8' x 4' have been found practical, the idea being to have as few joints as possible. Nails should be 1¼" x 14-gauge spiral wire, rosin coated, if possible, spaced at 6-inch centres along the edges, within 1 inch of the joint, and at 8-inch centres through the body of the plywood in staggered rows. All nails should be countersunk.

Plywood sheets 4' x 8' are the most suitable size to handle, and the weatherproof variety should be used especially for country homes. As an added protection against damp earth have a layer of impregnated black felt paper laid between the plywood and rough tongue and groove flooring.

Lay the plywood roughside down, so that the 8' edge runs at right angles to the underfloor, and follow the instructions on this page for nailing.

Sheets should have a snug contact but should not be driven tight — they should be checked for loose spots after nailing. No opening at any joint should be more than ⅛" and all joints should be filled with a reliable filler carefully forced in the opening.

**INSTALLATION** — After the subfloor has been prepared, dry or impregnated felt paper should first be laid. This paper should be laid with carefully butted joints — all crossjoints to be staggered.

It should be cut to fit all vertical surfaces and applied to the floor with linoleum adhesive, the felt paper being thoroughly rolled into the adhesive with a linoleum roller weighing at least 100 lbs.

After the felt paper is laid, the linoleum should be cut to fit each room accurately and neatly so as to have the minimum of seams. Remember that, wherever possible, linoleum should be laid across the boards.

**FELT PAPER** — The felt paper, if dry, should weigh approximately 12 ounces per square yard. Where there is any possibility of surface dampness or moisture, impregnated felt paper with a minimum weight of 24 ounces per square yard should be used.

**FITTING** — The linoleum should be trimmed or cut to fit accurately and snugly at all walls, pipes, radiators or other fixtures by the use of scribes or dividers.

**CEMENT AND ADHESIVES** — Dominion Linogrip or Dominion Waterproof Cement, made especially for linoleum is recommended.

**SEAMS** — When laying sheet goods all lengths of linoleum should be overlapped from ½ inch to ¾ inch and the seam made by cutting through both thicknesses at the same time in a straight line, either by use of a chalk line or straight edge.

For patterned linoleum, follow instructions given in our new Layers' Guide.

**WEIGHTING AND ROLLING** — Immediately after laying, the floor should be rolled from the centre out, until all air bubbles are removed and complete adhesion assured. It is recommended that a Dominion Linoleum Roller, or a linoleum roller weighing at least 100 lbs. be used — or a Dominion Linoleum Truck Roller. Sand bags can also be used but care should be taken to avoid scratching the surface.

All seams, borders or tiles should be properly weighted by use of sand bags until the adhesive has set. Edges and joints should be thoroughly rolled to assure a tight, even, workmanlike seam.

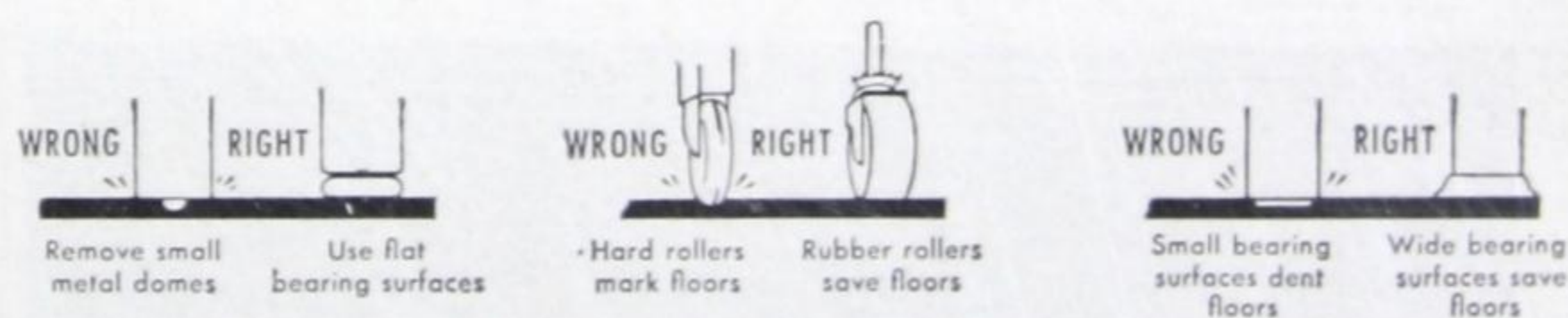
Where cross seams are necessary, they should be finished last. The linoleum should be lapped after pasting to within approximately six inches of where the seam is made. In all cases, **EXCESSIVE BENDING OF THE LINOLEUM SHOULD BE AVOIDED.**

**PROTECTION** — After floors have been inspected and approved, they should be covered with heavy paper or canvas in rooms where painting or other work is still to be done, or where there is any traffic, until the building is ready for occupancy.

After installation all traces of cement or adhesive should be removed, the floor thoroughly cleaned and then waxed and polished with Dominion Liquid Wax or its equivalent — two coats preferably. The use of varnish or other high gloss finishes is not recommended.

If further information is required regarding the installation of linoleum write for our Linoleum Installation Manual.

**GLIDERS** — All resilient floors require protection against indentation from furniture legs. To guard against spot impressions on linoleum, remove any sharp leg rests and replace with the neat, flat furniture glides sold for this purpose. Also replace hard, narrow rollers with soft, wide rubber rollers.



**SEND FOR BOOKLETS  
ON  
LINOLEUM INSTALLATION  
AND MAINTENANCE**

Address

**DOMINION OILCLOTH & LINOLEUM CO. LIMITED, MONTREAL**





DOMINION LINOLEUM

# Cove Base

AND COUNTER TOPPING

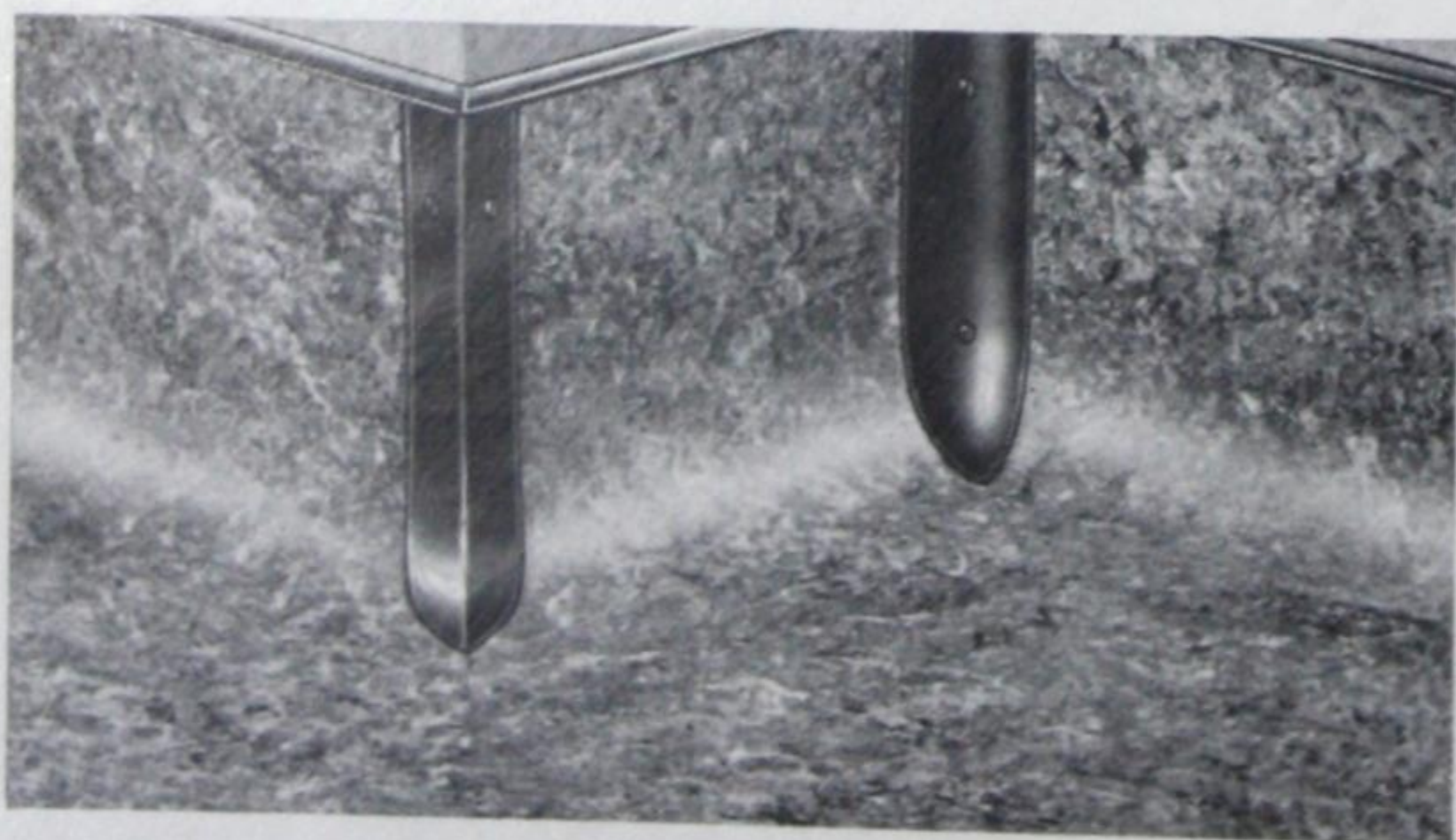


*John Rennie High School, Point Claire, Que. Home Economics class:  
Linoleum Counter topping H-774.*

Streamlined floors and counters. Dominion Linoleum provides a modern solution to unattractive wall and counter edges.

With COVE BASE, surface meets wall with one sealed, hygienic and finished-looking sweep.

**COVE BASE** requires no baseboard—automatically eliminates that dust-catching joint at the floor wall.



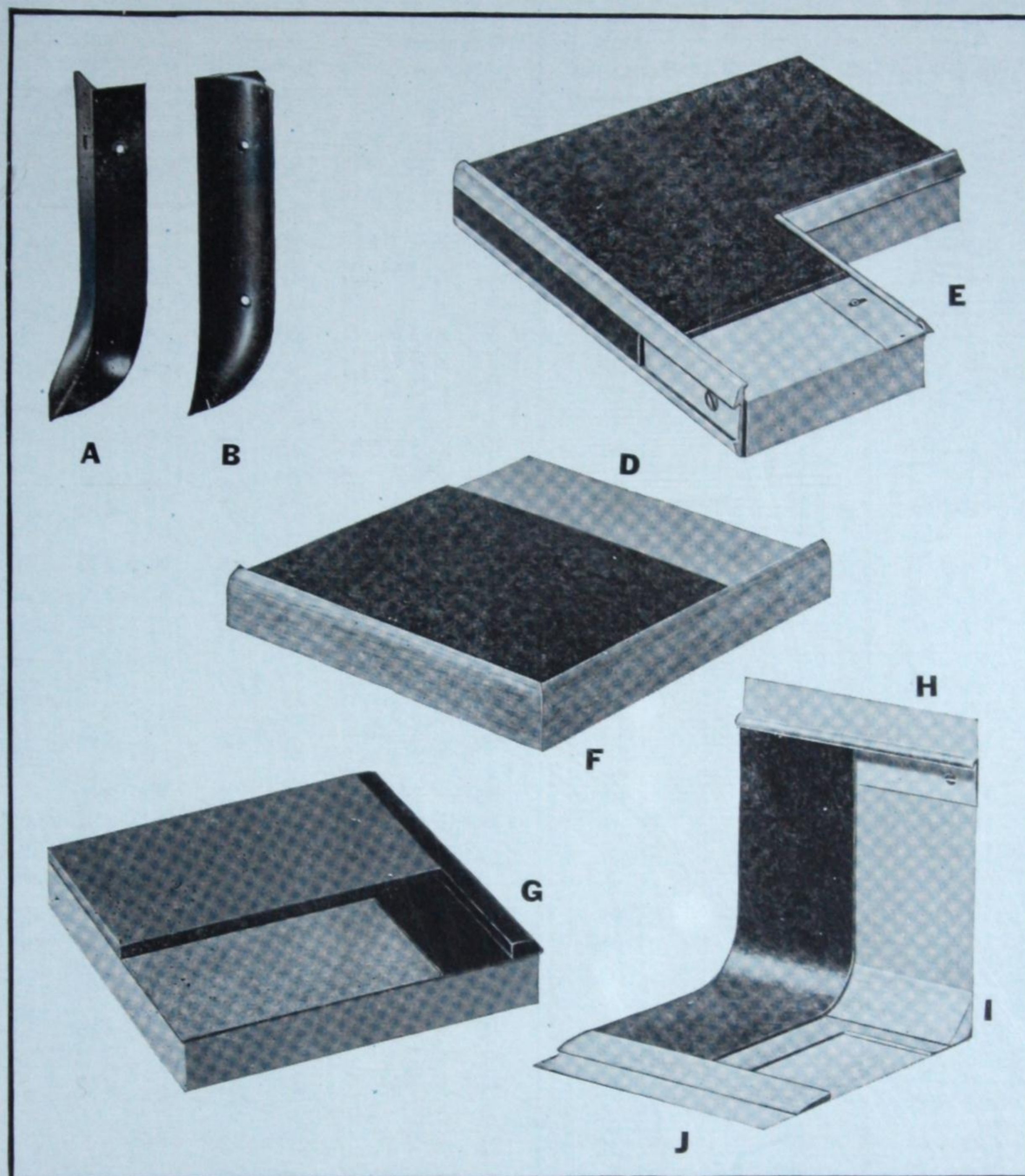
*Metal Corners for Cove Base Installation*

COVE BASE works equally well in finishing off counters. It makes an attractive (and sanitary) continuation into splash boards. Ideal for both domestic and commercial installation.

**DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors**



# Accessories



## THE ACCESSORIES SHOWN ABOVE ARE CARRIED IN STOCK

**A**—Outside square metal corner—Height 6 inches. Available black enamelled finish, natural aluminum or cast iron.

**B**—Inside round metal corner—Height 6 inches. Available black enamelled finish, natural aluminum or cast iron.

**D**—Combination stainless steel or chrome, and linoleum edging for tables, desks and sink tops.

**E**—Stainless steel or chrome moulding used around sink to prevent water from running under linoleum top.

**F**—Oak nosing for desk and table tops.

**G**—Rubber nosing for AA and AAA Gauge.

**H**—Chrome edge or stainless steel chrome finish moulding for top of cove.

**I**—Wood cove moulding feather edge.

**J**—Oak nosing used also as stop protectors.



# Yardage Calculator

Size of Rooms in Feet	Square Yards Required	Gals. Lino Paste No Felt	Liquid Wax Required (one coat)	Size of Rooms in Feet	Square Yards Required	Gals. Lino Paste No Felt	Liquid Wax Required (one coat)
6' x 6'	4-1/6	1/2	1 pt.	12' x 18'	24-1/3	2 1/2	1 qt.
6'6" x 6'6"	5-1/3	1/2	1 pt.	13' x 13'	20	2	1 pt.
7' x 7'	6-1/3	1/2	1 pt.	13' x 15'	22-1/6	2 1/2	1 qt.
7'6" x 7'6"	7-1/6	3/4	1 pt.	13' x 16'	23-5/6	2 1/2	1 qt.
8' x 8'	8-1/3	3/4	1 pt.	13' x 18'	26-1/2	2 3/4	1 qt.
8'6" x 8'6"	8-5/6	3/4	1 pt.	14' x 14'	23-1/6	2 1/2	1 qt.
9' x 9'	9-1/3	1	1 pt.	14' x 15'6"	25-1/3	2 1/2	1 qt.
9'6" x 9'6"	11-1/3	1	1 pt.	14' x 17'	28-1/2	2 3/4	1 qt.
9' x 10'	10-1/6	1	1 pt.	15' x 15'	25-1/2	2 1/2	1 qt.
9' x 11'	11-1/3	1 1/4	1 pt.	15' x 16'	27-1/6	2 3/4	1 qt.
9' x 12'	12-1/3	1 1/4	1 pt.	15' x 17'	28-5/6	3	1 qt.
9' x 13'	13-1/3	1 1/4	1 pt.	15' x 19'	32-1/6	3	1 qt.
9' x 14'	14-1/3	1 1/2	1 pt.	15' x 22'	37-1/6	3 3/4	1 qt.
9' x 15'	15-1/3	1 1/2	1 pt.	16' x 16'	30	3	1 qt.
9' x 16'	16-1/3	1 1/2	1 pt.	16' x 18'	32-1/2	3 1/2	1 qt.
9' x 17'	17-1/3	1 3/4	1 pt.	16' x 20'	38-1/3	3 3/4	1 qt.
9' x 18'	18-1/3	2	1 pt.	16' x 24'	43-1/3	4 1/2	1 qt.
10' x 10'	12-1/2	1 1/4	1 pt.	17' x 17'	34-1/2	3 1/2	1 qt.
10'6" x 10'6"	13-1/2	1 1/4	1 pt.	17' x 20'	40-1/2	4	1 qt.
10' x 12'	13-2/3	1 1/2	1 pt.	17' x 24'	46	4	1 qt.
10' x 13'	15-1/3	1 1/2	1 pt.	18' x 18'	36-1/2	3 3/4	1 qt.
10' x 14'	16	1 1/2	1 pt.	18' x 22'	44-1/2	4 1/2	1 qt.
10' x 15'	17-1/3	1 3/4	1 pt.	18' x 24'	48	5	1 qt.
10' x 16'	19-1/3	2	1 pt.	19' x 19'	41-2/3	4 1/4	1 qt.
10' x 17'	20-1/2	2	1 pt.	19' x 24'	51-1/3	5	1 1/2 qt.
11' x 11'	15	1 1/2	1 pt.	20' x 20'	45-1/6	4 3/4	1 qt.
11' x 12'	15	1 1/2	1 pt.	20' x 22'	49-5/6	5	1 1/2 qt.
11' x 14'	19	2	1 pt.	21' x 21'	49-2/3	5	1 1/2 qt.
11' x 15'	19	2	1 pt.	22' x 22'	56-1/6	5 1/2	1 1/2 qt.
11' x 16'	21-2/3	2 1/4	1 pt.	24' x 24'	64-2/3	6 1/4	1 1/2 qt.
11' x 18'	24-1/3	2 1/2	1 qt.	25' x 25'	70-2/3	7 1/4	1 1/2 qt.
12' x 12'	16-1/2	1 1/2	1 pt.	26' x 26'	73-1/3	7 1/2	2 qt.
12' x 13'	17-2/3	1 3/4	1 pt.	27' x 27'	82	8 1/4	2 qt.
12' x 14'	19	2	1 pt.	28' x 28'	89-1/3	9	2 qt.
12' x 15'	20-1/3	2	1 pt.	29' x 29'	97-1/2	9 1/2	2 qt.
12' x 16'	21-2/3	2 1/4	1 pt.	30' x 30'	100-5/6	10	2 qt.

These figures are for plain goods and marbles.

Allowance will have to be made on some if marble Jaspé graining has to run all one way.

Allowance will have to be considered for pattern goods.



## ESTIMATING TILE QUANTITIES

Number of Square Feet in Room	NUMBER OF TILES REQUIRED			
	6"	7½"	9"	12"
	x 6"	x 7½"	x 9"	x 12"
6	24	16	11	6
9	36	24	16	9
15	60	39	27	15
21	84	54	38	21
24	96	62	43	24
28	112	72	50	28
32	128	82	57	32
36	144	93	64	36
40	160	103	72	40
45	180	116	80	45
50	200	128	89	50
52	208	134	93	52
54	216	139	96	54
60	240	154	107	60
63	252	162	112	63
66	264	169	118	66
70	280	180	125	70
77	308	198	137	77
84	336	216	150	84
96	384	246	171	96
100	400	256	178	100
110	440	282	196	110
130	520	333	232	130
144	576	369	256	144
156	624	400	278	156
169	676	433	301	169
182	728	466	324	182
195	780	500	347	195
208	832	533	370	208
216	864	553	384	216
221	884	566	393	221
234	936	600	416	234
240	960	615	427	240
247	988	633	439	247

### Available in Marbleum, Jaspé and Handicraft Linoleum

9" x 9" tiles carried in stock, 12" x 12"

Handicraft and Tilecraft tiles, "A" Gauge, felt back also stocked,  
other sizes on request. Battleship linoleum 9" x 9" tiles cut  
to order in all colours.

#### NUMBER OF SQ. FEET PER TILE

6" x 6"	— .25 square foot
7½" x 7½"	— .390625 square foot
9" x 9"	— .5625 square foot
12" x 12"	— 1.00 square foot

## HOW TILES ARE PACKED

Number of Cartons	CONTENTS IN SQUARE FEET			
	6"	7½"	9"	12"
	x 6"	x 7½"	x 9"	x 12"
1	65	66½	56¼	72
2	130	133	112½	144
3	195	199½	168¾	216
4	260	266	225	288
5	325	332½	281¼	360
6	390	399	337½	432
7	455	465½	393¾	504
8	520	532	450	576
9	585	598½	506¼	648
10	650	665	562½	720
11	715	731½	618¾	792
12	780	798	675	864
13	845	864½	731¼	936
14	910	931	787½	1008
15	975	997½	843¾	1080
16	1040	1064	900	1152
17	1105	1130½	956¼	1224
18	1170	1197	1012½	1296
19	1235	1263½	1068¾	1368
20	1300	1330	1125	1440
21	1365	1396½	1181¼	1512
22	1430	1463	1237½	1584
23	1495	1529½	1293¾	1656
24	1560	1596	1350	1728
25	1625	1662½	1405¼	1800
26	1690	1729	1462½	1872
27	1755	1795½	1518¾	1944
28	1820	1862	1575	2016
29	1885	1928½	1631¼	2088
30	1950	1995	1687½	2160
31	2015	2061½	1743¾	2232
32	2080	2128	1800	2304

### Available in Marbleum, Jaspé and Handicraft Linoleum

9" x 9" tiles carried in stock, 12" x 12"

Handicraft and Tilecraft tiles, "A" Gauge, felt back also stocked,  
other sizes on request. Battleship linoleum 9" x 9" tiles cut  
to order in all colours.

#### NUMBER OF TILES TO SQ. YARD

6" x 6"	— 36 tiles to square yard
7½" x 7½"	— 24 tiles to square yard
9" x 9"	— 16 tiles to square yard
12" x 12"	— 9 tiles to square yard



# Table of DOMINION LINOLEUM Gauges

## WIDTHS, LENGTHS, WEIGHTS

Product	Gauge	Thickness in m.m.	Approx. Thickness in inches	Width in yards	Approx. Yardage in sq. yd.	Approx. Shipping Weight per roll	Approx. Weight per sq. yd.
---------	-------	----------------------	-----------------------------------	-------------------	----------------------------------	---	----------------------------------

### DOMINION BATTLESHIP LINOLEUM — MARBOLEUM, JASPÉ, HANDICRAFT

Battleship on Canvas . . . . .	AA	4.50	3/16	2	60	610	10.17
Battleship on Canvas . . . . .	A	3.20	1/8	2	60	420	7.00
Marbleum on Canvas . . . . .	AA	4.50	3/16	2	60	625	10.42
Marbleum on Canvas . . . . .	A	3.20	1/8	2	60	440	7.33
Handicraft on Felt . . . . .	A	3.20	1/8	2	60	445	7.42
Handicraft on Felt . . . . .	Domestic	2.05	5/64	2	60	270	4.50
Jaspé — Canvas Back . . . . .	AA	—	—	2	60	625	10.42
Jaspé — Canvas Back . . . . .	A	—	—	2	60	440	7.33
Handicraft — Canvas Back . . . . .	AA	—	—	2	60	625	10.42
Handicraft — Felt Back . . . . .	A	—	—	2	60	445	7.42
Handicraft — Felt Back . . . . .	Domestic	—	—	2	60	270	4.50

### DOMINION JASPÉ, HANDICRAFT LINOLEUM AND MARBOLEUM TILES

#### Stock (package 9" x 9" tiles)

70 tiles per box . . . . .	AA	4.50	3/16	—	—	48	—
100 tiles per box . . . . .	A	3.20	1/8	—	—	45	—
125 tiles per box . . . . .	Standard	2.50	3/32	—	—	45	—
150 tiles per box . . . . .	Domestic	2.05	5/64	—	—	45	—

### DOMINION LINOLEUM TILES, HANDICRAFT AND TILECRAFT — "A" GAUGE ONLY — FELT BACK

#### Stock (package 12" x 12" tiles)

72 tiles per box . . . . .	A	3.20	1/8	—	—	59	—
----------------------------	---	------	-----	---	---	----	---

### CORK CARPET

Brown, Green and Grey . . . . .	A	6.50	1/4	—	50	—	10.00
Brown, Green and Grey . . . . .	B	4.65	3/16	—	60	—	8.00

### DOMINION INLAID TILING, INLAID MOULDED, INLAID EMBOSSED

Inlaid Tiling — Felt Back . . . . .	Domestic	—	—	2	60	270	4.50
Inlaid Moulded — Canvas Back . . . . .	—	—	—	2	60	300	5.00
Inlaid Embossed — Canvas Back . . . . .	—	—	—	2	60	330	5.50

The weights listed above are average weights and are subject to slight variations on individual shipments.



# Dominion Linoleum Cements and Wax

*Highly recommended for correct installation and maintenance*



## WATERPROOF LINOLEUM CEMENT

Assures perfect adhesion if applied properly. It is used to prevent surface water from seeping at the seams. Estimate 1 gallon to 10 square yards.

**IMPORTANT:** Linoleum adhesive should not be spread too far ahead of the actual installation of the goods. Adhesive must at all times be "tacky" and in a condition to provide a proper grip.

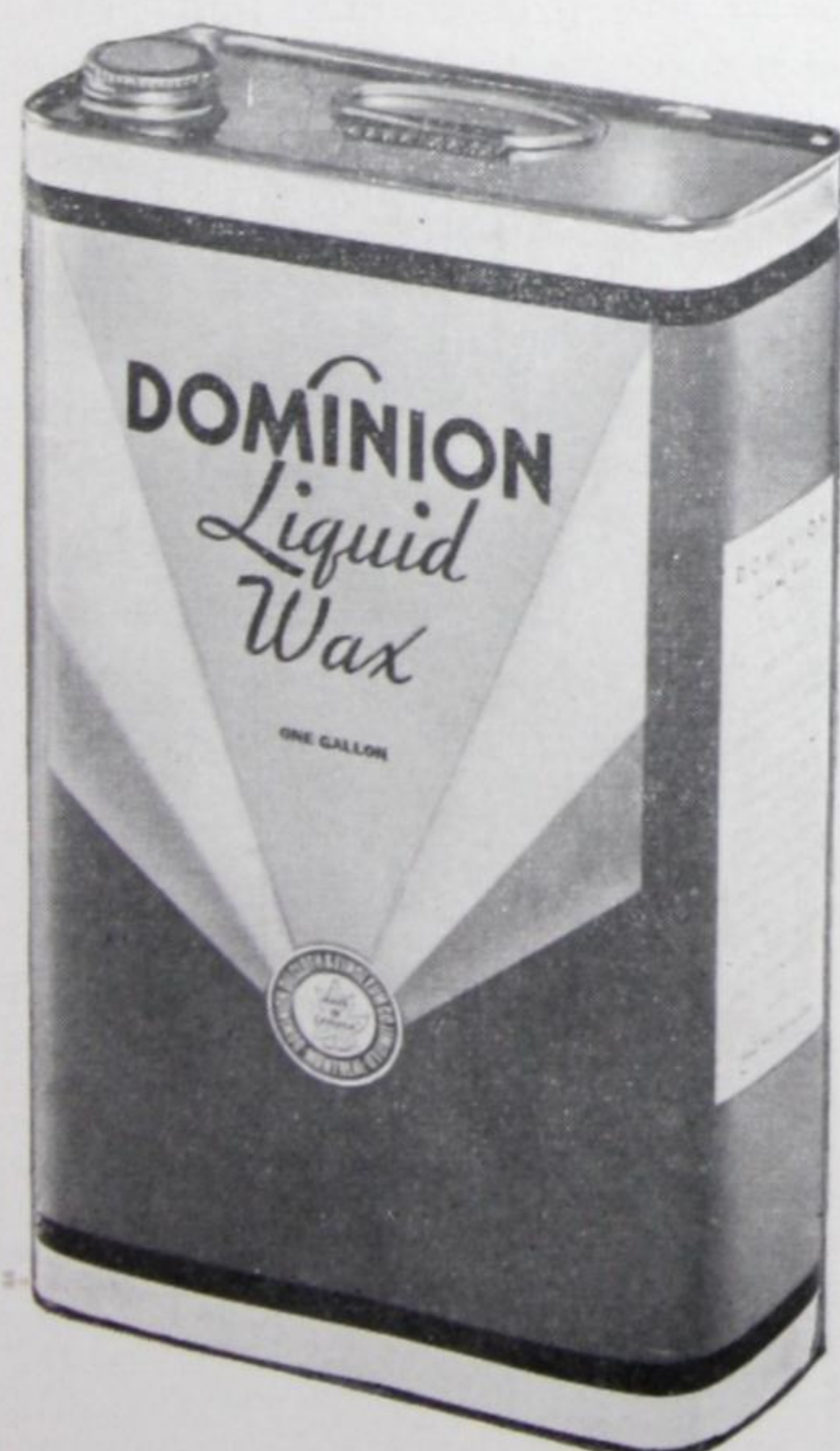
Size of containers	No. Units per carton	Average Weight in lbs. per carton
Half Pints . . . . .	12	13
Pints . . . . .	12	21
Quarts . . . . .	12	42
Gallons . . . . .	4	56
Four-Gallon Drums . .	per drum	57



## LINOGRIP 55 LIQUID ADHESIVE

Recommended for cementing any type of hard surface flooring by the yard or tiles, over either wood or concrete subfloors. Estimate 1 gallon to 15 square yards. Linogrip should be at least 70°F. before using. After Linogrip is spread on the floor it is recommended to wait a few minutes before installing tiles as adhesive must at all times be "tacky".

Size of containers	No. Units per carton	Average Weight in lbs. per carton
Half Pints . . . . .	12	15
Pints . . . . .	12	26
Quarts . . . . .	12	50
Gallons . . . . .	4	62
Four-Gallon Drums . .	per carton	65



## DOMINION LIQUID WAX

Dominion Liquid Wax gives a lustrous finish to linoleum and is highly recommended as a maintenance wax of hard and durable quality. Available in 1-gallon and 1-quart cans.

Size of containers	No. Units per carton	Average Weight in lbs. per carton
Quarts . . . . .	12	33
Gallons . . . . .	4	40



# The Care of Linoleum

## BASIC PROTECTIVE COATING

A basic protective coating to Dominion Linoleum flooring means assurance of the lowest possible labour (and maintenance costs). The procedure is as follows: To remove surface dirt and grime accumulated during installation, wash the new Dominion Linoleum floor with mild soap and warm water. Make sure, however, that the new floor has had at least a day to "set" before washing. After washing, rinse with clean water and clean mop.

Once the floor is thoroughly dried, apply one thin coat of a good liquid (not self-polishing) or paste wax, preferably with a petroleum base. It is important that Dominion Wax or a similar brand which does not contain turpentine or water base is used. Each area should be evenly polished, with an electric polishing machine after it has had time to dry. The entire procedure should be repeated a second time so that a hard-wearing surface may be built up.

## REGULAR MAINTENANCE IS EASY

### DAILY

Sweeping with a broom or dry mopping is all that is needed for day-to-day care.

### WEEKLY

Heavy traffic areas in entrance ways, under desks, in hallways, etc., will possibly require weekly mopping with clean warm water and a clean mop. Washing should be followed

by an immediate buffing until the floor is dry. If necessary, the washed areas may be given a very thin coat of wax after drying, and polished to match the rest of the floor area. It is not necessary to re-wax where your floor is not used, such as close to walls, under furniture, etc. You will usually find that a once-a-week polishing without wax is both desirable and adequate for maintaining the overall area — depending, of course, on the amount of daily traffic it receives.

## PERIODIC MAINTENANCE

The number of times a year linoleum floors must be entirely re-done — cleaned, re-waxed, re-polished — will be determined by the amount and kind of traffic to which they

are subjected. Once in every six- to ten-week period should ordinarily be found sufficient.

## CLEANING

### SOAP AND WATER

Harsh soaps and certain very-strong detergents are harmful to linoleum. Whatever cleaning agent is used it should be mild. The floors should be well rinsed and dried thoroughly afterward. (A linseed oil soap is a good one to use.)

### LIQUID WAX CLEANER

Soap and water cleaning can be eliminated by using a liquid wax cleaner. The wax cleaner softens and loosens collected dirt and grime, permitting it to be wiped up easily with a clean cloth. Although a thin rewaxing is sometimes necessary, there will usually be enough wax left to polish the affected areas satisfactorily.

### VAR SOL

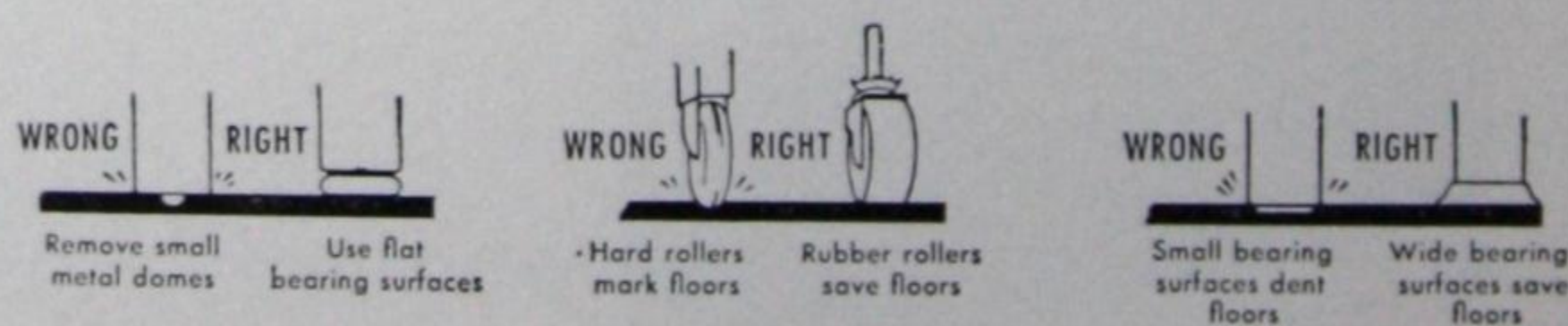
Another method of cleaning, usually in areas of excessively heavy, dirty traffic, is Varsol, and/or rubbing with steel wool. Follow-up by washing with a clean mop and clean water. Allow the linoleum to dry, then wax the area and polish to match the rest of the floor area.

### TIPS

Dirty wax sometimes builds up around baseboards, heavy furniture, file cabinets, etc. To avoid this possibility, stop short your application of wax some sixteen to twenty inches from walls, cabinets, etc. The action of your polishing machine will spread the wax from the main area onto these non traffic sections. And make it a point to apply only thin coats of wax — whatever the occasion. Thick wax coatings will always collect dirt.

## PROTECTION

Linoleum should be protected against indentation from furniture legs (this applies as well to all resilient floors). Remove any sharp leg rests and replace with flat furniture glides. Also replace hard, narrow rollers with soft, wide rubber rollers.





# General Information

**Widths:** Patterns shown can be supplied only in the gauges and widths printed beside each pattern. AA Marboleum, Jaspé and Handicraft made to order in minimum quantity of 1200 sq. yds.

**Lengths:** All lines are rolled in lengths of about 30 yards, with the exception of Rexoleum (standard quality) and Belflor, which are approximately 40 yards; A Cork Carpet which comes in lengths of approximately 25 yards.

**Size of Patterns:** The majority of patterns in this book are reproduced  $\frac{1}{5}$  and  $\frac{1}{6}$  actual size, the exceptions being: Jaspé, Marboleum, Handicraft, Rugs and Mats.

**How Rolled:** All lines are supplied "FACE OUT".

**Substituting:** In order to prevent the possibility of delay in filling an order, we recommend allowing us to substitute nearest pattern in case the design wanted should not be in stock.

**Care in Unrolling:** All floor coverings may crack or break if unrolled when cold, or if allowed to fall heavily on the floor. In cold weather the goods must be left at least twenty-four hours in a warm room before handling.

**Claims for Damages:** Our goods are all carefully inspected before shipment, and should they be damaged in transit through rough handling, etc., mention the fact on the Transportation Co.'s releasing papers over your signature and file claim against the carriers, as in such cases we are in no way responsible.

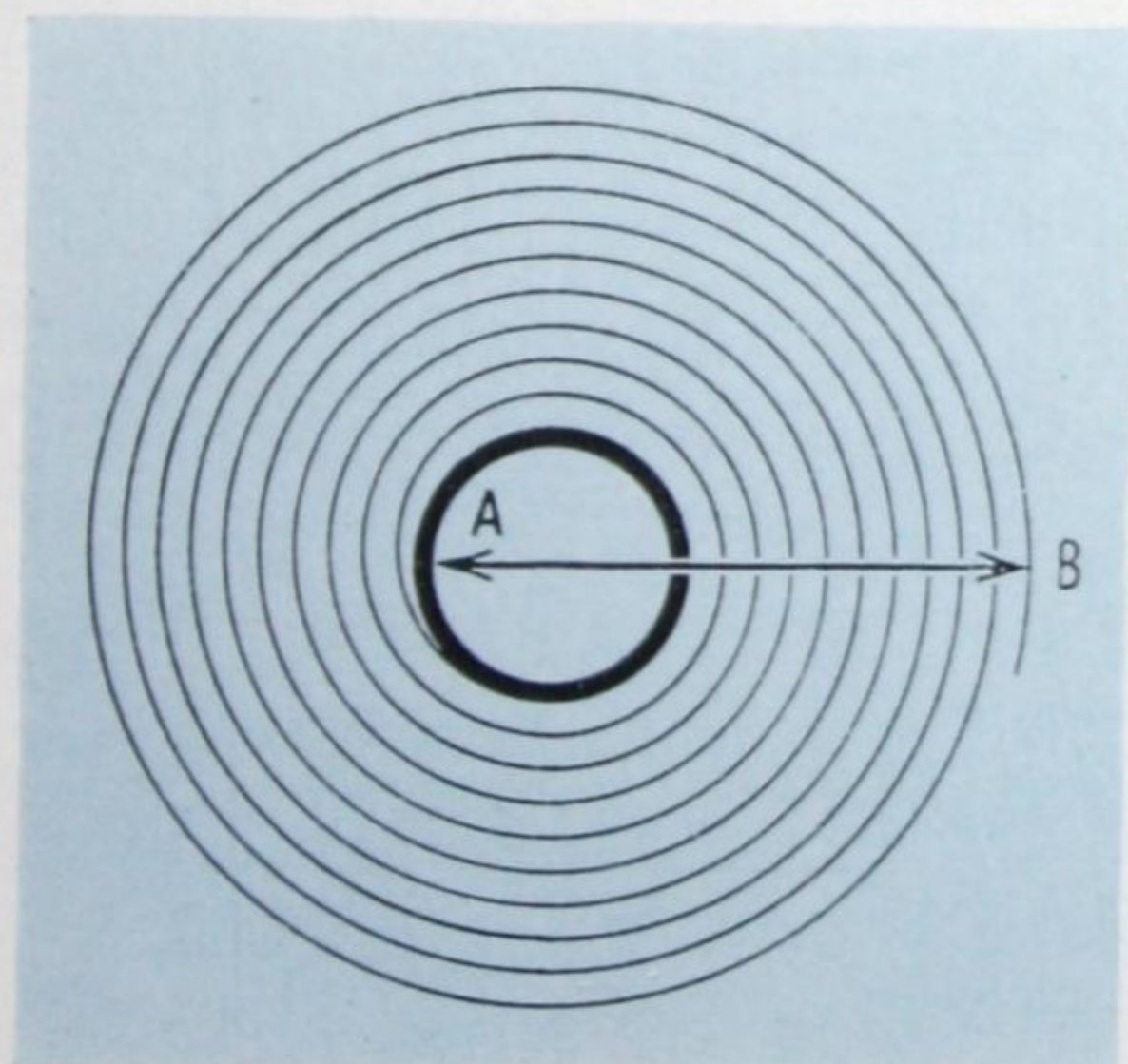
**Telegraph Code:** To designate design number of each pattern see list of CODE WORDS on pages 72 and 104 and the following CODE FOR WIDTHS is to be used in conjunction therewith:

Code word for 18" width . . . . .	"WAMPUM"
Code word for 24" width . . . . .	"WALRUS"
Code word for 27" width . . . . .	"WARBLE"
Code word for 36" width . . . . .	"WARDEN"
Code word for 2 yards width . . . .	"WELKIN"
Code word for 3 yards width . . . .	"WHELTER"
Code word for 4 yards width . . . .	"WHELMING"

**Quantity:** To designate quantity required, use merely the words "five, six, seven," etc., as the word "pieces" will not be necessary.

**Example:** "SIX WELKIN DEFOREST" means "Six pieces 2 yards wide, Pattern 0127."

**NOTICE:** To avoid possible cold cracks, always roll goods "FACE OUT".  
Sand bags must be used when laying canvas back linoleum.



## HOW TO DETERMINE YARDAGE IN ROLL GOODS

Simply measure the mean diameter in inches from the outside of the roll to the inside. Be sure to measure through the opening in the roll on the inside. Count the number of turns in the roll. Use the following plan to get the number of square yards in the roll.

For 6-foot material: If A to B is 8", for example, and there are 30 turns in the roll, multiply  $8 \times 30 \times 0.175$  for the number of square yards in the roll. The answer is 42 square yards.

For 9-foot material: if A to B is 8" and there are 30 turns in the roll, multiply  $8 \times 30 \times 0.26$ . The answer is 62.4 sq. yds.

For 12-foot material: if A to B is 8" and there are 30 turns in the roll, multiply  $8 \times 30 \times 0.35$ . The answer is 84 sq. yds.



Here are the  
modern plant and office  
of  
Dominion Oilcloth & Linoleum  
Co. Limited  
Montreal

# Still Growing...

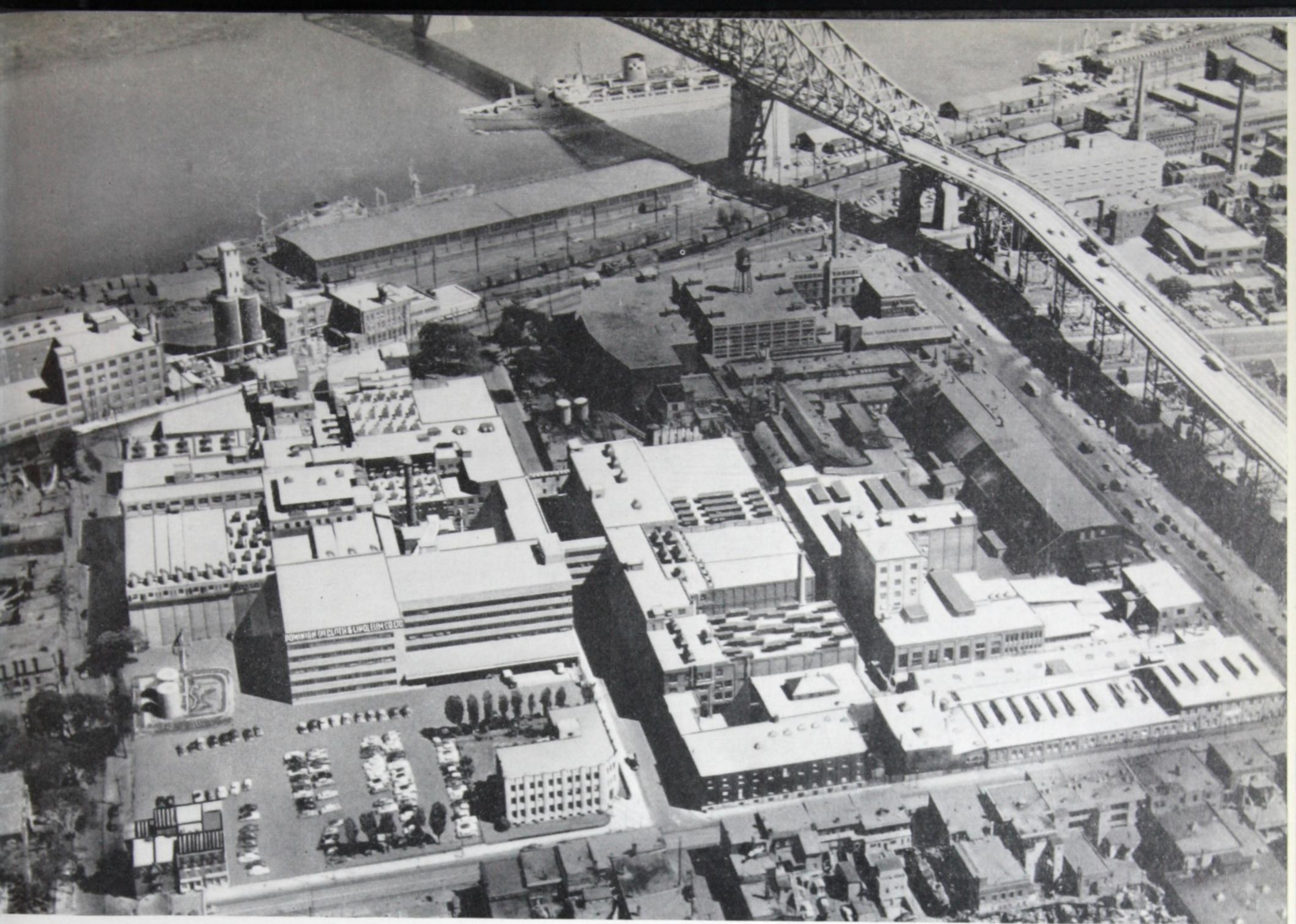
*from 1 acre in 1872 it has  
extended to 20 acres in 1959*

## Dominion Oilcloth & Linoleum

Founded as a small oilcloth manufacturing firm over 87 years ago by a group of enterprising Canadians, this firm has enjoyed great growth and kept pace with Canada's economic expansion and population increase. Today the company is Canada's largest producer of linoleum in sheet goods and tiles as well as many associated products and ranks high among the world manufacturers of fine flooring. Dominion Oilcloth & Linoleum Co. Limited today occupies over 1,000,000 square feet of floor area with more than 16,000,000 square feet of buildings. Factory operations are almost completely mechanized, are supervised by highly trained specialists. Modern new shipping facilities are in operation. A style-minded staff of design and colour experts are continually working on new designs, patterns and colours. An idea-







## Co. Limited

sparking marketing department keeps its finger on flooring preferences of Canadian homemakers, businessmen, merchandisers and architects.

In the first years of its operation, Dominion Oilcloth & Linoleum Co. Ltd. produced oilcloth for floor covering. Thirty years later the company began manufacturing linoleum — a thick, homogeneous compound of cork, linseed oil, gum, fillers and colouring matter. The linseed oil content of the new linoleum product was its only relation to the oilcloth which the company had been producing.

"Battleship" was the first linoleum manufactured by the company. Through the years, other linoleum type floorings were added — Marboleum, Jaspé, Handicraft and

associate products. In recent years tile has become increasingly popular for home, business and institutional use and, now, linoleum tile represents an important part of the company's total linoleum output.

The main company products are linoleum, enamelled felt base floor covering, table oilcloth and kindred products, printed plastic film and the latest additions, vinyl tile and asphalt tile.

Now one of the largest all-Canadian manufacturing firms in any industry, Dominion Oilcloth & Linoleum continues its policy of increasing production to keep pace with Canada's rapid growth and the increasing popularity of the company's products in the consumer, commercial and institutional markets.



# Code Words

When ordering by wire, use the following Code Words:

## DOMINION BATTLESHIP LINOLEUM

Pattern	Gauge	Code	Pattern	Gauge	Code
Light Green	AA	"LEBADOR"	Black	AA	"LAMABLE"
	A	"LEBAFLE"		A	"LAMACK"
Terra Cotta	AA	"LABATE"	Ivory	A	"LAPSE"
	A	"LAGAN"	Light Blue	A	"LEDAIX"
Grey	AA	"LACONICA"	Red	A	"LARGO"
	A	"LABIAL"	Yellow	A	"LAFIR"
Brown	AA	"LABURN"	Orange	A	"LAVISH"
	A	"LACK"	Dark Blue	A	"LANCE"
	AA	"LABEO"	Buff	A	"LECTERN"
	A	"LACTEAL"	Maroon	A	"LEDAME"

## CORK CARPET

Pattern	Gauge	Code	Pattern	Gauge	Code
	A	"LABRA"	Grey	A	"LAROUGE"
	B	"LAGGER"		B	"LAROWELL"
Light Green	A	"LAROSIN"			
	B	"LAROSY"			

## "TILECRAFT" LINOLEUM TILES

Pattern	Code	Pattern	Code
5205	"TILABUSE"	5202	"TILABLE"
5204	"TILABOVE"	5201	"TILABASH"
5203	"TILABOARD"	5200	"TILABACA"

## MARBOLEUM

Pattern	Gauge	Code	Pattern	Gauge	Code
M-28	A	"NAXCARDAN"	M-99	A	"NAXBOUT"
	Standard	"NAXCARBON"	M-92	A	"NAXBANT"
M-27	A	"NAXCAR"		Standard	"NAXBAY"
	Standard	"NAXCAPTOR"		Domestic	"NAXBAUR"
	Domestic	"NAXCAPRI"	M-91	A	"NAXAVIT"
M-26	A	"NAXCAPPER"	M-89	A	"NAXAROL"
	Standard	"NAXCAPON"		Standard	"NAXCANFUL"
M-25	A	"NAXCAPLESS"	M-88	A	"NAXANUL"
	Standard	"NAXCAPE"	M-87	A	"NAXALT"
M-24	A	"NAXCANVAS"		Domestic	"NAXAMY"
	Standard	"NAXCANULA"	M-85	A	"NAXAFAR"
	Domestic	"NAXCANUCK"		Standard	"NAXAGOG"
M-23	A	"NAXCANTER"	M-81	A	"NAVIAL"
	Standard	"NAXCANT"		Standard	"NAVITO"
	Domestic	"NAXCANON"		Domestic	"NAVEST"
M-22	A	"NAXCANNEL"	M-80	A	"NAVALON"
M-21	A	"NAXCANNA"		Standard	"NATUFA"
M-20	A	"NAXCANCER"		Domestic	"NATUCK"
	Standard	"NAXCANE"	M-76	A	"NASUBAR"
M-19	A	"NAXBUSE"	M-53	A	"NAGILE"
	Standard	"NAXBUTOR"		Domestic	"NAXCAB"
M-18	A	"NAXBULL"	M-49	A	"NAFLAME"
	Domestic	"NAXCALL"	M-43	A	"NABOVE"
M-17	A	"NAXBUZZ"	M-39	A	"NABED"
	Standard	"NAXCANDLE"		Standard	"NACRIB"
	Domestic	"NAXBUYER"		Domestic	"NACREW"
M-13	A	"NAXBUMAT"			
	Standard	"NAXCAKE"			
	Domestic	"NAXBUGLE"			

## DOMINION JASPÉ LINOLEUM

Pattern	Gauge	Code	Pattern	Gauge	Code
J-746	A	"INAM"	J-735	Standard	"INAXENA"
J-745	A	"INALWAYS"	J-726	A	"INAVUM"
J-744	Standard	"INALMS"		Standard	"INAVY"
J-743	Standard	"INALMOST"	J-725	A	"INAVOTUS"
J-741	Standard	"INALMOND"		Standard	"INAVOTUVY"
J-740	Standard	"INALMA"	J-724	A	"INAVOS"
J-739	A	"INABASE"	J-723	A	"INAVIRA"
J-738	A	"INABITE"		Standard	"INAVIP"
	Standard	"INABLET"	J-721	A	"INAVELT"
J-737	A	"INAZETES"		Standard	"INALLIED"
	Standard	"INAZISS"	J-712	A	"INATROY"
J-736	A	"INAZAMA"	J-708	A	"INASEAL"
	Standard	"INAZEM"		Standard	"INASAE"

## DOMINION HANDICRAFT LINOLEUM

Pattern	Gauge	Code	Pattern	Gauge	Code
H-787	A	"INAMONG"	H-775	A	"INADVICE"
	Standard	"INAMICE"		Standard	"INAFIX"
H-786	A	"INAMEN"		Domestic	"INADVENT"
	Standard	"INAMEER"	H-774	A	"INADROIT"
H-785	A	"INAMBIT"		Standard	"INAKIN"
	Standard	"INAMBARY"	H-773	A	"INADOPT"
	Domestic	"INAMBLE"		Standard	"INAGILE"
H-784	A	"INALVINE"		Domestic	"INAMAIN"
	Standard	"INALUM"	H-772	Standard	"INAFOR"
H-783	A	"INALTAR"		Domestic	"INADIEU"
	Standard	"INALPS"	H-771	A	"INADDER"
	Domestic	"INAMAZE"		Standard	"INALERT"
H-782	A	"INALOE"		Domestic	"INALEC"
	Standard	"INALOOF"	H-770	A	"INADAM"
H-778	A	"INAID"		Standard	"INAGLOW"
	Standard	"INAHQY"		Domestic	"INACME"
	Domestic	"INAHM"	H-768	A	"INABOY"
H-776	A	"INAEON"		Standard	"INALFA"
	Standard	"INAFAIR"	H-762	A	"INAXANY"
	Domestic	"INAMASS"		Standard	"INAGREE"
				Domestic	"INAYEZ"

## DOMINION INLAID LINOLEUM (TILING)

Pattern	Gauge	Code	Pattern	Gauge	Code
7435	Domestic	"INRECEASE"	7431	Domestic	"INRECAUCUS"
7434	Domestic	"INRECAVIL"	7430	Domestic	"INRECATTL"
7433	Domestic	"INRECAULK"	7429	Domestic	"INRECAT"
7432	Domestic	"INRECAUDAL"	7428	Domestic	"INRECASUAL"

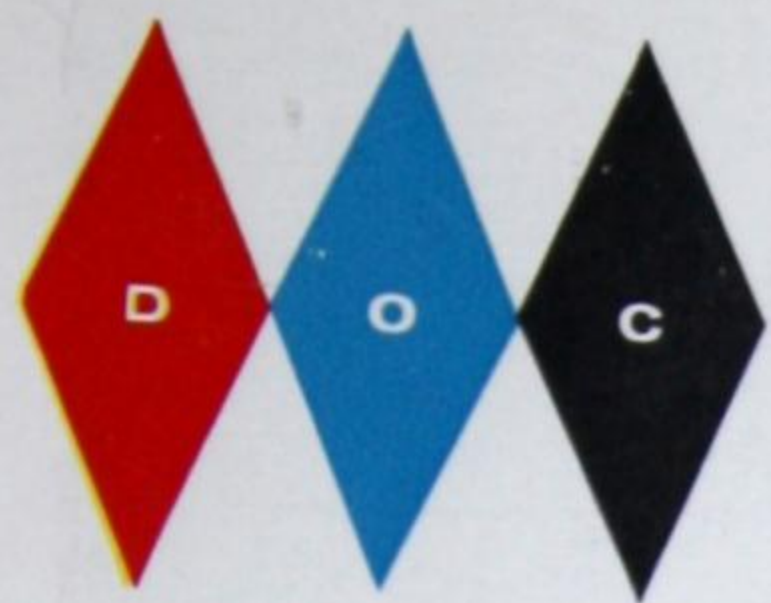
## DOMINION INLAID LINOLEUM (EMBOSSSED)

Pattern	Code	Pattern	Code
8746	"BOSACENSE"	8744	"BOSACCROC"
8745	"BOSACCU"	8743	"BOSACCORD"

## DOMINION INLAID LINOLEUM (MOULDED)

Pattern	Code	Pattern	Code
7048	"INPITIE"	7039	"INPICA"
7047	"INPIS"	7037	"INPIANO"
7046	"INPIQUET"	7036	"INPIAF"
7045	"INPIPE"	7026	"INPESON"
7044	"INPIN"	7024	"INPERSE"
7043	"INPILON"	7021	"INPERIL"
7042	"INPIEU"	7018	"INPERCE"
7041	"INPIEGE"		





# Rexoleum

(GRAVURE)

A "first" with Dominion Linoleum — Authentic rotogravure designs sealed under layers of special-formula varnish . . .

Factory tested for wearability and easy cleaning —  
Available in new beige tones and other popular colours.

*This range is featured 1/6 actual size.*

**DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors**

Rexoleum (Gravure) 2404.





# REXOLEUM (GRAVURE)



2407



2406



2405



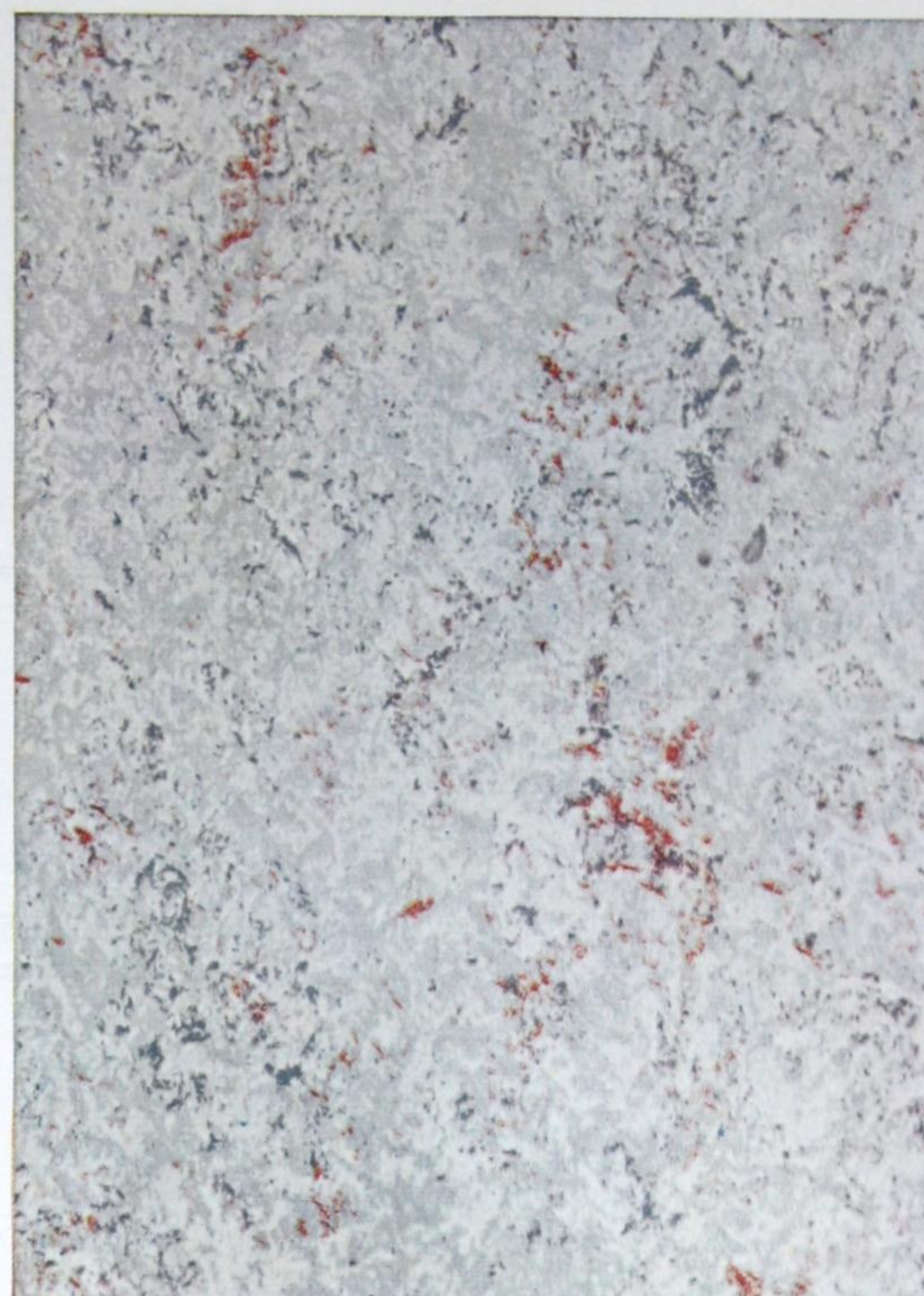
2404



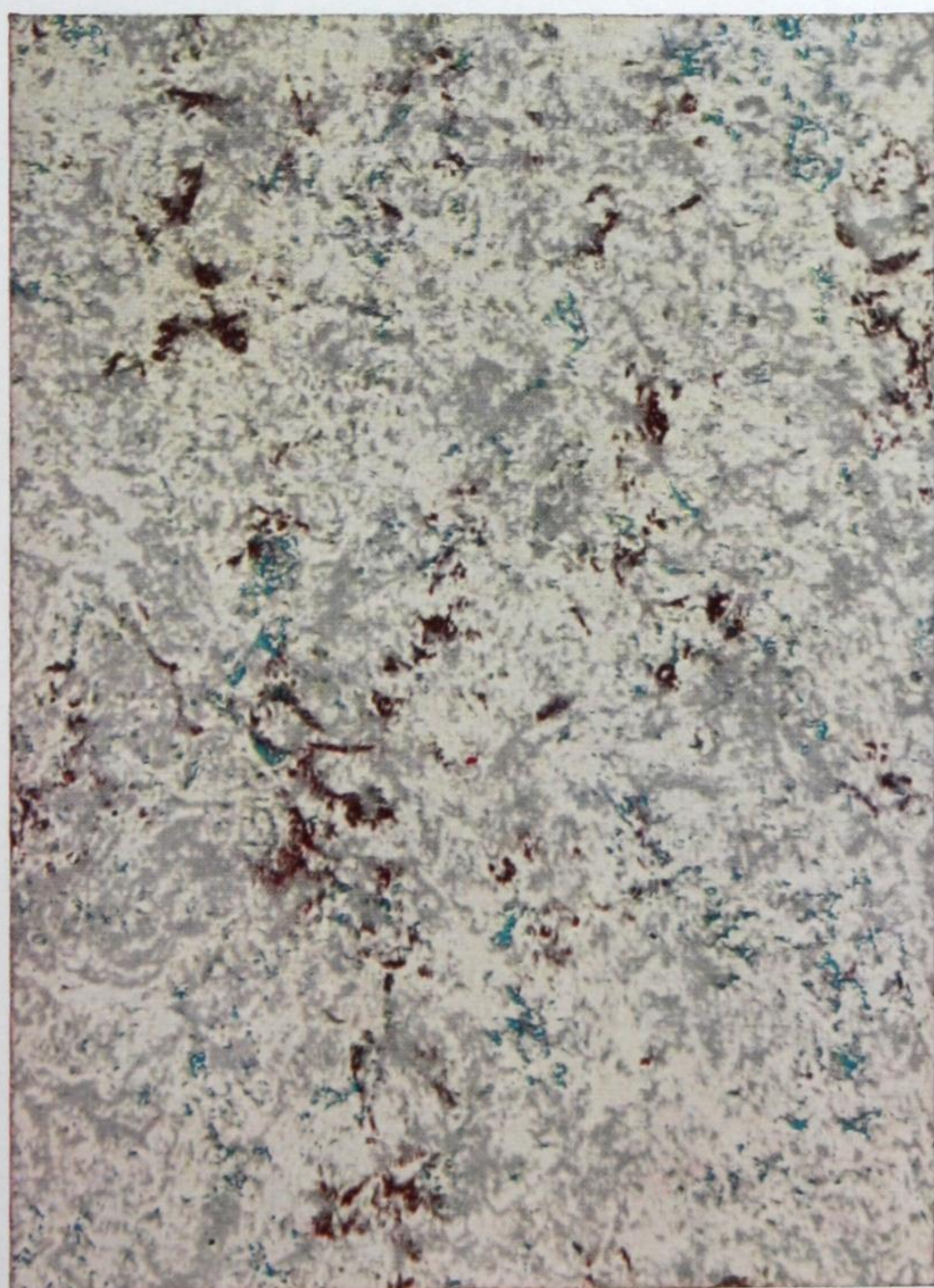
REXOLEUM (GRAVURE)



2403



2402



2401

2 YDS. WIDE



2400





# Rexoleum

## DE LUXE QUALITY

No expensive laying costs or hard work—  
Gleams even without waxing—  
Available in 12 modern designs . . .  
36 colour combinations.

*This range is featured  
1/6 actual size*

## STANDARD QUALITY

Practical, inexpensive floor covering—  
Leads in the economy-budget field—  
10 patterns available . . .  
22 colour combinations.

*This range is featured  
1/8 actual size*

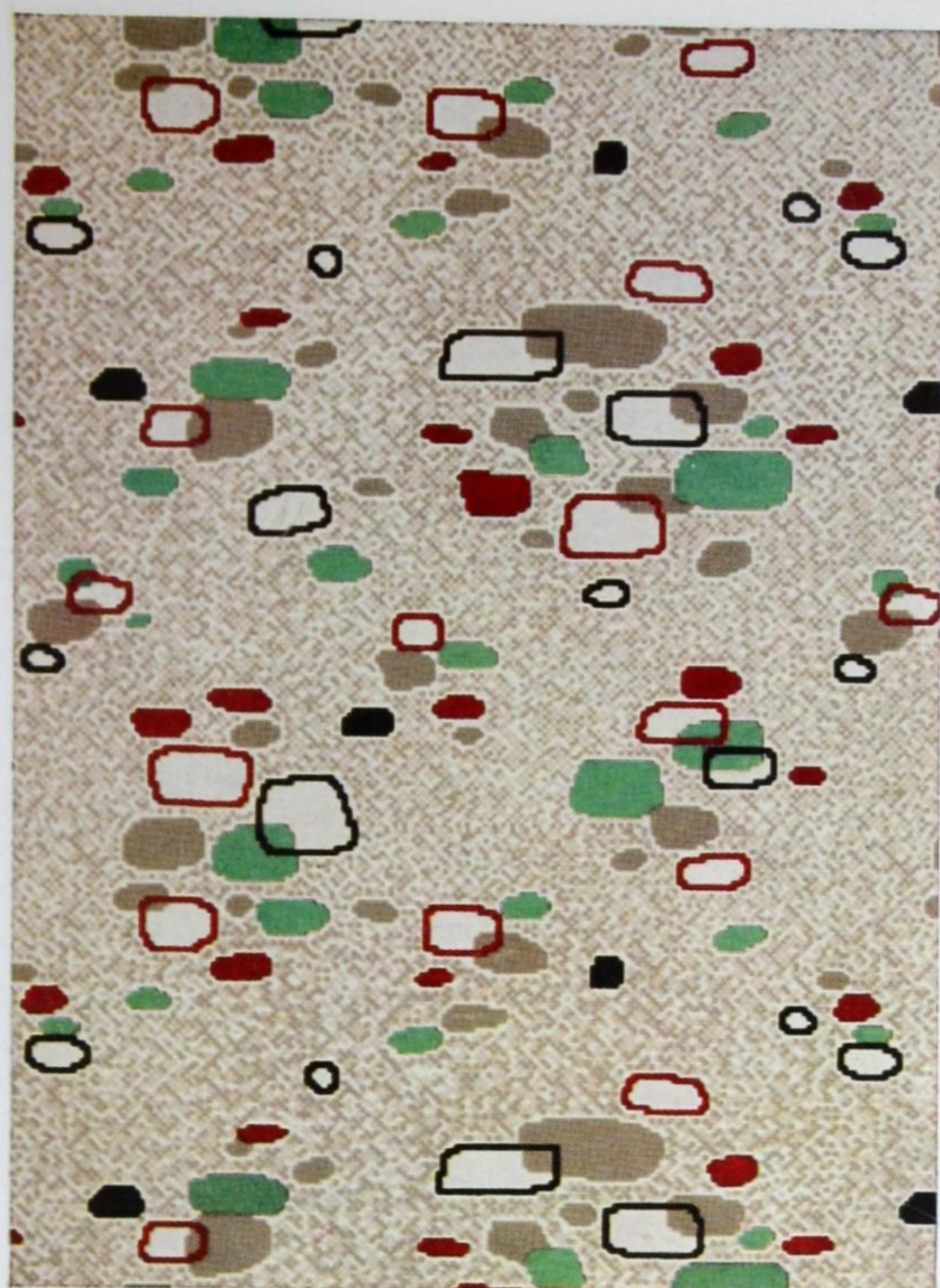
**DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors.**

*Rexoleum (de Luxe) by the yard 0182*



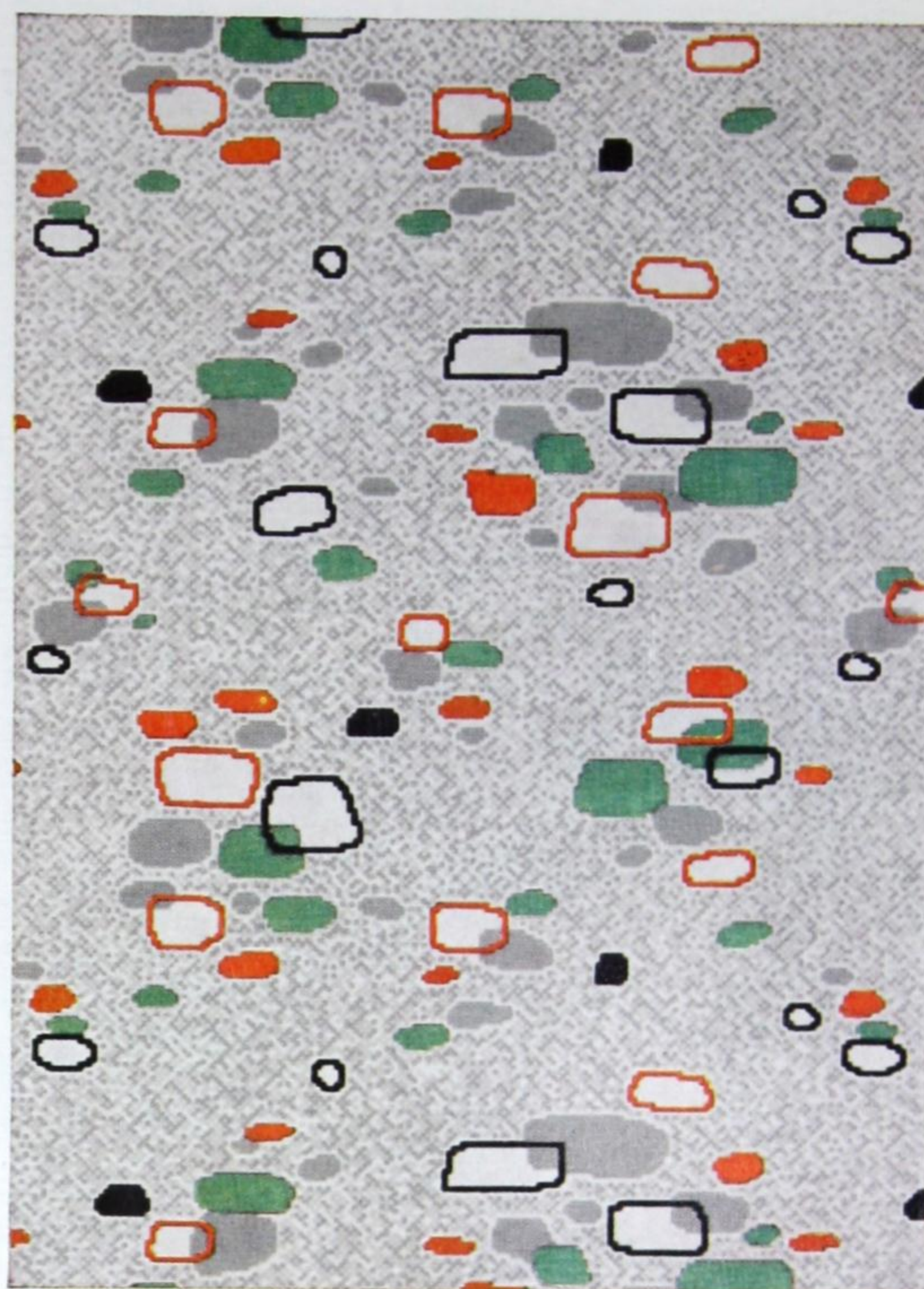


# REXOLEUM (de LUXE)



0184

2 YARDS WIDE



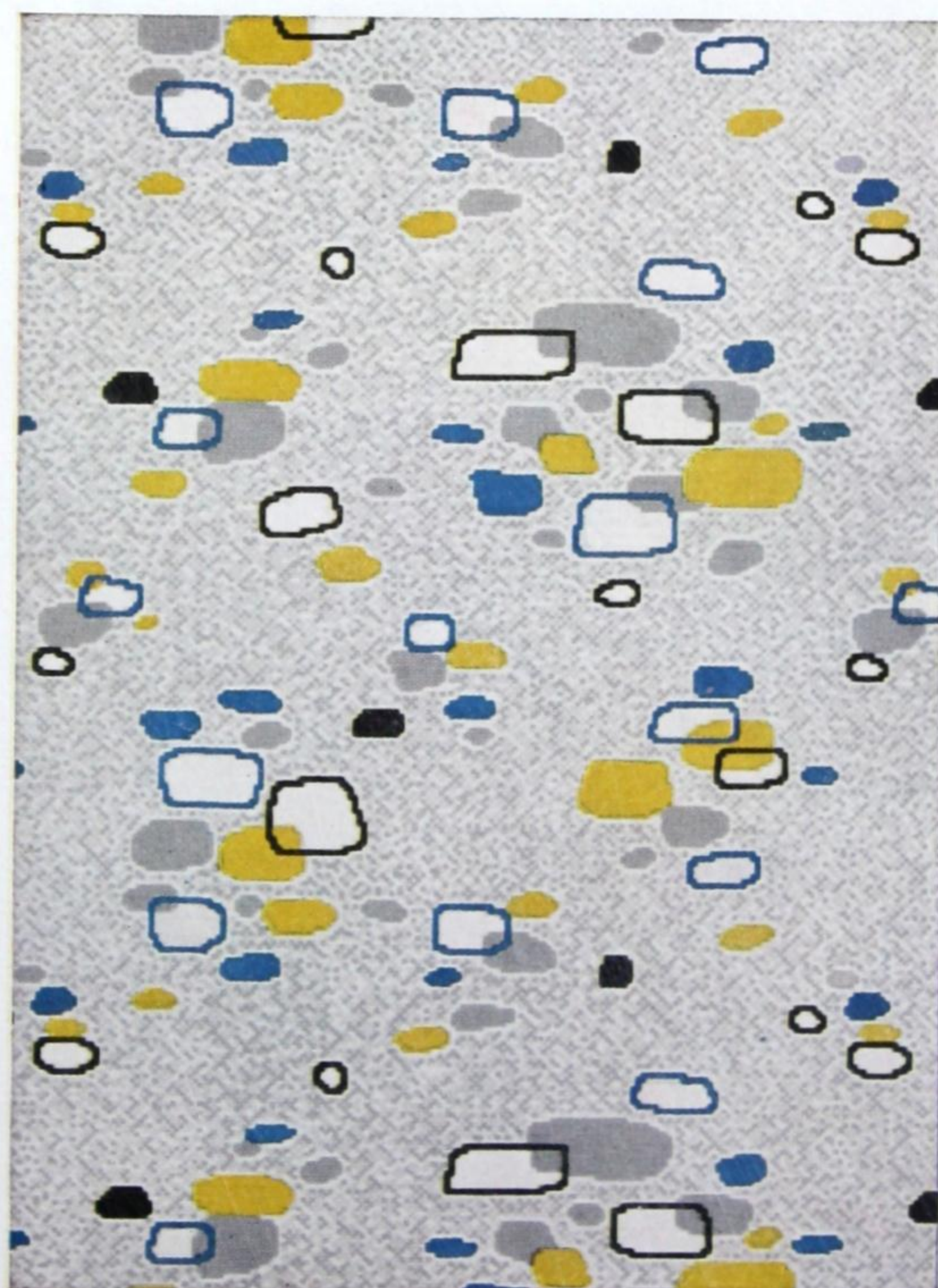
0183

2 YARDS WIDE



0182

2 YARDS WIDE



0181

2 YARDS WIDE



# REXOLEUM (de LUXE)



**0180**

2 AND 3 YARDS WIDE



**0179**

2 AND 3 YARDS WIDE



**0178**

2, 3 AND 4 YARDS WIDE



**0177**

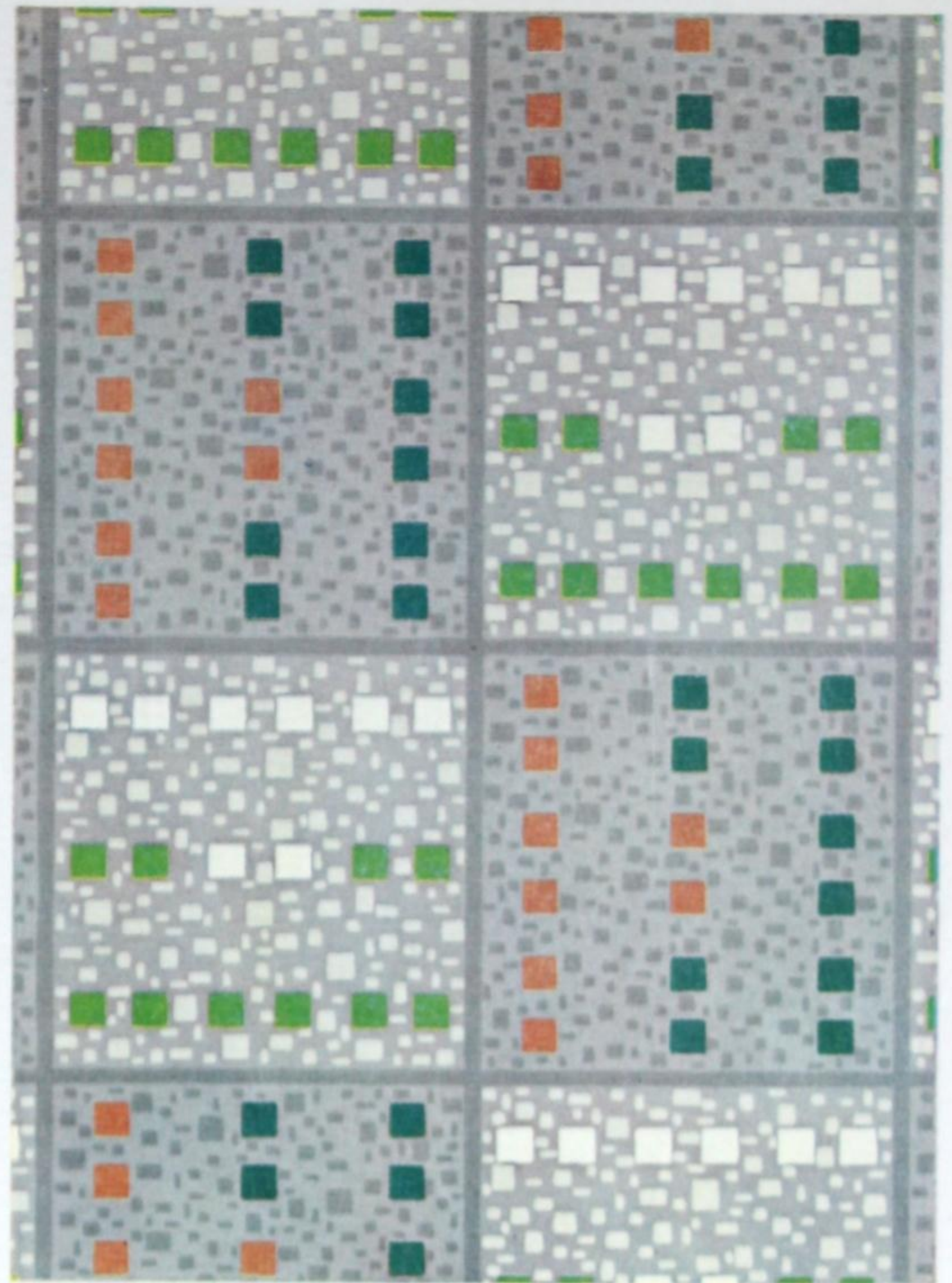
2, 3 AND 4 YARDS WIDE



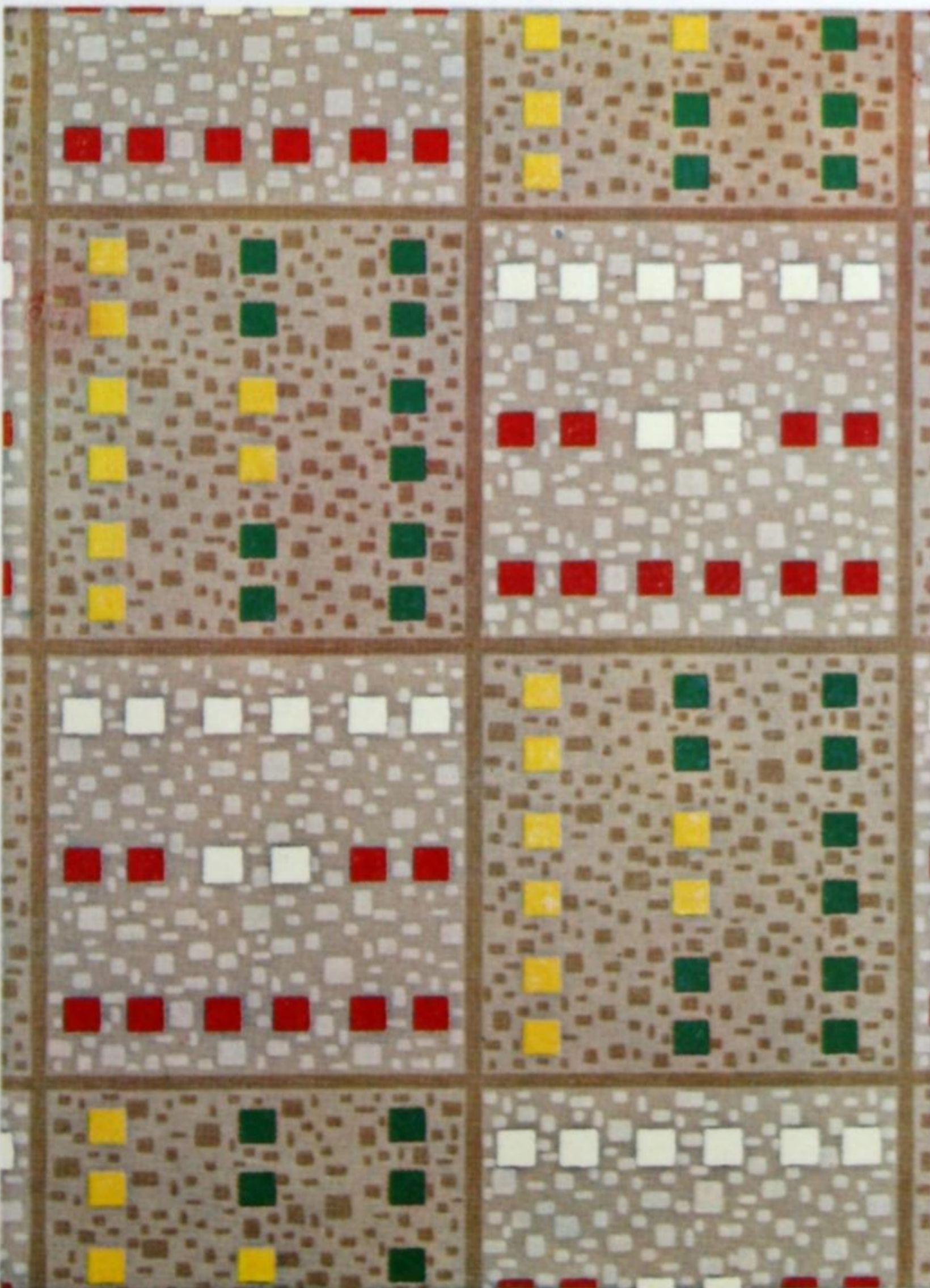
# REXOLEUM (de LUXE)



**0176** 2, 3 AND 4 YARDS WIDE



**0175** 2 YARDS WIDE



**0174** 2 YARDS WIDE



**0173** 2 AND 3 YARDS WIDE



# REXOLEUM (de LUXE)



**0172**

2 AND 3 YARDS WIDE



**0171**

2 AND 3 YARDS WIDE



**0163**

2, 3 AND 4 YARDS WIDE

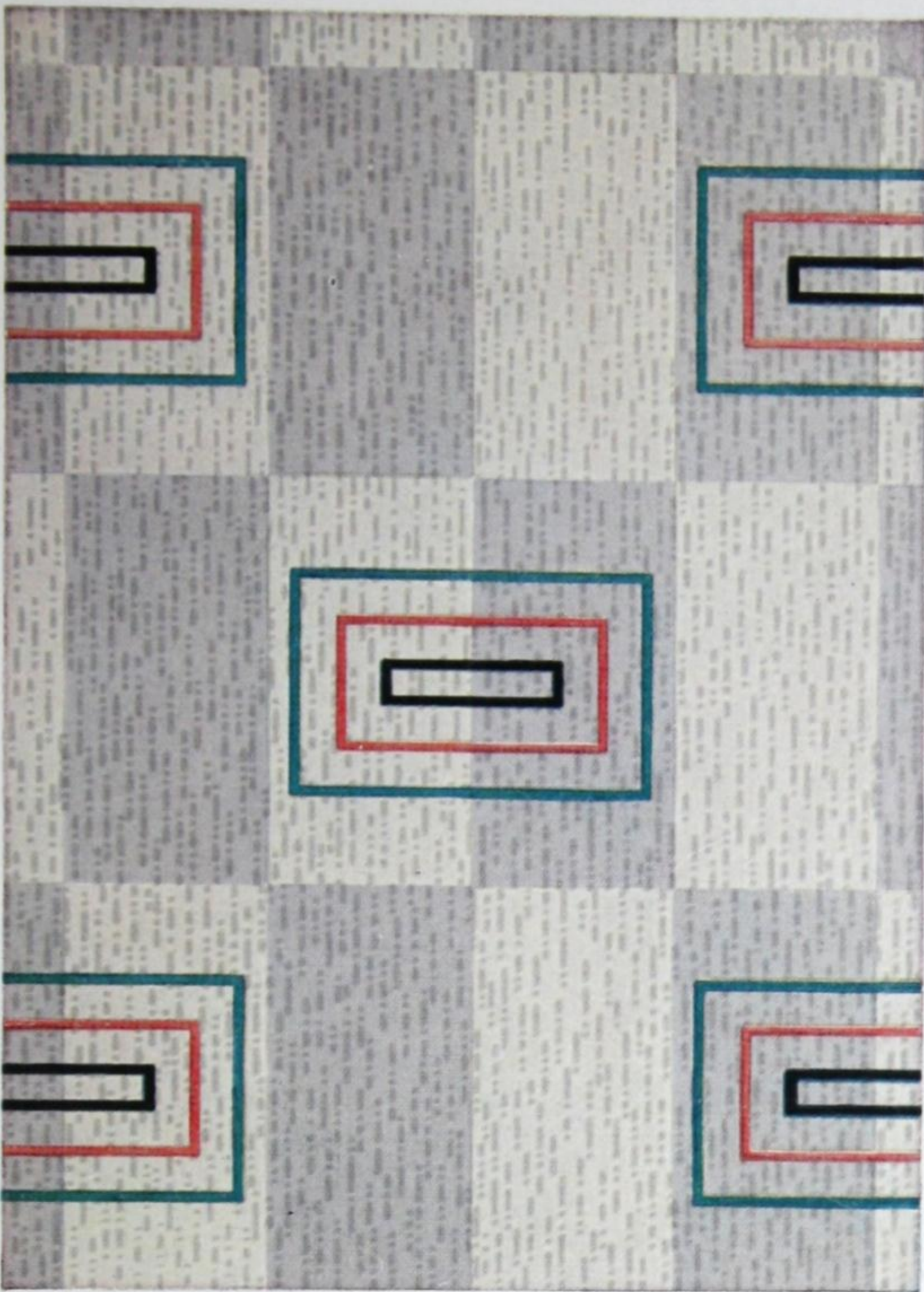


**0161**

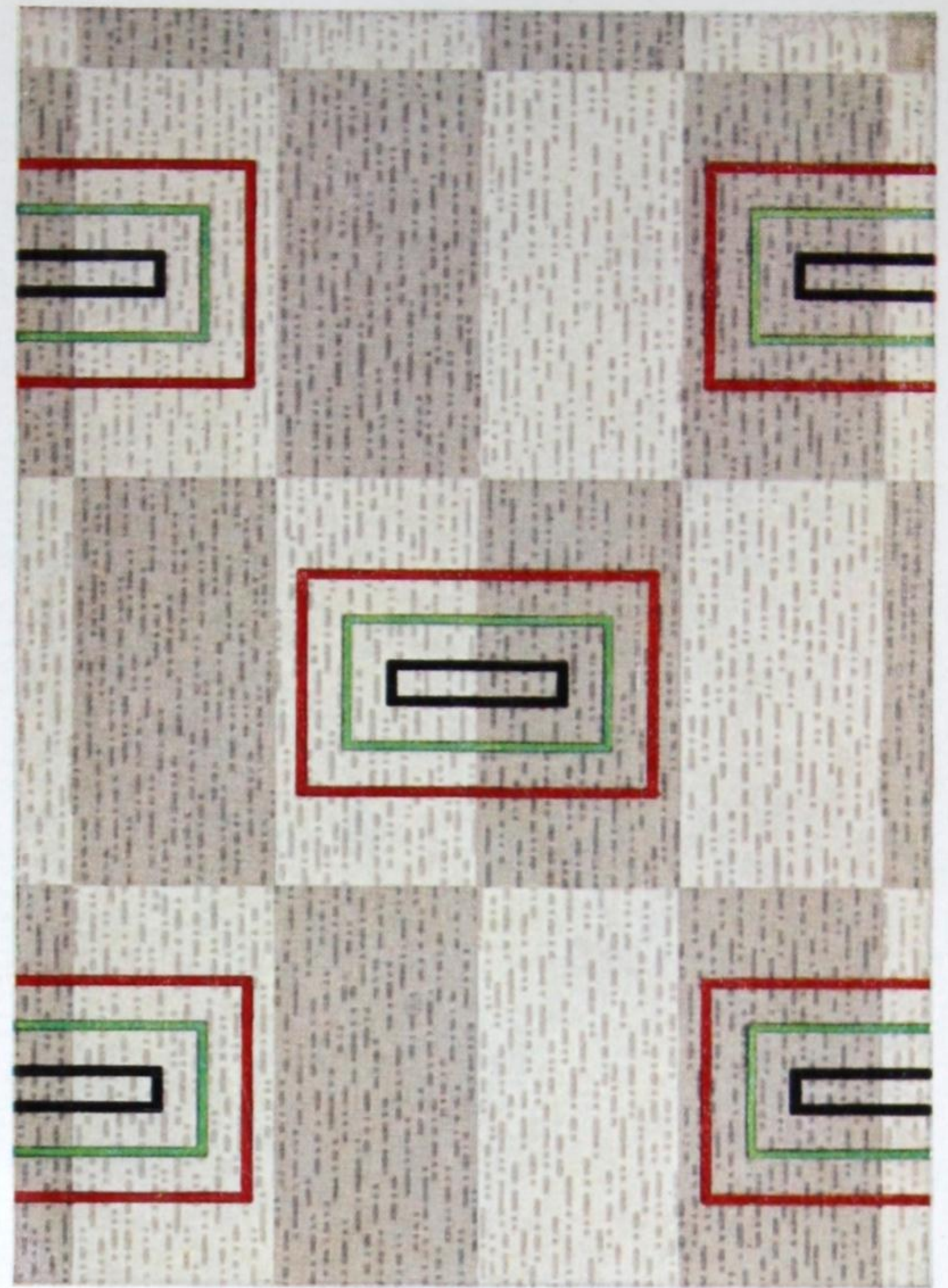
2, 3 AND 4 YARDS WIDE



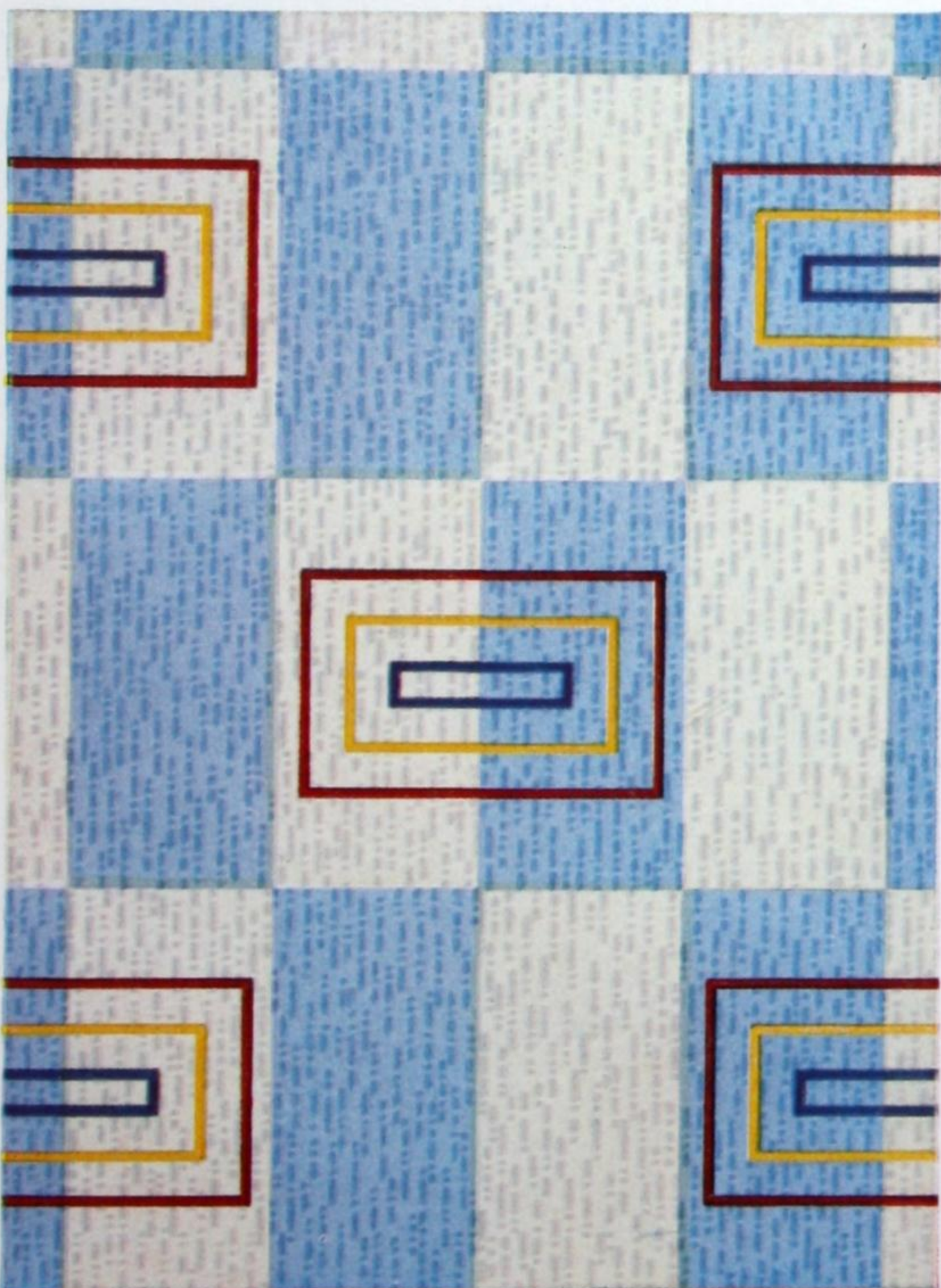
# REXOLEUM (de LUXE)



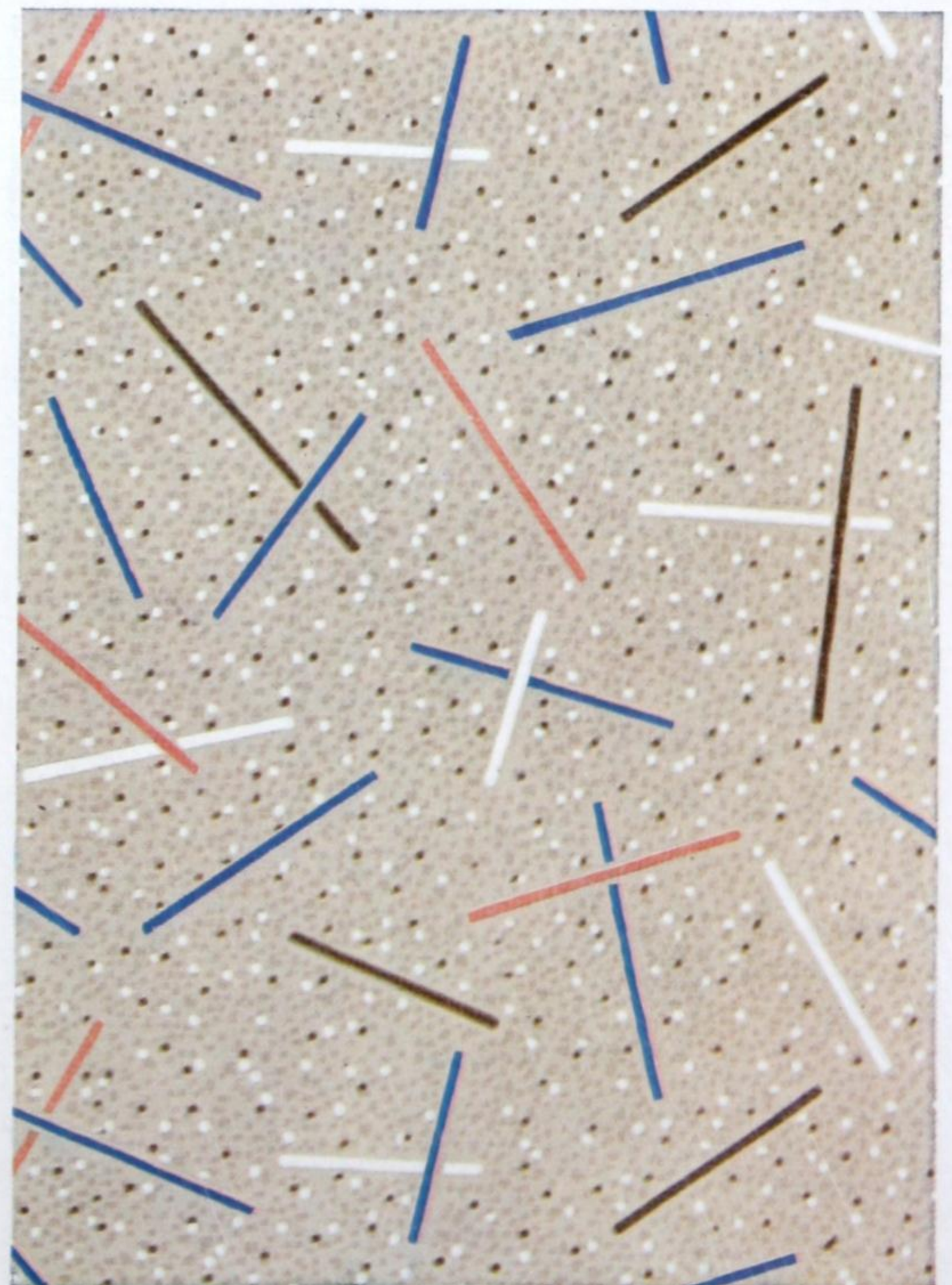
**0158** 2, 3 AND 4 YARDS WIDE



**0156** 2, 3 AND 4 YARDS WIDE



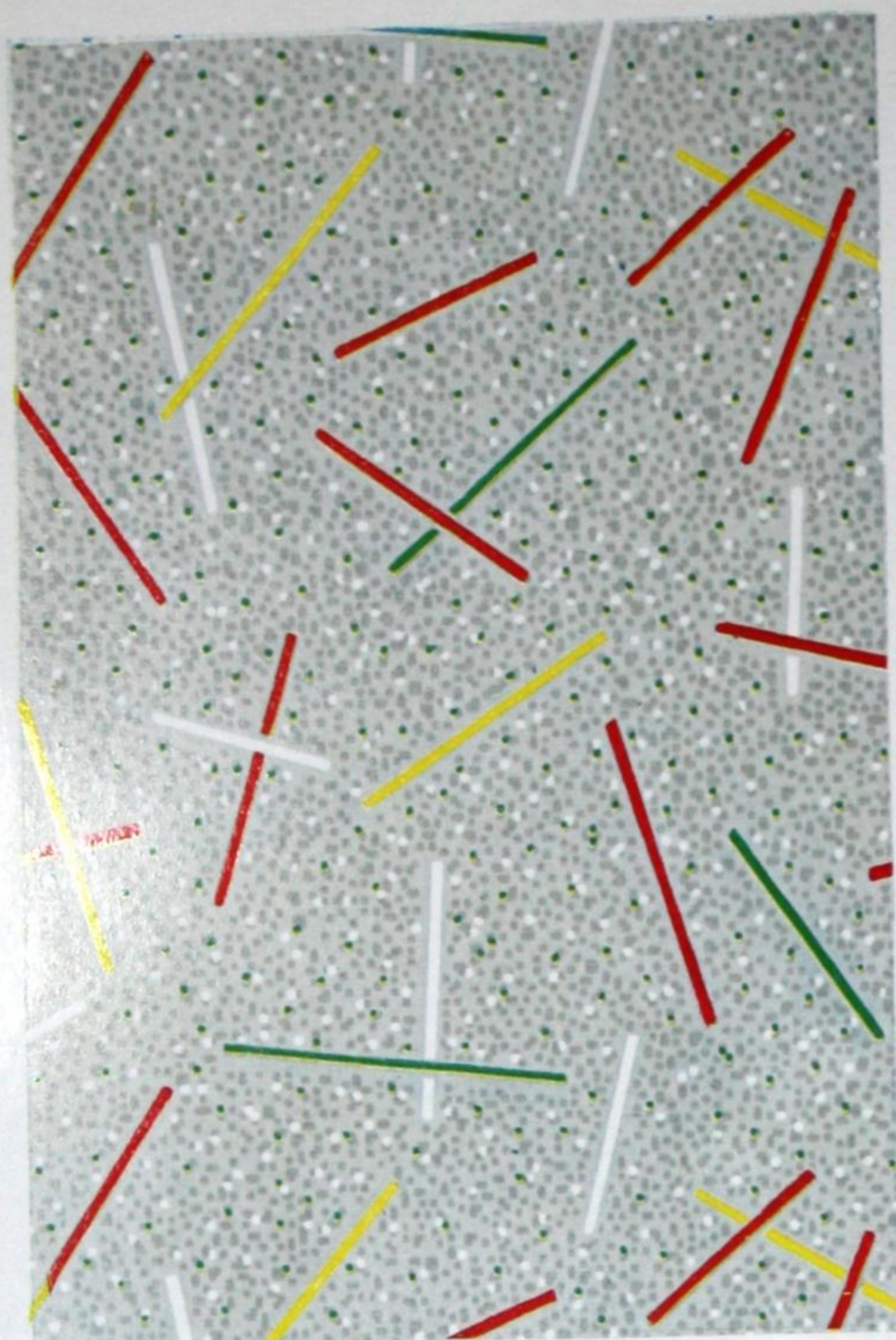
**0155** 2 YARDS WIDE



**0128** 2, 3 AND 4 YARDS WIDE



# REXOLEUM (de LUXE)



**0127**

2, 3 AND 4 YARDS WIDE



**0097**

2, 3 AND 4 YARDS WIDE

Page 94, rug to match 0469



**0096**

2 AND 3 YARDS WIDE



**0094**

2, 3 AND 4 YARDS WIDE

Page 94, rug to match 0470



# REXOLEUM (de LUXE)



**0087**

2 YARDS WIDE



**0086**

2 YARDS WIDE



**0103**

2 YARDS WIDE  
also available 36", 27" and 18" Wide



**0101**

2 YARDS WIDE  
also available 36", 27" and 18" Wide



# REXOLEUM (STANDARD)



R-62



R-61



R-60



R-59



# REXOLEUM (STANDARD)



R-58



R-57



R-56



R-55

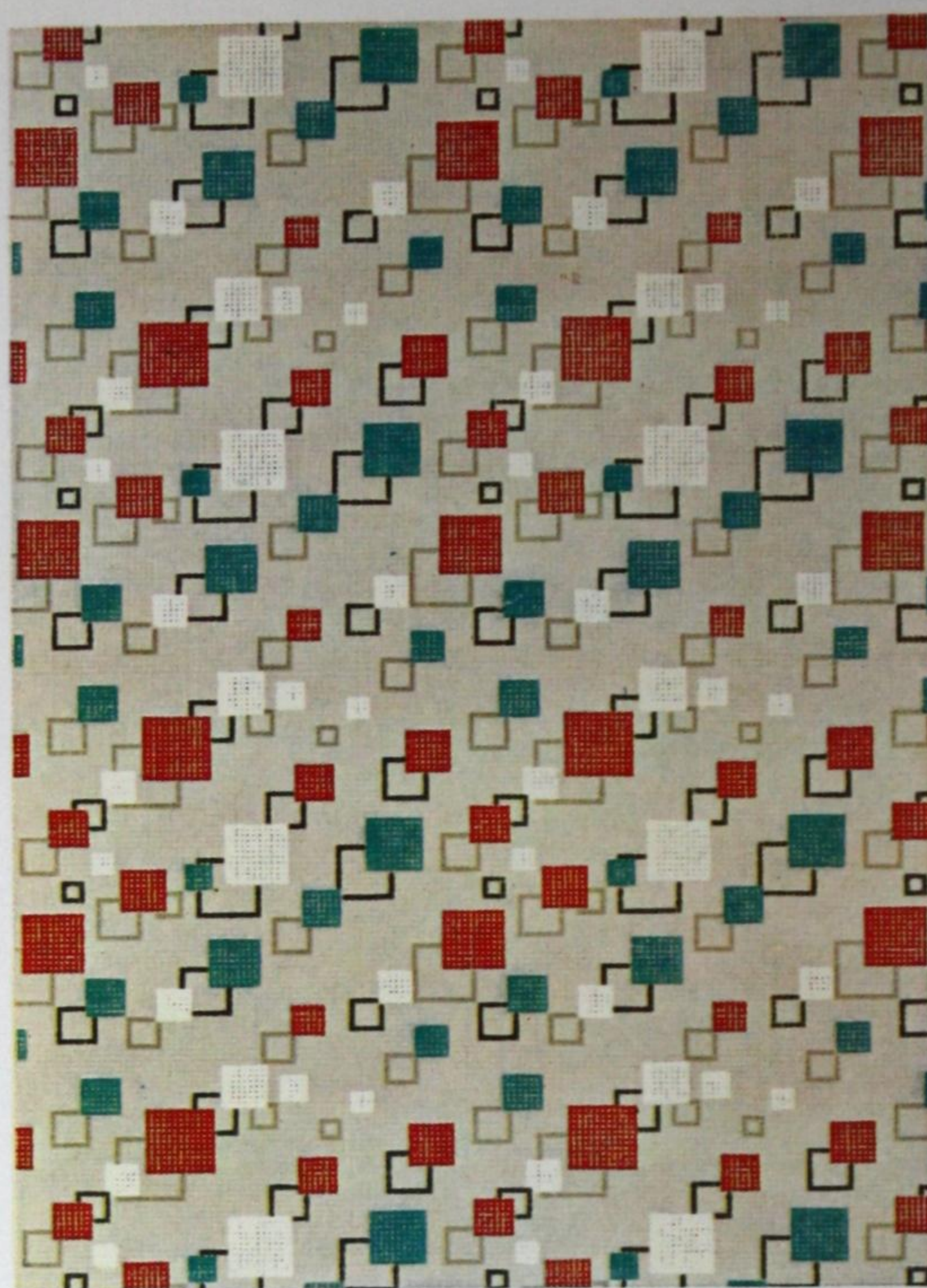
2 YARDS WIDE



# REXOLEUM (STANDARD)

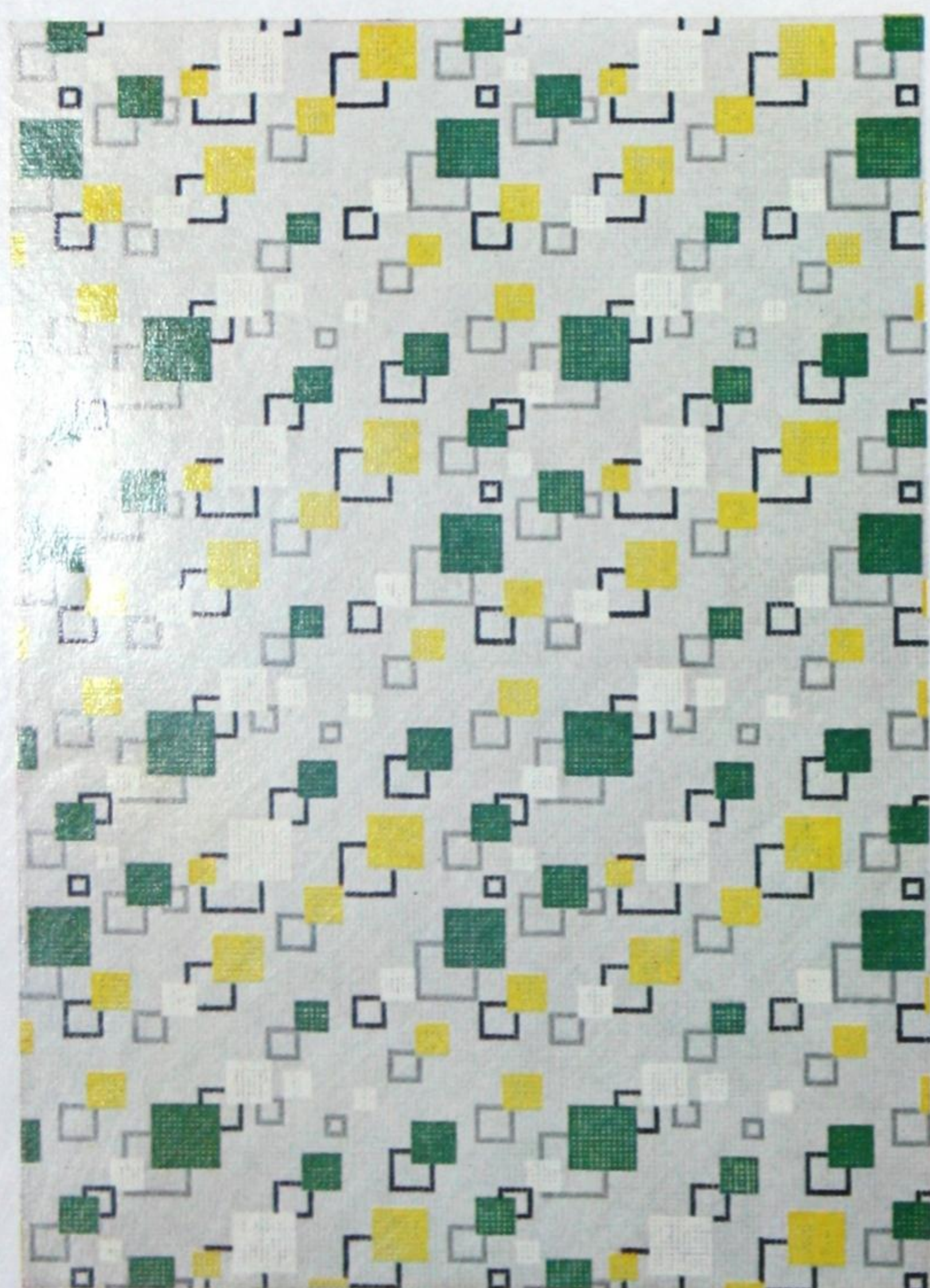


**R-54**



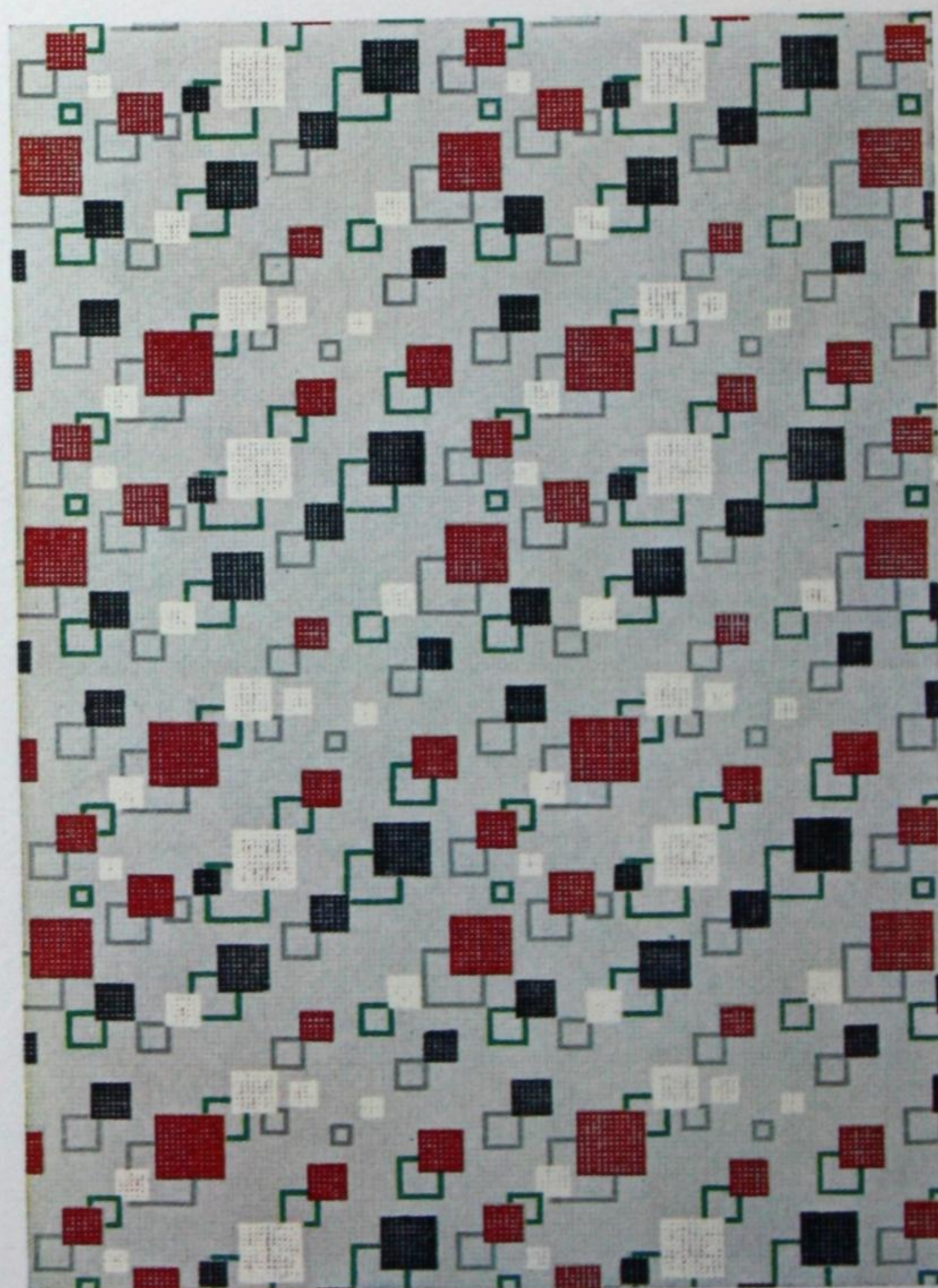
**R-53**

*Page 90, passage to match RP-151*



**R-52**

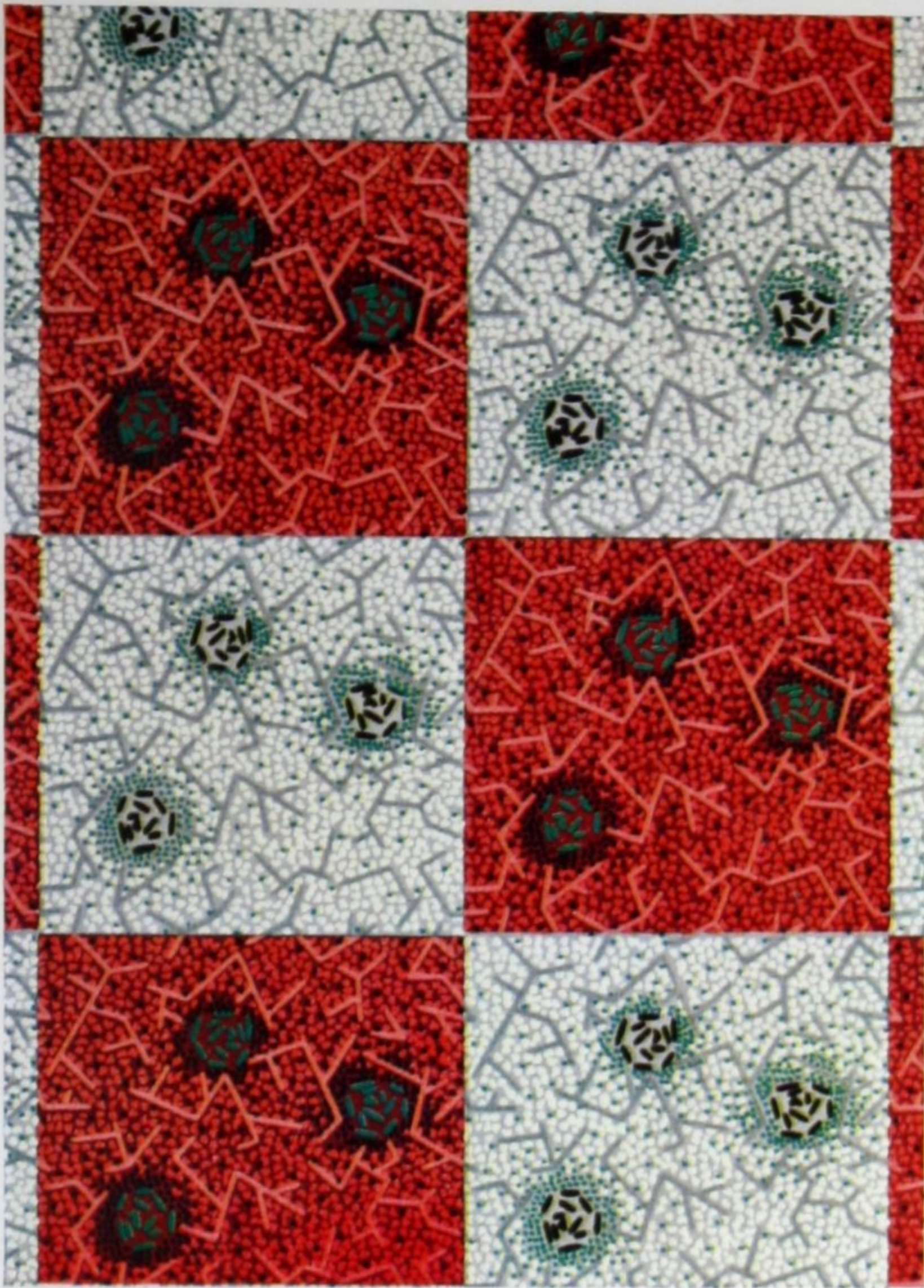
*Page 90, passage to match RP-150*



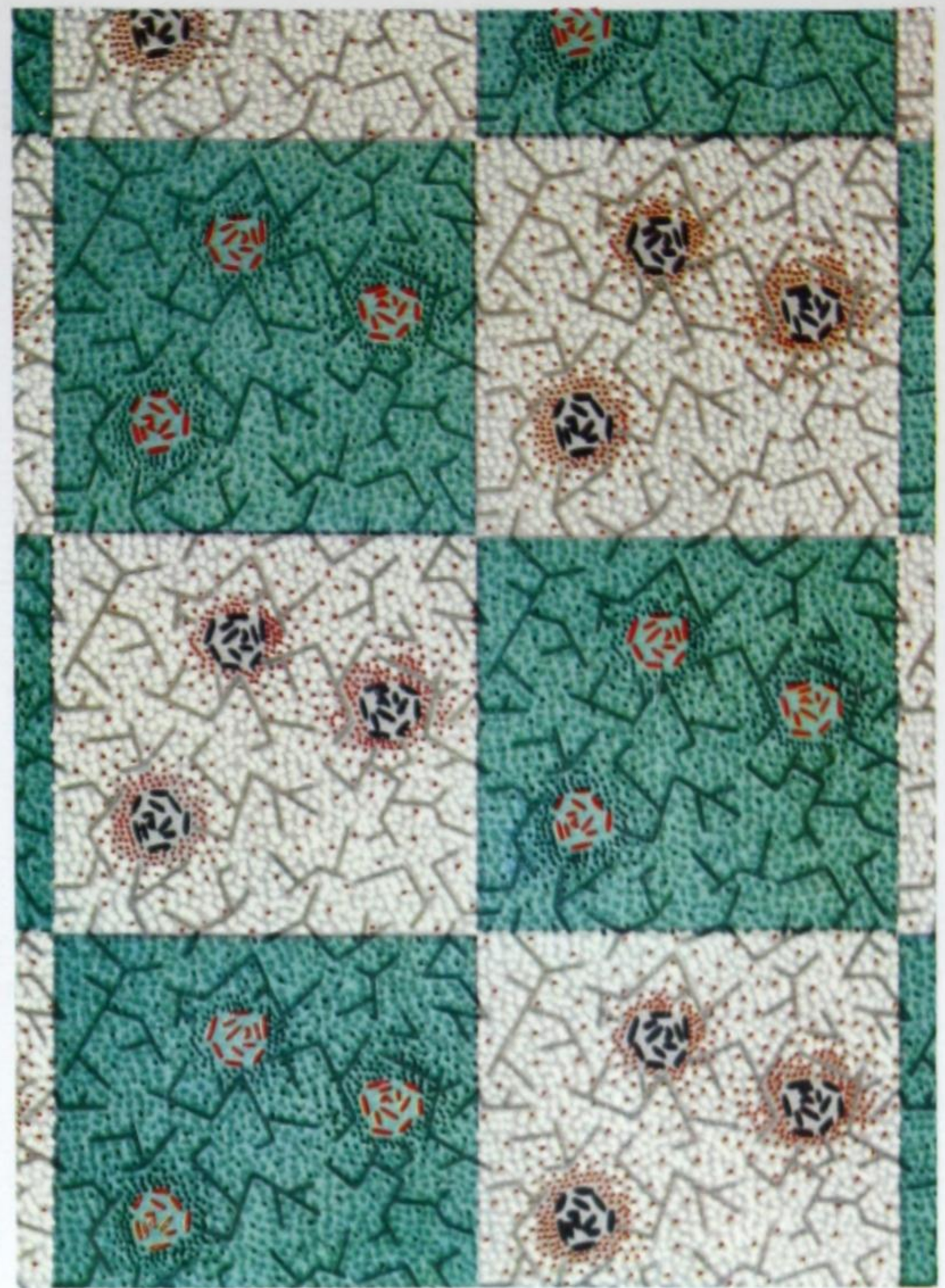
**R-51**



# REXOLEUM (STANDARD)



**R-50**



**R-49**



**R-45**

Page 90, passage to match RP-148



**R-44**

Page 90, passage to match RP-149

2 YARDS WIDE



# REXOLEUM (STANDARD)



R-42



R-41



R-40



R-38



## REXOLEUM (STANDARD)



**R-30**

2 YARDS WIDE



**R-19**

2 YARDS WIDE

*also available 36", 27" and 18" Wide*

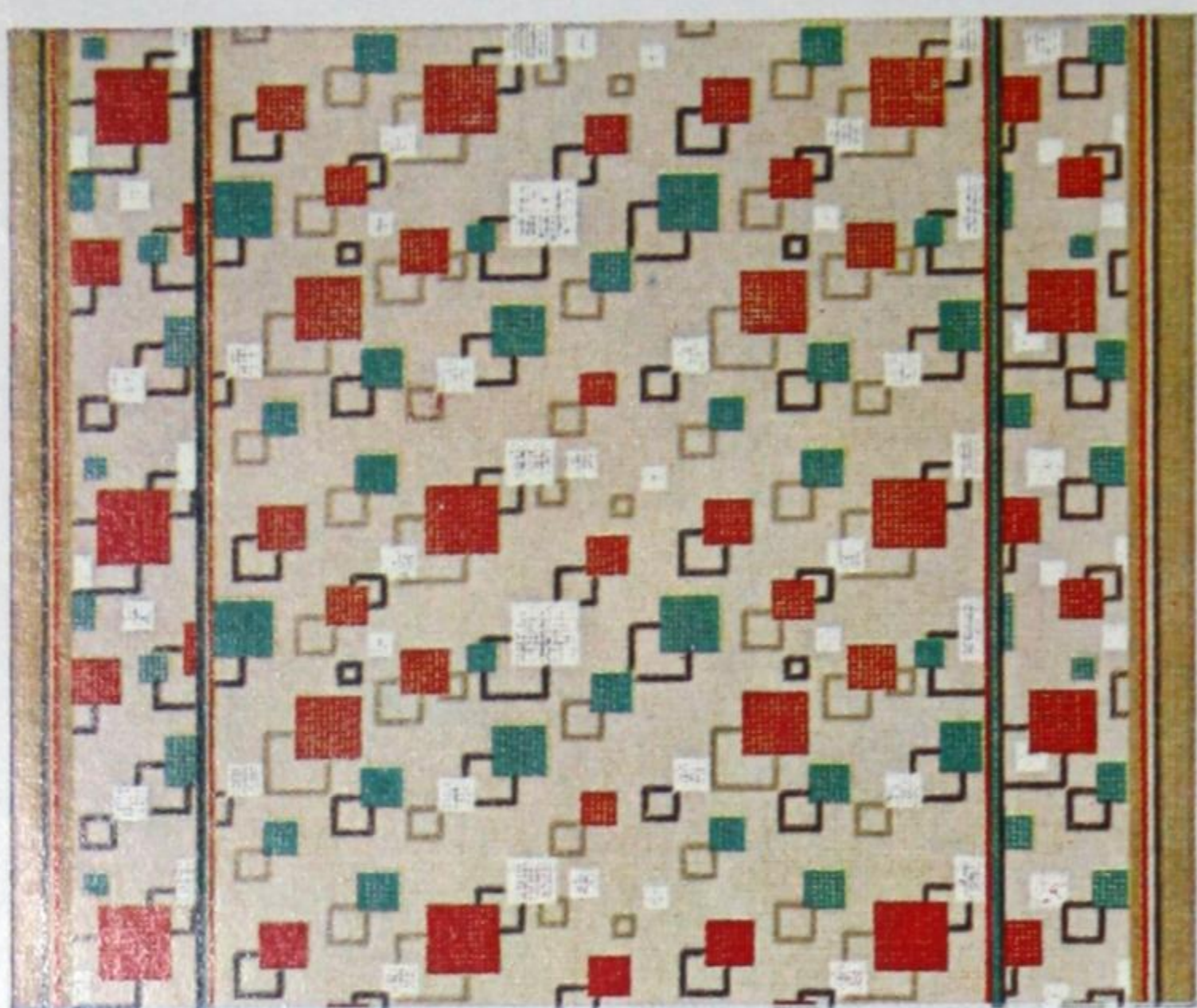
### **More about REXOLEUM STANDARD . . .**

The big advantage of this economical Rexoleum line is its unusual and numerous patterns . . . made possible by the manufacturing process itself. Colours are bright, clear and expressed in highly imaginative designs.

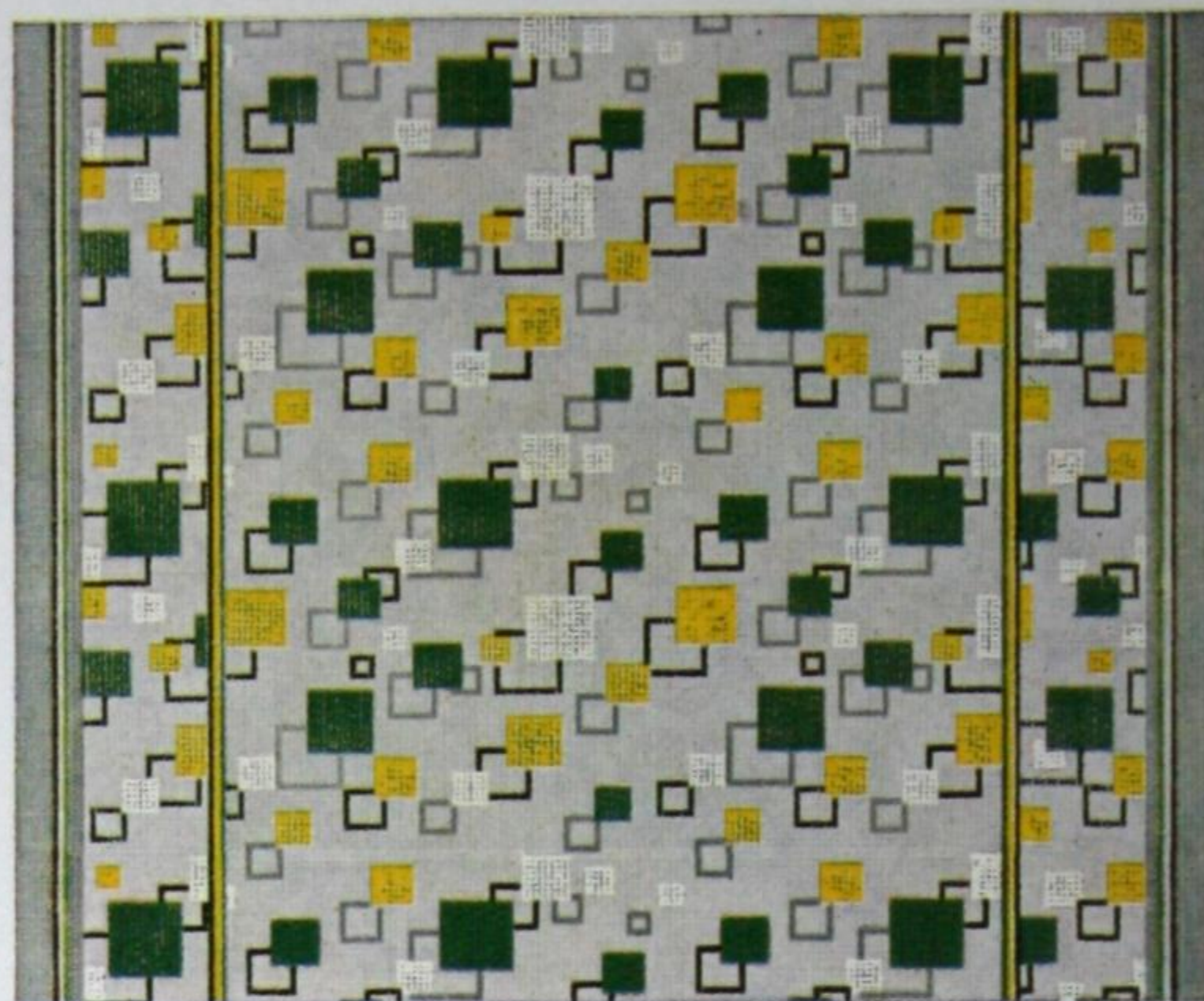
**REXOLEUM PASSAGE**, shown on the following page, blends or dramatically contrasts with the other Rexoleum patterns. Designed specifically for hallways, entrances, hard-wearing for heavy traffic. Available in 18", 24", 27" and 36" widths.



# Rexoleum "Passage" STANDARD QUALITY



**RP-151** 24 and 36 inches wide Page 86, Yard Goods to match **R-53**



**RP-150** 24 and 36 inches wide Page 86, Yard Goods to match **R-52**



**RP-149** 27 and 36 inches wide Page 87, Yard Goods to match **R-44**



**RP-148** 27 and 36 inches wide Page 87, Yard Goods to match **R-45**



**R-19** 18, 27 and 36 inches wide Page 89, Yard Goods to match **R-19**

## DE LUXE QUALITY



**0103** 18, 27 and 36 inches wide Page 83, Yard Goods to match **0103**



**0101** 18, 27 and 36 inches wide Page 83, Ycrd Goods to match **0101**



# Rexoleum Rugs

Carpet-like effects at economy prices . . .

no cutting or laying required . . .

16 actual carpet designs with effective borders

7 sizes available.

*This range is featured 1/9 actual size.*

**DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors**

*Rexoleum Rug 0484 with Rexoleum (De Luxe) 0103*





# REXOLEUM RUGS (de LUXE)



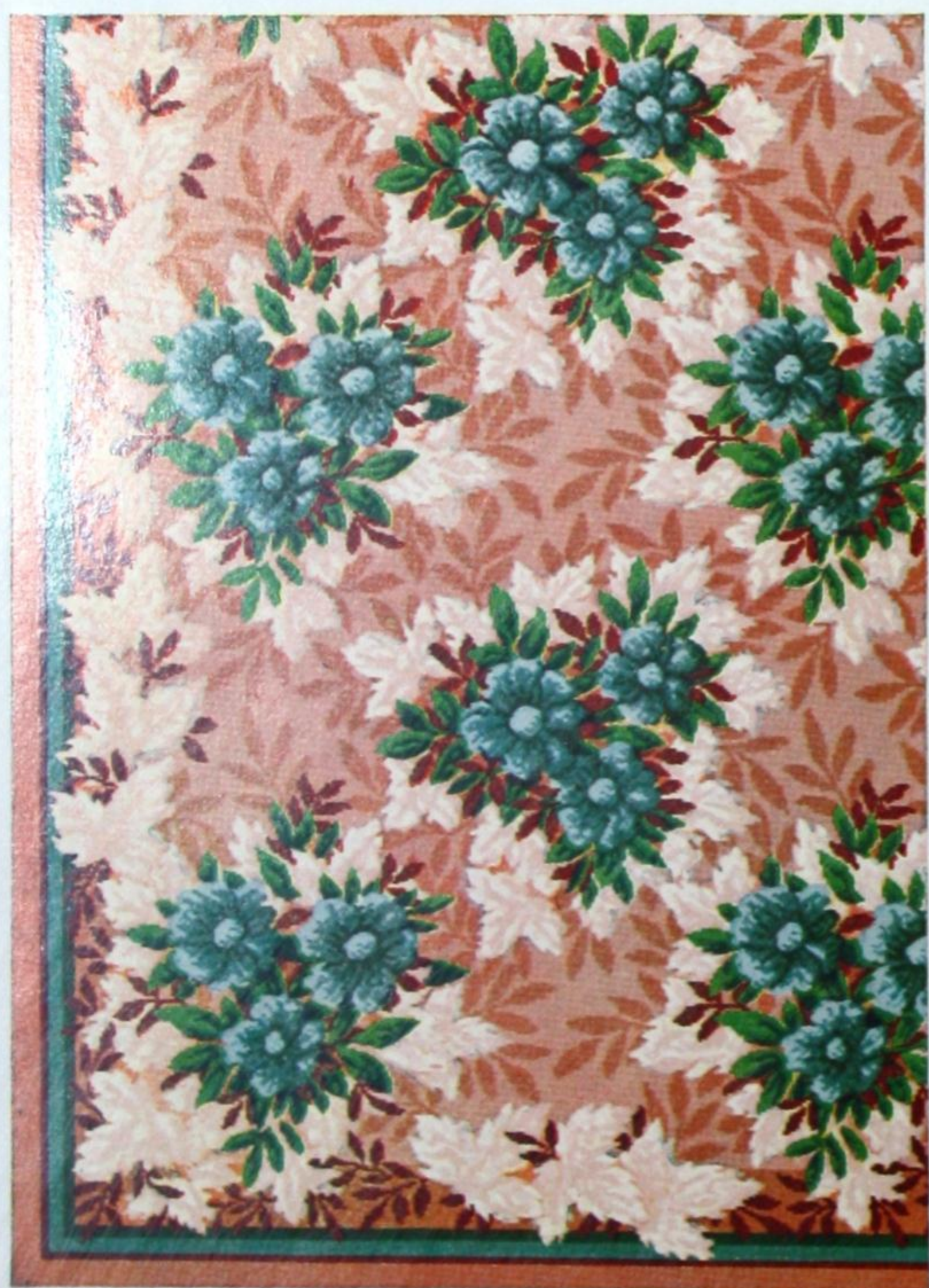
**0484**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0483**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0482**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0481**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



# REXOLEUM RUGS (de LUXE)



**0480**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0478**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0477**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	

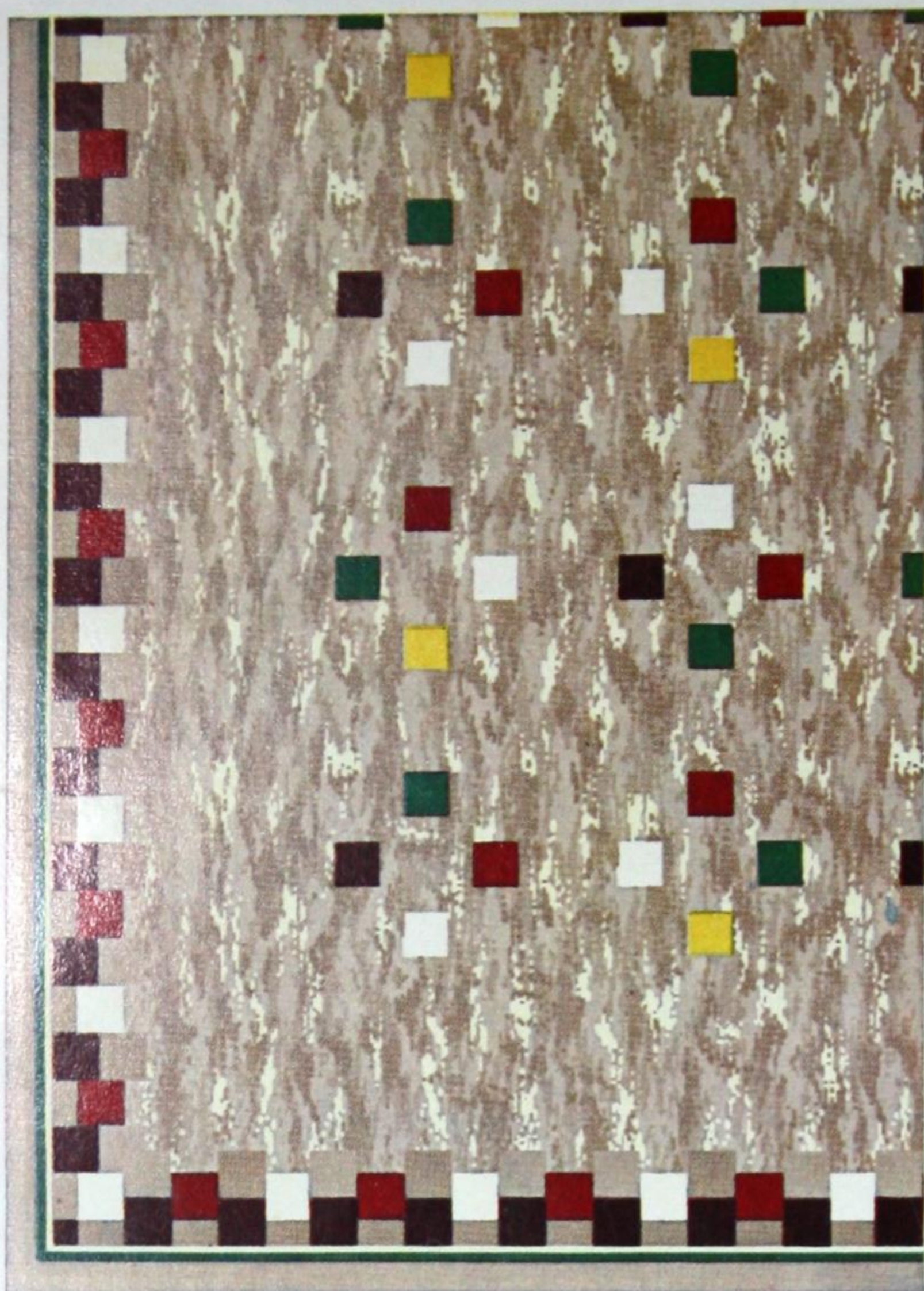


**0475**

6 x 9 ft.	9 x 10½ ft.
7½ x 9 ft.	9 x 12 ft.
9 x 9 ft.	



# REXOLEUM RUGS (de LUXE)



**0474**

6 x 9 ft.	9 x 10½ ft.
7½ x 9 ft.	9 x 12 ft.
9 x 9 ft.	



**0471**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0470**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0469**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



# REXOLEUM RUGS (de LUXE)



**0467**

6 x 9 ft.	9 x 12 ft.
7½ x 9 ft.	9 x 13½ ft.
9 x 9 ft.	9 x 15 ft.
9 x 10½ ft.	



**0436**

Pink

6 x 9 ft.	9 x 9 ft.
7½ x 9 ft.	9 x 10½ ft.
	9 x 12 ft.



**0436**

Yellow

6 x 9 ft.	9 x 9 ft.
7½ x 9 ft.	9 x 10½ ft.
	9 x 12 ft.



**0436**

Blue

6 x 9 ft.	9 x 9 ft.
7½ x 9 ft.	9 x 10½ ft.
	9 x 12 ft.



# Rexoleum Mats



0316A



0316B

SUPPLIED IN LOTS  
OF  
EIGHT ONLY

ALSO  
AVAILABLE  
EIGHT ASSORTED:  
TWO EACH OF  
0316A, B, C, D



0316C

SIZE  
27 x 54  
INCHES



0316D



# REXOLEUM MATS



**0315A**



**0315B**

SUPPLIED IN LOTS  
OF  
EIGHT ONLY

ALSO  
AVAILABLE  
EIGHT ASSORTED:  
TWO EACH OF  
0315A, B, C, D



**0315C**

SIZE  
27 x 54  
INCHES



**0315D**



# REXOLEUM MATS



O253A



O253B



O253C

PACKED  
25 PER CARTON,  
ASSORTED



O253D

SIZE  
18 x 36  
INCHES



O252A



O252B



O252C

PACKED  
25 PER CARTON,  
ASSORTED



O252D

SIZE  
18 x 36  
INCHES



DOMINION

# Plastic Counter Topping AND Wall Covering

Available  
27" and 54" wide

Counters resist hot water, grease and ordinary household acids . . .

Splash boards are modern, functional and protect your walls . . .

Walls which take rough treatment clean off with a wipe . . .

Installation is simple . . . scissors and wallpaste are all you need.

We're proud of this low-priced new line—  
Adaptable to any budget, any decor.

**NOTE:** Be careful to instruct against using knives or other sharp instruments on this product. Guard it from hot irons or equally hot objects.

WE RECOMMEND LINOGRIP 55 FOR BEST RESULTS.



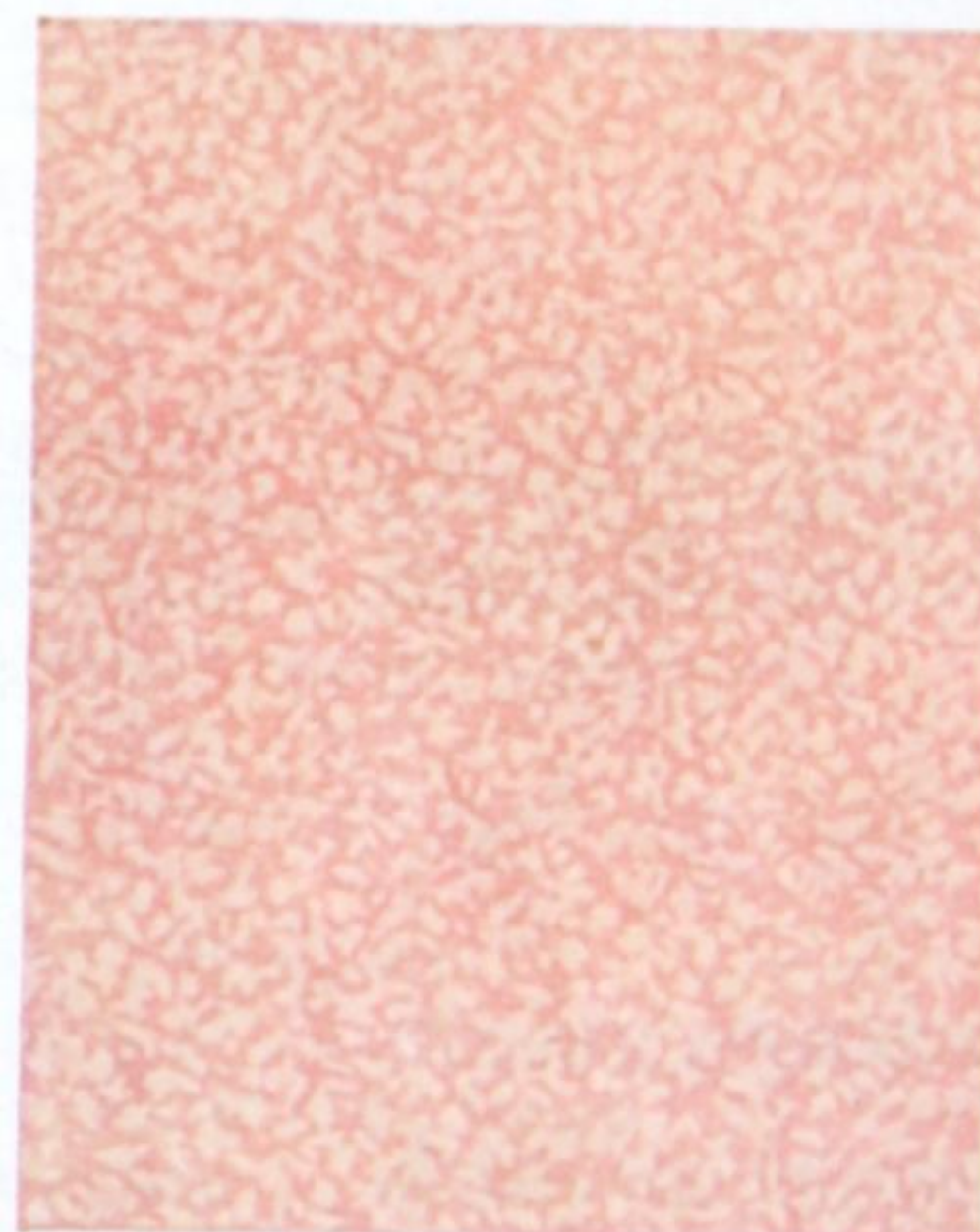
CT-70 — 27" wide  
CW-70 — 54" wide



CT-69 — 27" wide  
CW-69 — 54" wide



CT-68 — 27" wide  
CW-68 — 54" wide



CT-67 — 27" wide  
CW-67 — 54" wide



CT-66 — 27" wide  
CW-66 — 54" wide



CT-65 — 27" wide  
CW-65 — 54" wide

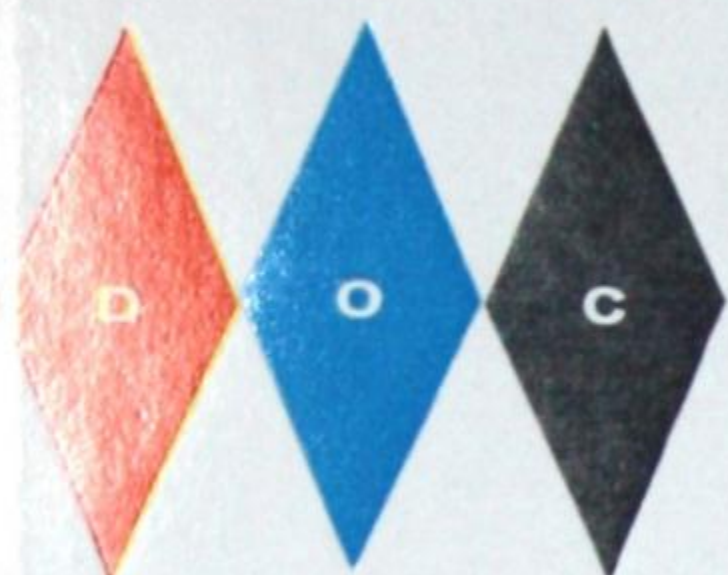


CT-64 — 27" wide  
CW-64 — 54" wide

DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors

See page 102 for further details re Wall Coverings

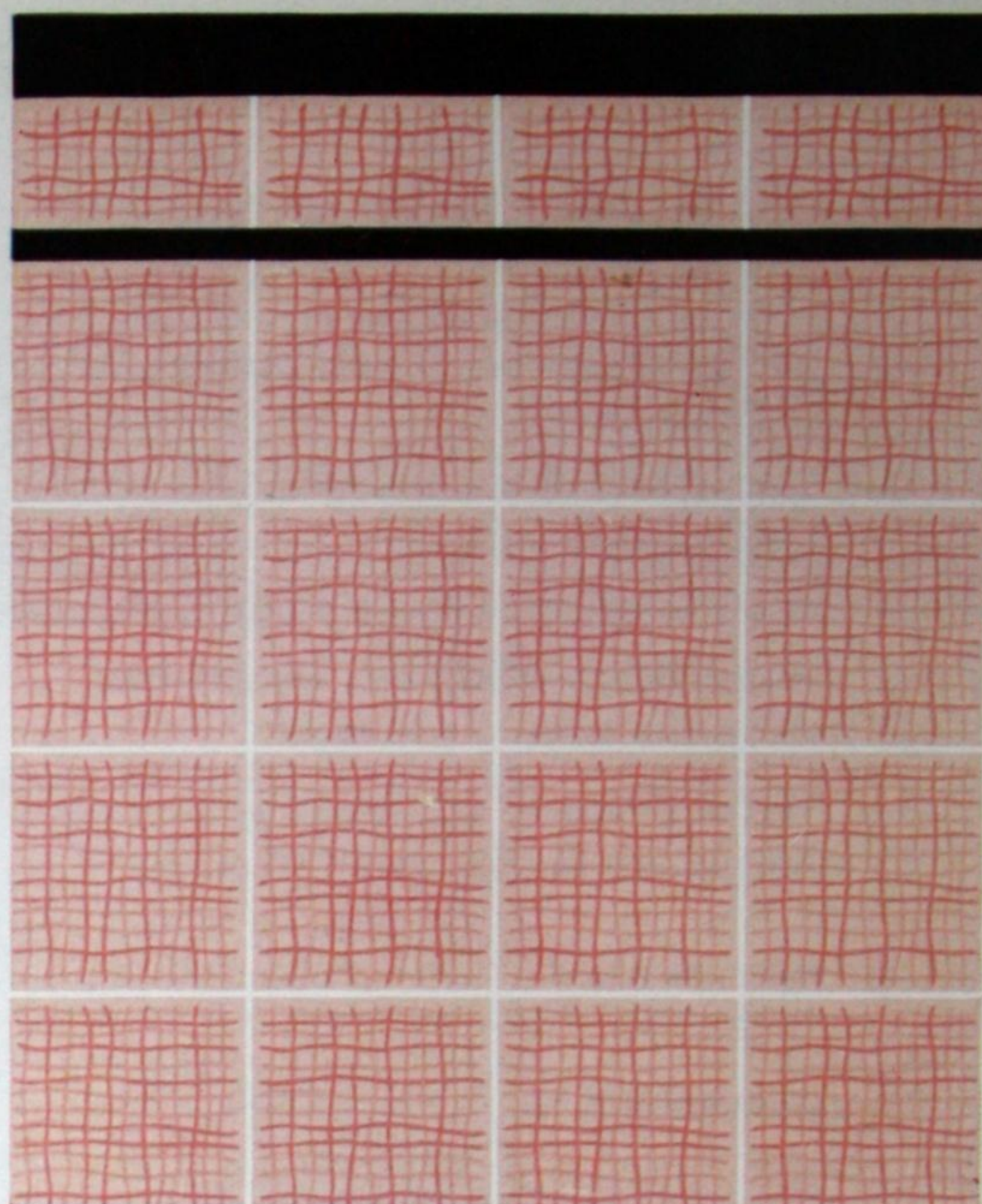




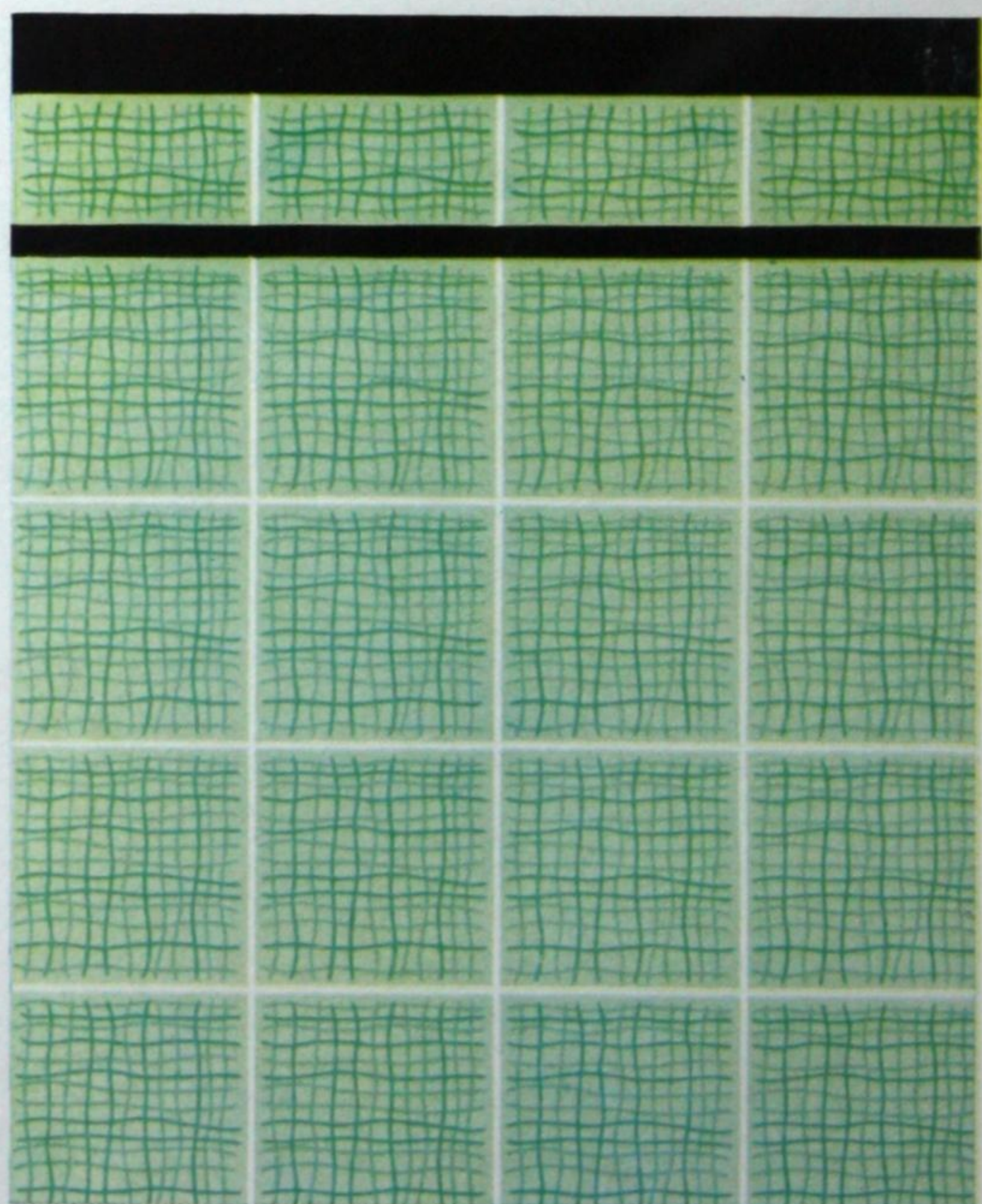
# Rexwall

Inexpensive decorative  
wall covering . . .  
Simulates ceramic tiles with  
borders to blend in  
modern decors . . .  
easy to install . . .  
36", 45" and 54" wide,  
120 linear feet per roll.  
10 colours.

*This range is featured 1/2 actual size.*



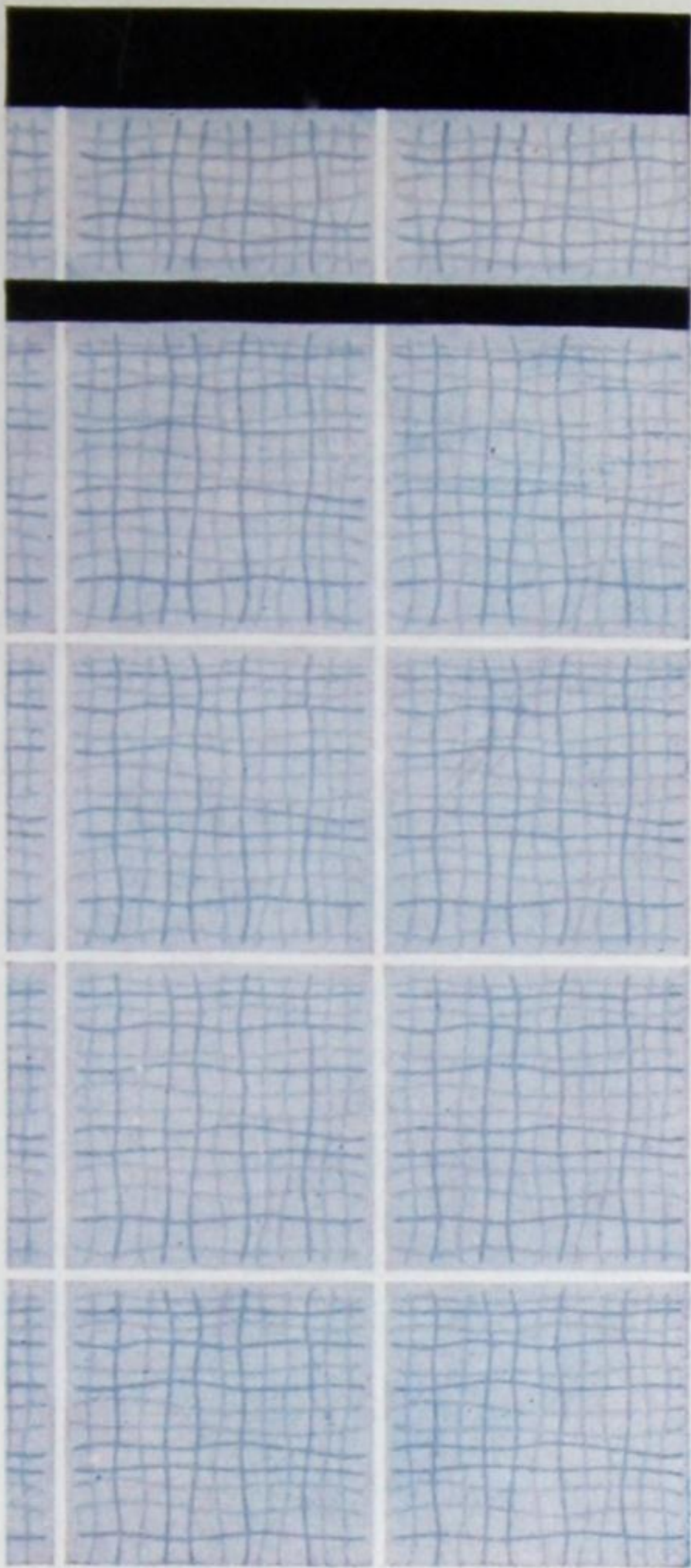
**RW-11**



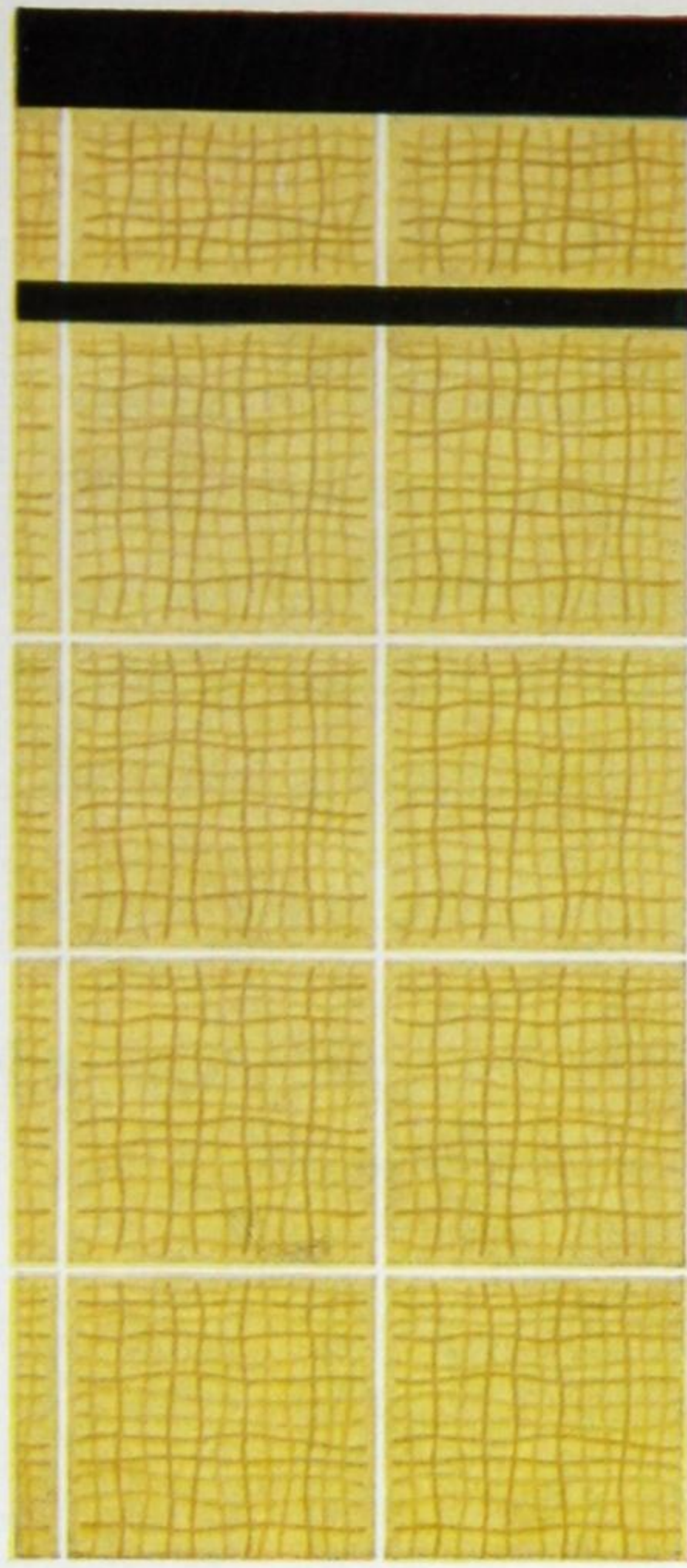
**RW-10**



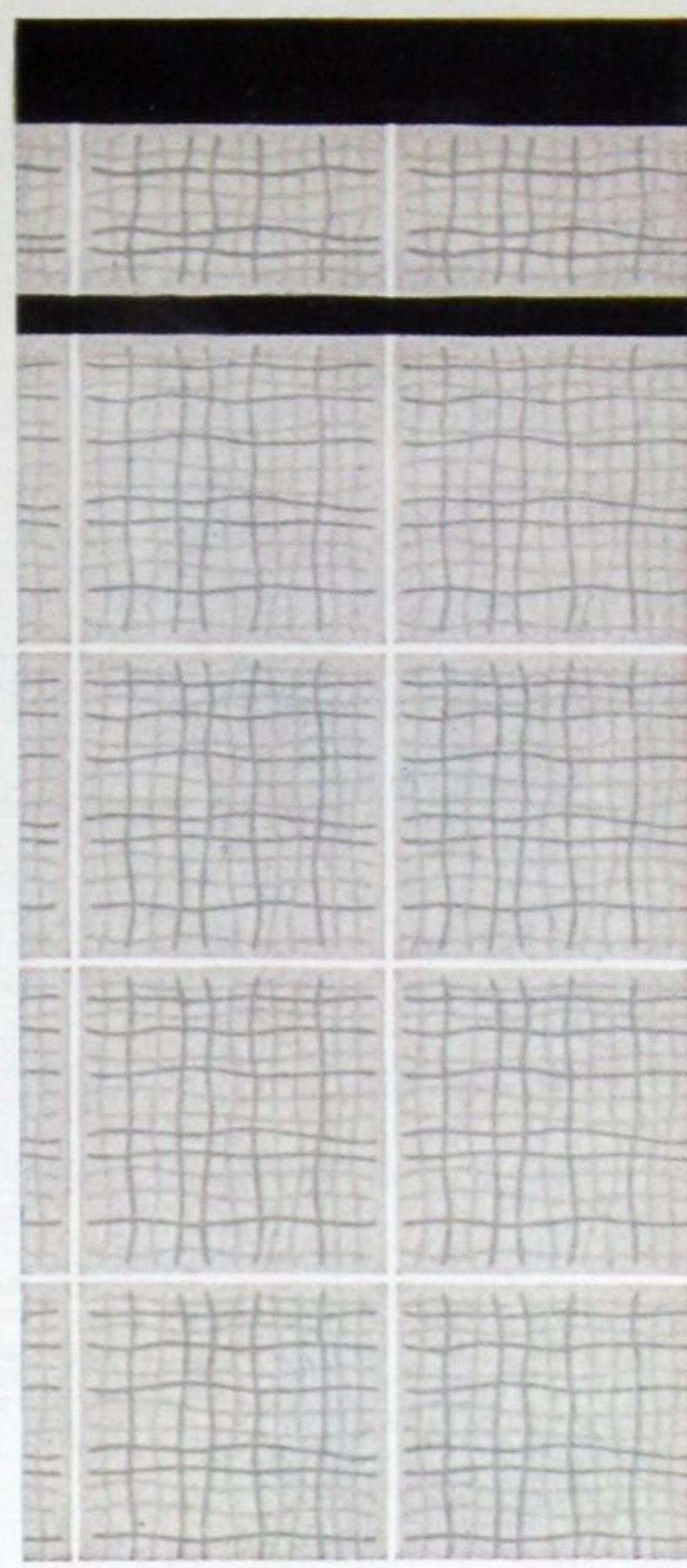
# REXWALL



**RW-09** 36" AND 45" WIDE



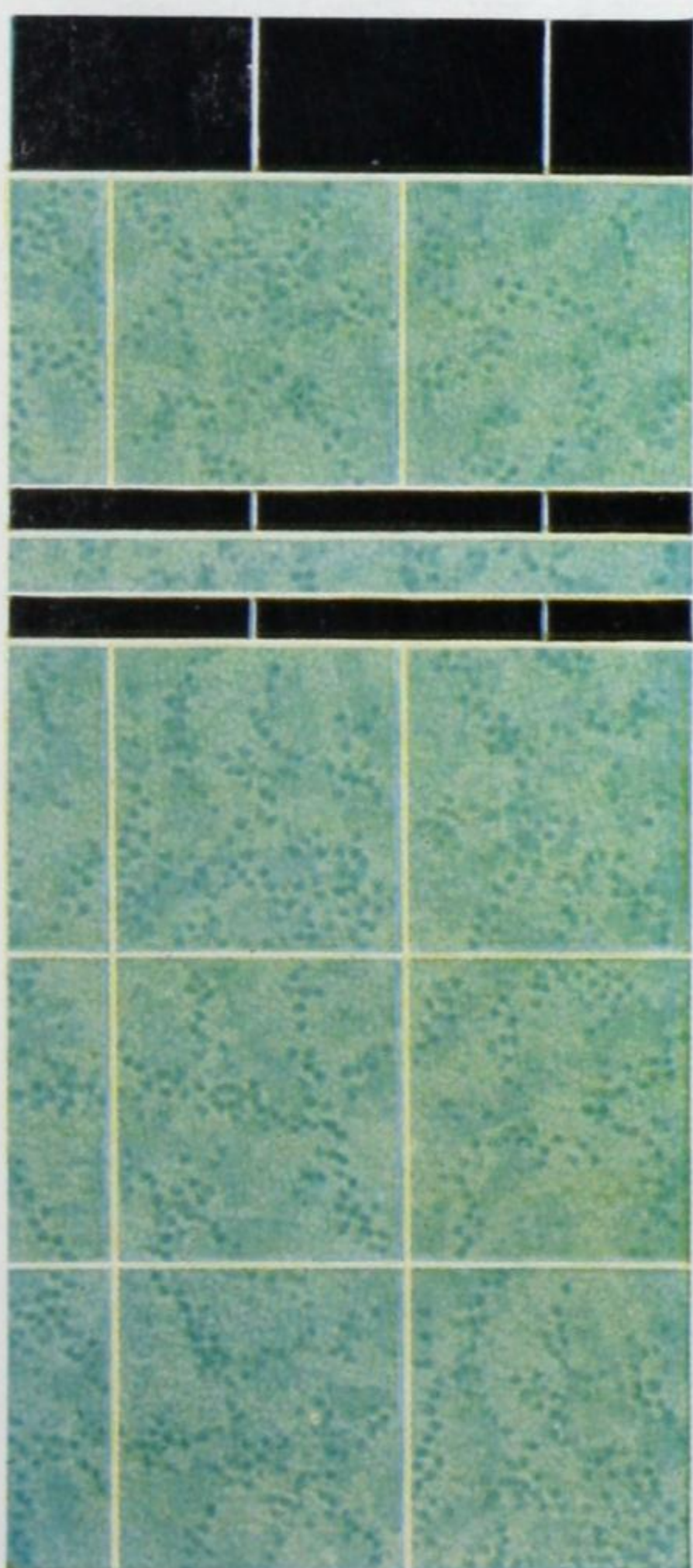
**RW-08** 36" AND 45" WIDE



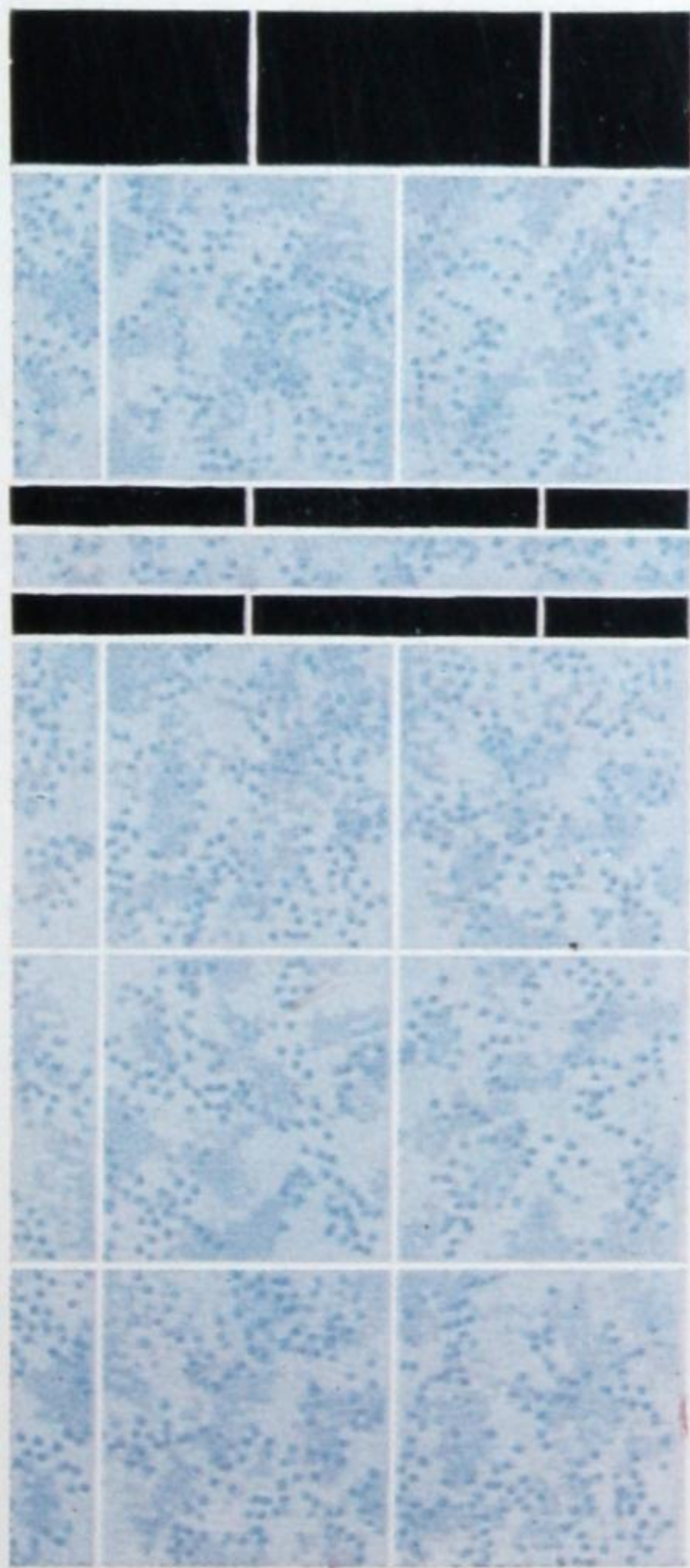
**RW-07** 36" AND 45" WIDE



**RW-06** 54" WIDE



**RW-05** 54" WIDE



**RW-04** 54" WIDE



**RW-03** 54" WIDE



**RW-02** 54" WIDE



# Dominion Wall Coverings

## VINYL DOMOLEATHER

A rich, economical wall covering fabric for scores of modern uses.

Almost free of maintenance — the light textured grain and semi-gloss finish resist dirt collection and make it easy to clean, if necessary.

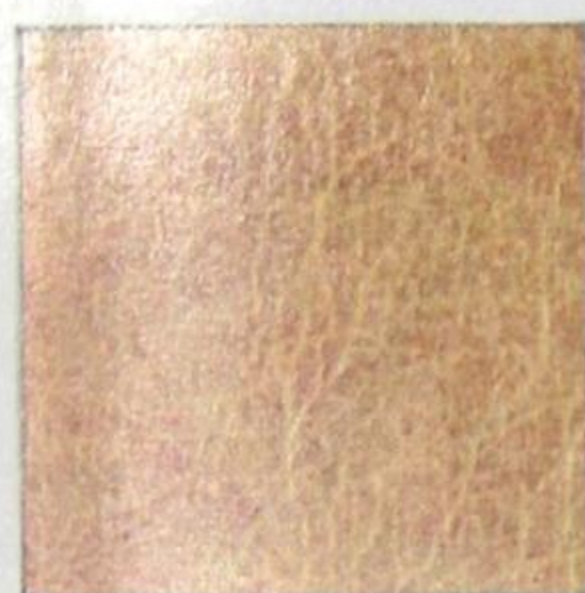
Attractive! Stock Line!

55" wide in a monotone leather-type finish and a modern two-tone finish.

Special colours, finishes and weights readily available for minimum orders of 500 yards.

No painting required.

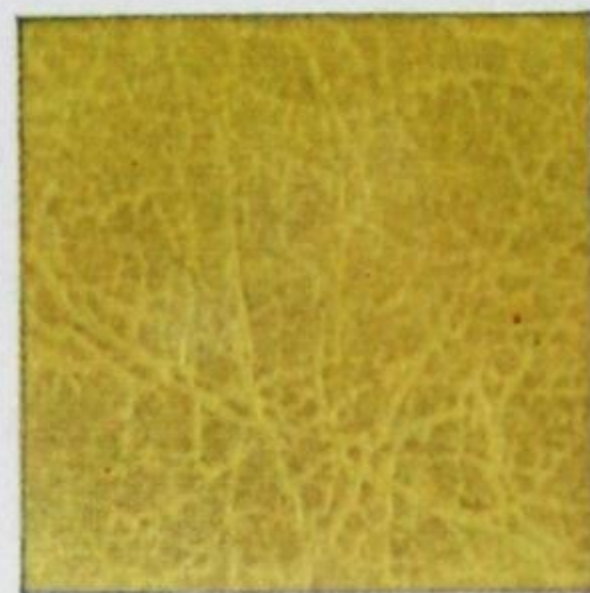
Contact Dominion Oilcloth & Linoleum Co. Limited for installation recommendations, or consult your experienced wall covering installer.



Tan  
234 Two Tone  
110 Monotone



Brown  
233 Two Tone  
109 Monotone



Yellow  
232 Two Tone  
108 Monotone



Blue  
231 Two Tone  
107 Monotone



Pink  
230 Two Tone  
106 Monotone



Ivory  
229 Two Tone  
105 Monotone



Gray  
235 Two Tone  
111 Monotone



Beige  
235 Two Tone  
111 Monotone



Red  
227 Two Tone  
102 Monotone



Dark Green  
226 Two Tone  
101 Monotone



Light Green  
225 Two Tone



Light Green  
100 Monotone

## DOMESTIC GAUGE LINOLEUM WALL TILES

Monotone effect for feeling of spaciousness — textured to create atmosphere of warmth. Easy to keep clean — stocked in easy-to-handle 9" squares.

## PLASTIC WALL COVERING (AND COUNTER TOPS)

Expensive-looking effects at economy prices — acid and heat resistant . . . alkali proof. Easy to keep clean — available in 27" and 54" widths.

See illustrations on page 99.

**DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors**



# TABLE OF REXOLEUM

## Widths, lengths, weights

Product	Width	Approx. Yardage	Approx. Shipping Weight per roll	Approx. Weight
<b>REXOLEUM GRAVURE — REXOLEUM DE LUXE AND REXOLEUM STANDARD</b>				
		Sq. Yd.		Sq. Yd.
Rexoleum (Gravure) . . . . .	2 yards	60	180	3.00
Rexoleum (de Luxe quality) . . . . .	2 yards	60	180	3.00
	3 yards	80	240	3.00
	4 yards	100	360	3.60
Rexoleum (Standard quality). . . . .	2 yards	80	190	2.38
Belflor. . . . .	2 yards	80	160	2.00
<b>PASSAGE REXOLEUM</b>				
Passage Rexoleum (de Luxe quality)		Lin. Yd.		Lin. Yd.
Patterns 0103 and 0101 only . . . . .	18"	30	45	1.50
	27"	30	65	2.17
	36"	30	90	3.00
Passage Rexoleum (Standard quality) . . . . .	18"	50	60	1.20
	24"	50	80	1.60
	27"	50	90	1.80
	36"	40	95	2.38
		Lin. Ft.		Lin. Ft.
Rexwall (Wall Covering) . . . . .	54"	120	156	1.30
	45"	120	130	1.08
	36"	120	105	.87
<b>PLASTIC COUNTER TOPPING (and Wall Covering)</b>				
		Lin. Ft.		Lin. Ft.
Counter Topping and Wall Covering . . . . .	27"	90	80	.887
	54"	90	160	1.78
Vinyl Domoleather Wall Covering. . . . .	55"	36	13½	
<b>REXOLEUM RUGS (de Luxe quality)</b>				
Size in feet		Average Weight per roll		
6 x 9 . . . . .		20		
7½ x 9 . . . . .		25		
9 x 9 . . . . .		30		
9 x 10½ . . . . .		35		
9 x 12 . . . . .		40		
9 x 13½ . . . . .		45		
9 x 15 . . . . .		50		

The weights listed above are average weights and are subject to slight variations on individual shipments.



# Code Words

When ordering by wire, use the following Code Words:

## REXOLEUM (GRAVURE)

Pattern	Code	Pattern	Code
2407	"DEGEAR"	2403	"DEGAPY"
2406	"DEGATE"	2402	"DEGANG"
2405	"DEGARDEN"	2401	"DEGAMBA"
2404	"DEGARAGE"	2400	"DEGALAM"

## REXOLEUM DE LUXE

Pattern	Code	Pattern	Code
0163	"DEGAINER"	0163	"DEFULMAR"
0162	"DEGAGA"	0161	"DEFUEL"
0161	"DEGADE"	0158	"DEFUBSY"
0160	"DEGABLE"	0156	"DEFRUTEX"
0179	"DEBAB"	0155	"DEFRUIT"
0178	"DEFYLFOT"	0128	"DEFORGE"
0177	"DEFYEN"	0127	"DEFOREST"
0176	"DEFUTURE"	0097	"DEFLASH"
0175	"DEFUSTIC"	0096	"DEFLAP"
0174	"DEFUSS"	0094	"DEFLAME"
0173	"DEFUSION"	0087	"DEFINGER"
0172	"DEFURZE"	0086	"DEFINCH"
0171	"DEFURY"	0103	"DUBAB"
		0101	"DUBLON"

## REXOLEUM STANDARD

Pattern	Code	Pattern	Code
R-62	"REXUZBEK"	R-51	"REXURAL"
R-61	"REXUVEAL"	R-50	"REXUPON"
R-60	"REXUVA"	R-49	"REXUPAS"
R-59	"REXUTTER"	R-45	"REXUNWELL"
R-58	"REXUTICA"	R-44	"REXUNVEIL"
R-57	"REXUS"	R-42	"REXUNTOLD"
R-56	"REXURUS"	R-41	"REXUNTIL"
R-55	"REXURIC"	R-40	"REXUNTACK"
R-54	"REXURGE"	R-38	"REXUNTOW"
R-53	"REXUREA"	R-30	"REXUNSET"
R-52	"REXURDU"	R-19	"REXNOBLE"

## REXOLEUM PASSAGE

Pattern	Code	Pattern	Code
0101	"RABLIND"	R-19	"REXNOBLE"
0100	"RABLESS"	De Luxe Quality	
0109	"RABLAME"	0103	"DUBAB"
0143	"RABLACK"	0101	"DUBLON"

## REXOLEUM RUGS (DE LUXE)

Pattern	Size in Feet	Code	Pattern	Size in Feet	Code
0484	6' x 9'	"CICHAIN"	0482	6' x 9'	"CICELL"
	7½' x 9'	"CICHAFFY"		7½' x 9'	"CICEASERS"
	9' x 9'	"CICHAD"		9' x 9'	"CICAVY"
	9' x 10½'	"CICEYLON"		9' x 10½'	"CICAUSE"
	9' x 12'	"CICETYL"		9' x 12'	"CICAUFFY"
	9' x 13½'	"CICETANE"		9' x 13½'	"CICATTLE"
	9' x 15'	"CICESSER"		9' x 15'	"CICATCH"
0483	6' x 9'	"CICEROUS"	0481	6' x 9'	"CICATIES"
	7½' x 9'	"CICEREAL"		7½' x 9'	"CICASUAL"
	9' x 9'	"CICEPHUS"		9' x 9'	"CICASTER"
	9' x 10½'	"CICENTAL"		9' x 10½'	"CICASK"
	9' x 12'	"CICENSE"		9' x 12'	"CICASHEW"
	9' x 13½'	"CICEMENT"		9' x 13½'	"CICARVE"
	9' x 15'	"CICELTO"		9' x 15'	"CICARRY"

Pattern	Size in Feet	Code	Pattern	Size in Feet	Code
0480	6' x 9'	"CICAROL"	0470	6' x 9'	"CIBREAK"
	7½' x 9'	"CICARNEY"		7½' x 9'	"CIBRAVO"
	9' x 9'	"CICARNAC"		9' x 9'	"CIBRAIN"
	9' x 10½'	"CICARMEN"		9' x 10½'	"CIBRAG"
	9' x 12'	"CICARINA"		9' x 12'	"CIBRACE"
	9' x 13½'	"CICARIB"		9' x 13½'	"CIBOYISH"
	9' x 15'	"CICARGO"		9' x 15'	"CIBOX"
0478	6' x 9'	"CICANDIA"	0469	6' x 9'	"CIBUCKLE"
	7½' x 9'	"CICANCEL"		7½' x 9'	"CIBRUTE"
	9' x 9'	"CICANARY"		9' x 9'	"CIBRUISE"
	9' x 10½'	"CICANAL"		9' x 10½'	"CIBRONZE"
	9' x 12'	"CICANADA"		9' x 12'	"CIBRIGHT"
	9' x 13½'	"CICAMERA"		9' x 13½'	"CIBRIDAL"
	9' x 15'	"CICAMEO"		9' x 15'	"CIBRETON"
0477	6' x 9'	"CICALVE"	0467	6' x 9'	"CIBONNET"
	7½' x 9'	"CICALORY"		7½' x 9'	"CIBONA"
	9' x 9'	"CICALLUS"		9' x 9'	"CIBOLTER"
	9' x 10½'	"CICALIX"		9' x 10½'	"CIBOIL"
	9' x 12'	"CICALCIC"		9' x 12'	"CIBOGGLE"
	9' x 13½'	"CICALCAR"		9' x 13½'	"CIBODICE"
	9' x 15'	"CICALASH"		9' x 15'	"CIBODY"
0475	6' x 9'	"CICAFEIC"	0436	6' x 9'	"CIBURLY"
	7½' x 9'	"CICADRE"	Pink	7½' x 9'	"CIBUNKLE"
	9' x 9'	"CICADMIA"		9' x 9'	"CIBUMPY"
	9' x 10½'	"CICADI"		9' x 10½'	"CIBUILD"
	9' x 12'	"CICADET"		9' x 12'	"CIBUD"
0474	6' x 9'	"CICACTUS"	0436	6' x 9'	"CEHYANK"
	7½' x 9'	"CICACO"	Yellow	7½' x 9'	"CEHYIELD"
	9' x 9'	"CICACHOU"		9' x 9'	"CEHYOD"
	9' x 10½'	"CICABUL"		9' x 10½'	"CEHZAVY"
	9' x 12'	"CICABRE"		9' x 12'	"CEHZEAL"
0471	6' x 9'	"CIBURSAR"	0436	6' x 9'	"CEHZEBA"
	7½' x 9'	"CIBURROW"	Blue	7½' x 9'	"CEHZEBU"
	9' x 9'	"CIBURR"		9' x 9'	"CEHENITH"
	9' x 10½'	"CIBURNISH"		9' x 10½'	"CEHZEPHYR"
	9' x 12'	"CIBURNET"		9' x 12'	"CEHZERO"
	9' x 13½'	"CIBURN"			
	9' x 15'	"CIBURMA"			

## REXOLEUM MATS

8 assorted: 2 of each colour			25 per carton assorted		
0316	A, B, C, D,	"REXWINCE"	0253	A, B, C, D,	"REXWINDY"
0315	A, B, C, D,	"REXWILL"	0252	A, B, C, D,	"REXWILLY"

## COUNTER TOPPING

Pattern	Code	Pattern	Code
CT-70	"TOPECK"	CT-66	"TOPAWN"
CT-69	"TOPEARL"	CT-65	"TOPAVE"
CT-68	"TOPAYER"	CT-64	"TOPAUL"
CT-67	"TOPAX"		

## WALL COVERING

Pattern	Code	Pattern	Code
W-70	"COJY"	W-66	"CONK"
W-69	"COKE"	W-65	"COOL"
W-68	"COLD"	W-64	"COPS"
W-67	"COMO"		

## REXWALL

Pattern	Code	Pattern	Code
RW-11	"WACEEN"	RW-06	"WACCENT"
RW-10	"WACCUL"	RW-05	"WACAJOU"
RW-09	"WACCROC"	RW-04	"WABRUPT"
RW-08	"WACCORD"	RW-03	"WABORD"
RW-07	"WACCES"	RW-02	"WABOI"

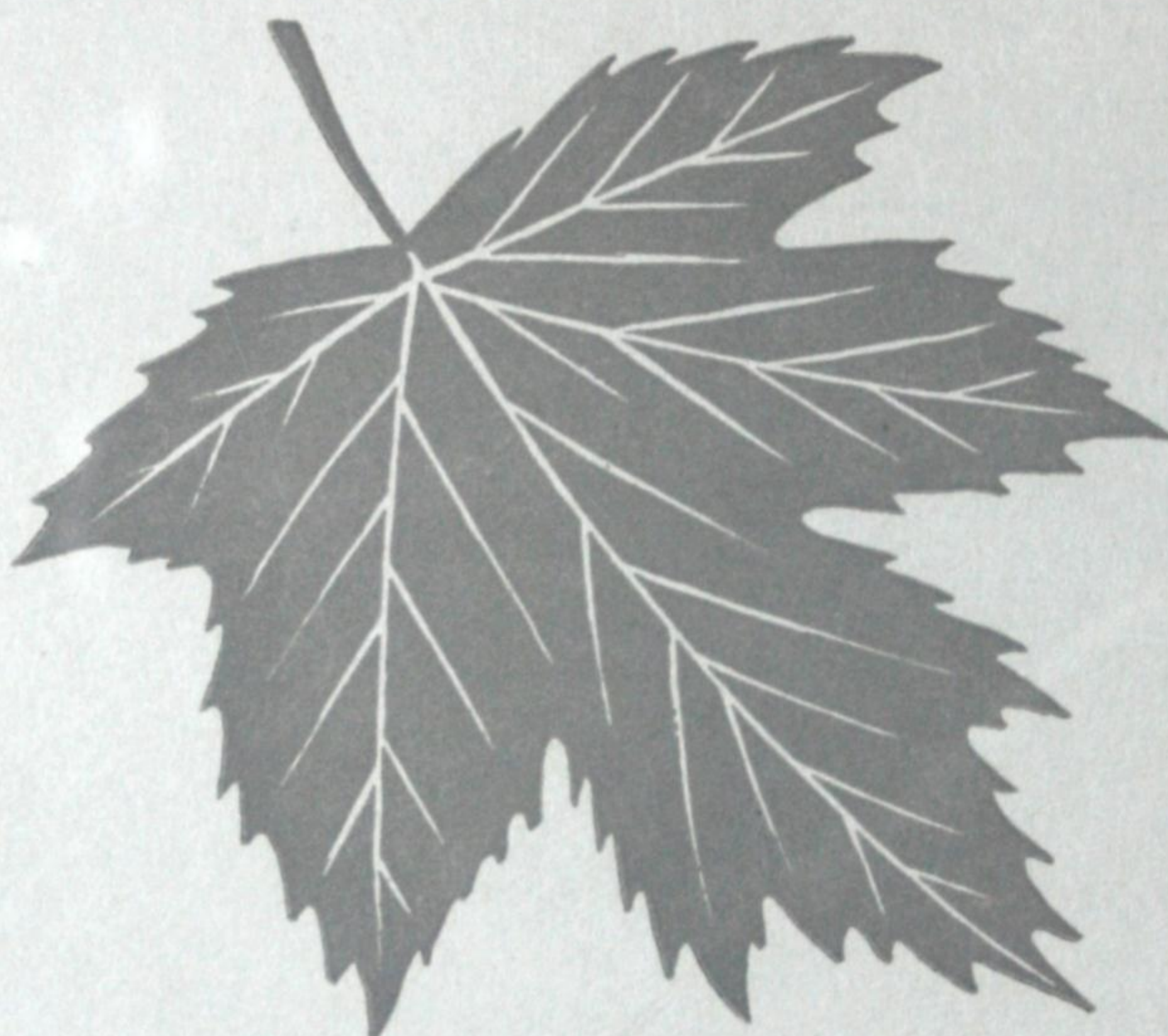
In ordering Vinyl-Domoleather specify colour and tone.



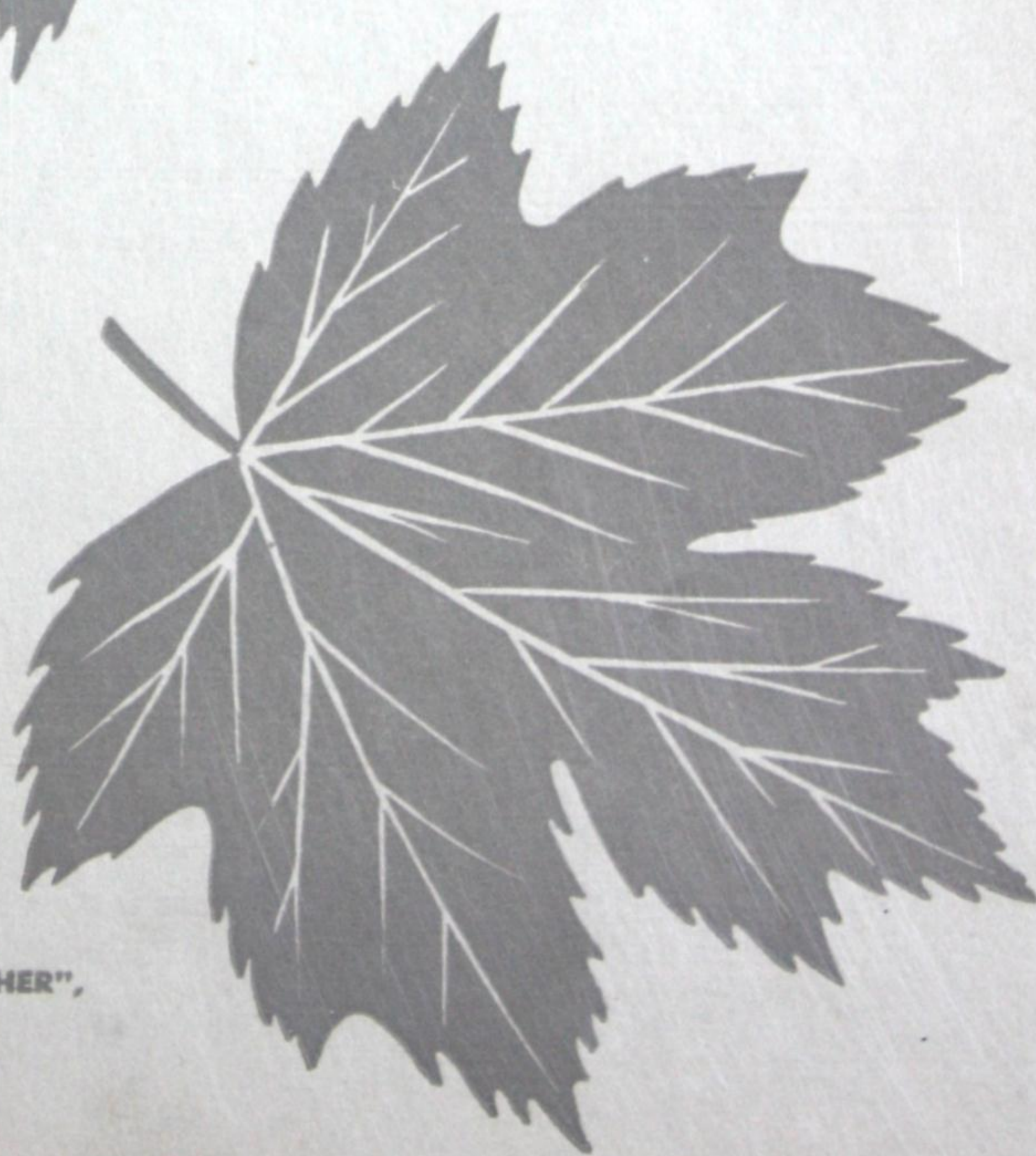
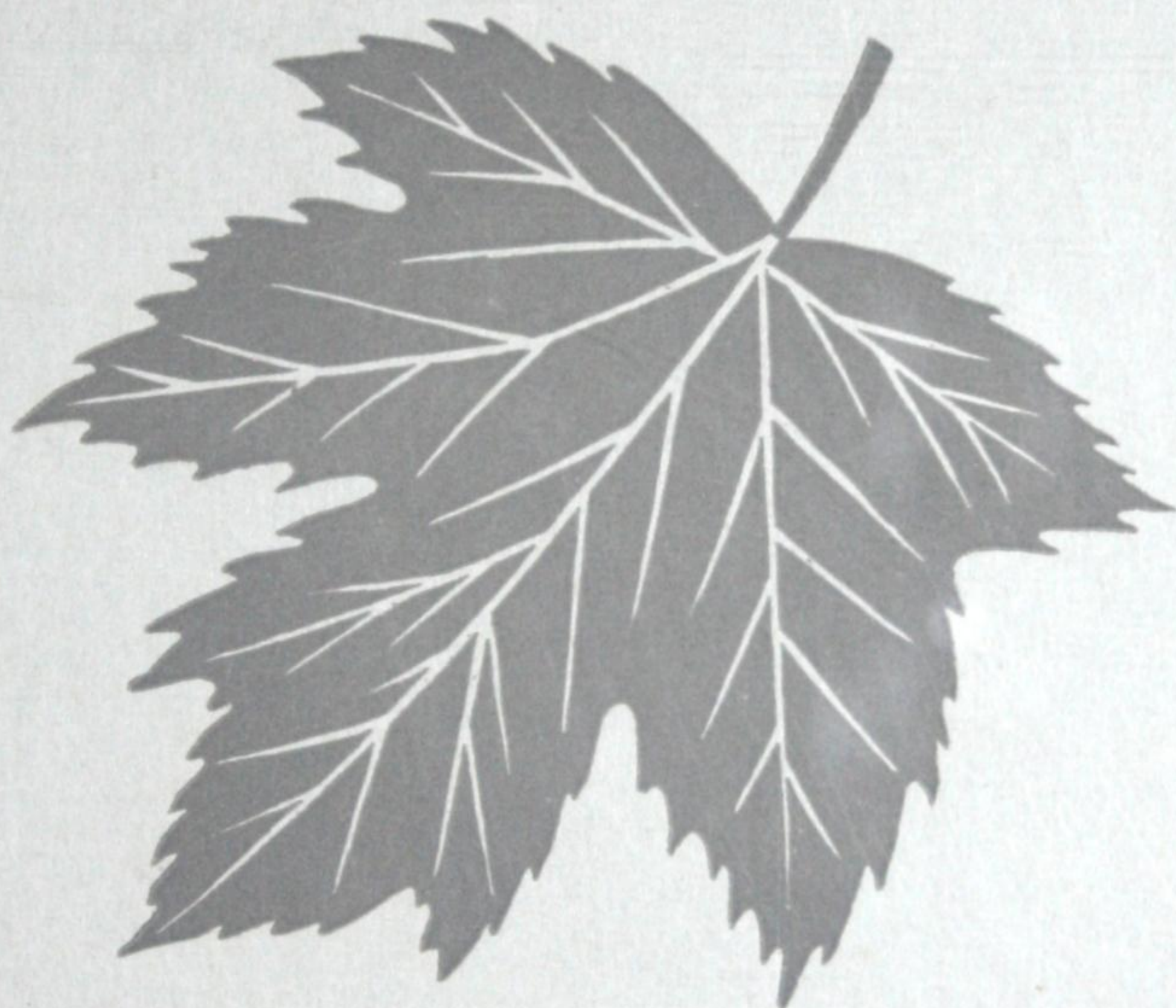




Battleship  
Marbleum  
Handicraft  
Tilecraft  
Jaspé







Material used for the cover of this book is "VINYL-DOMOLEATHER",  
a product of Dominion Oilcloth & Linoleum Co. Limited.



