Material used for the cover of this book is "VINYL-DOMOLEATHER", a product of Dominion Oilcloth & Linoleum Co. Limited.
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WINNIPEG, MAN.
Room 404, 218 Portage Avenue
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Ontario Selling Agent
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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.
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
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
Marboleum — By-the-yard 8 - 15
Marboleum 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 "A" GAUGE — CANVAS BACK

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

2 YDS. WIDE “AA” AND “A” GAUGES—CANVAS BACK

“AAA” GAUGE—CANVAS BACK MADE TO ORDER

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

LIGHT GREEN

TERRA COTTA

GREY

BROWN

DARK GREEN

BLACK

CANVAS BACK

GAUGES “A”

¼”

GAUGES “B”

3/16”

GREY

BROWN

LIGHT GREEN
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.

DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors
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
M-13  A AND DOMESTIC GAUGES

M-99  A GAUGE ONLY

M-92  A AND DOMESTIC GAUGES

M-91  A GAUGE ONLY

2 YDS. WIDE—FELT BACK
M-49  A GAUGE ONLY

M-43  A GAUGE ONLY

M-39  A AND DOMESTIC GAUGES

Marboleum 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 Marboleum.

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

A decorator's delight, Jaspe's subtle veining, soft tones add a feeling of quality to any interior.
DOMINION JASPE LINOLEUM

J-737  A GAUGE ONLY

J-736  A GAUGE ONLY

J-726  A GAUGE ONLY

J-725  A GAUGE ONLY

2 YDS. WIDE—CANVAS BACK
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

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

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

2 YDS. WIDE — FELT BACK
Embossed Inlaid Linoleum

8746

8745

8744

8743

2 YDS. WIDE—CANVAS BACK

THIS RANGE IS FEATURED 1/6 ACTUAL SIZE
DOMINION

Inlaid Linoleum Tiling

7435 DOMESTIC GAUGE

7434 DOMESTIC GAUGE

7433 DOMESTIC GAUGE

7432 DOMESTIC GAUGE

This range is featured 1/4 actual size.

2 YDS. WIDE — FELT BACK
DOMINION INLAID LINOLEUM (TILING)

7431 DOMESTIC GAUGE

7430 DOMESTIC GAUGE

7429 DOMESTIC GAUGE

7428 DOMESTIC GAUGE

2 YDS. WIDE—FELT BACK
Moulded Inlaid Linoleum

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

Dominion Linoleum... more resistant to scratches... sheds burns... creates original interiors.
DOMINION INLAID LINOLEUM (MOULDED)

7048

7047

7046

7045

2 YDS. WIDE — CANVAS BACK
DOMINION INLAID LINOLEUM (MOULDED)

7041

7039

7037

7036

2 YDS. WIDE—CANVAS BACK
DOMINION INLAID LINOLEUM (MOULDED)

Patterns:

- 7026
- 7024
- 7021
- 7018

2 YDS. WIDE—CANVAS BACK
DOMINION LINOLEUM TILE

"Consistently the best tile-buy on the market"

FIVE KINDS — FOUR DIFFERENT GAUGES

<table>
<thead>
<tr>
<th>MARBOLEUM Stock items</th>
<th>JASPÉ Stock items</th>
<th>HANDICRAFT Stock items</th>
<th>TILECRAFT Stock items</th>
<th>BATTLESHIP 9&quot; x 9&quot; tiles cut to order</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>AA</td>
</tr>
<tr>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
<tr>
<td>STANDARD</td>
<td>STANDARD</td>
<td>STANDARD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DOMESTIC</td>
<td></td>
<td>DOMESTIC</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Size</th>
<th>Gauge</th>
<th>No. tiles per box</th>
<th>Covering area of</th>
</tr>
</thead>
<tbody>
<tr>
<td>9&quot; x 9&quot;</td>
<td>A</td>
<td>100</td>
<td>56 1/4 sq. ft.</td>
</tr>
<tr>
<td>9&quot; x 9&quot;</td>
<td>Standard</td>
<td>125</td>
<td>70 1/2 sq. ft.</td>
</tr>
<tr>
<td>9&quot; x 9&quot;</td>
<td>Domestic</td>
<td>150</td>
<td>84 3/8 sq. ft.</td>
</tr>
<tr>
<td>*12&quot; x 12&quot;</td>
<td>A</td>
<td>72</td>
<td>72 sq. ft.</td>
</tr>
</tbody>
</table>

*THandicraft 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.

DOMINION LINOLEUM TILES

Tilecraft

The tiles used in this illustration are

This range is featured 1/2 actual size.
Tiles

“A” GAUGE — FELT BACK

STOCKED
12” x 12”
ONLY

5205
5204
5203
5202
5201
5200
Marboleum Tiles
“A” GAUGE — FELT BACK

SEE THIS PRODUCT MADE 2 YARDS WIDE,
PAGES 9 - 13

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

DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors
MARBOLEUM TILES
(Continued)

"A" GAUGE — FELT BACK

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

DOMINION LINOLEUM . . . more resistant to scratches . . . sheds burns . . . creates original interiors.
Quality colours in a medium-heavy thickness and at a medium price. A practical decorating product.
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

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

Handicraft Tiles
"DOMESTIC" GAUGE — FELT BACK

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

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

SEE THIS PRODUCT MADE 2 YARDS WIDE,
PAGES 21 - 24
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
Dominian 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
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
5% Black
9% Grey
81% Light Grey

TA-79
5% Dark Beige
6% Light Beige
13% Green
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

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.
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"

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

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

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

Peate Musical Supplies Ltd., Montreal
Dominion Jaspé Linoleum J-724, J-723, J-737 and Motif made of Dominion Battleship Linoleum
"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 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

St. Rene-Goupil School,
Ville St. Michel, Montreal.
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 data on this subject.

oleum is a decorator’s flooring. Again, due to its composition, linoleum is most versatile flooring manufactured, 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 the “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-date paints, wallpapers and furnishings. Today, more than at any other time, oleum 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.

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.
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.

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

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

E 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.

F Cement Spreader with detachable rubber edge.

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

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

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

J 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 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 Special Linoleum Cutting Knife with detachable blade. Extra blades can be supplied at a nominal charge.
Laying Equipment

N Waterproof Linoleum Cement assures perfect adhesion if applied properly. Comes in 4-gallon, 1-gallon, 1-quart, 1-pint and 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 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 Scriber. 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.
Today, Dominion Linoleum not only compares favourably with other types of smooth-suraced 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 form 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, the countersunk nails 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 3½ 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 1½” x 14-gauge spiral wire, resin 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 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 ½” 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 crosspoints 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 scribers or dividers.

CEMENT AND ADHESIVES — Dominion Linagrip 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

61
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.

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.
THE ACCESSORIES SHOWN ABOVE ARE CARRIED IN STOCK

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

B—Inside round metal corner—Height 6 inches. Available black enameled 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

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<th>Square Yards Required</th>
<th>Gals. Lino Paste No Felt</th>
<th>Liquid Wax Required (one coat)</th>
<th>Size of Rooms in Feet</th>
<th>Square Yards Required</th>
<th>Gals. Lino Paste No Felt</th>
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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

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<td>2</td>
<td></td>
<td>130</td>
<td>133</td>
<td>112(1/2)</td>
<td>144</td>
</tr>
<tr>
<td>3</td>
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<td>195</td>
<td>199(1/2)</td>
<td>168(1/4)</td>
<td>216</td>
</tr>
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<td>5</td>
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<td>325</td>
<td>332(1/2)</td>
<td>281(1/4)</td>
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<td>399</td>
<td>337(1/2)</td>
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<tr>
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<td>455</td>
<td>465(1/2)</td>
<td>393(3/4)</td>
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<td>8</td>
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<td>520</td>
<td>532</td>
<td>450</td>
<td>576</td>
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<td>9</td>
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<td>585</td>
<td>598(1/2)</td>
<td>506(1/4)</td>
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<tr>
<td>10</td>
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<td>650</td>
<td>665</td>
<td>562(1/2)</td>
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<tr>
<td>11</td>
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<td>715</td>
<td>731(1/2)</td>
<td>618(3/4)</td>
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<td>675</td>
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<td>845</td>
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<td>910</td>
<td>931</td>
<td>787(1/2)</td>
<td>1008</td>
</tr>
<tr>
<td>15</td>
<td></td>
<td>975</td>
<td>997(1/2)</td>
<td>843(3/4)</td>
<td>1080</td>
</tr>
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<td>1064</td>
<td>900</td>
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<td>1130(1/2)</td>
<td>956(1/4)</td>
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<td>1170</td>
<td>1197</td>
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<td>1296</td>
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<td>19</td>
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<td>1235</td>
<td>1263(1/2)</td>
<td>1068(3/4)</td>
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<td>1396(1/2)</td>
<td>1181(1/4)</td>
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<td>22</td>
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<td>1237(3/4)</td>
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<td>1495</td>
<td>1529(1/2)</td>
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<td>1596</td>
<td>1350</td>
<td>1728</td>
</tr>
<tr>
<td>25</td>
<td></td>
<td>1625</td>
<td>1662(1/2)</td>
<td>1405(3/4)</td>
<td>1800</td>
</tr>
<tr>
<td>26</td>
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<td>1729</td>
<td>1452(1/2)</td>
<td>1872</td>
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<td>27</td>
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<td>1755</td>
<td>1795(1/2)</td>
<td>1518(3/4)</td>
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<td>1862</td>
<td>1575</td>
<td>2016</td>
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<td>29</td>
<td></td>
<td>1885</td>
<td>1928(1/2)</td>
<td>1631(1/4)</td>
<td>2088</td>
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<tr>
<td>30</td>
<td></td>
<td>1950</td>
<td>1995</td>
<td>1687(1/2)</td>
<td>2160</td>
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<tr>
<td>31</td>
<td></td>
<td>2015</td>
<td>2061(1/2)</td>
<td>1743(3/4)</td>
<td>2232</td>
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<td>32</td>
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<td>2080</td>
<td>2128</td>
<td>1800</td>
<td>2304</td>
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</tbody>
</table>

---

Available in Marbeuleum, 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
- 7\(1/2\)” x 7\(1/2\)” — .390625 square foot
- 9” x 9” — .5625 square foot
- 12” x 12” — 1.00 square foot

---

Available in Marbeuleum, 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
- 7\(1/2\)” x 7\(1/2\)” — 24 tiles to square yard
- 9” x 9” — 16 tiles to square yard
- 12” x 12” — 9 tiles to square yard

---

65
## Table of DOMINION LINOLEUM Gauges

### WIDTHS, LENGTHS, WEIGHTS

<table>
<thead>
<tr>
<th>Product</th>
<th>Gauge</th>
<th>Thickness in m.m.</th>
<th>Approx. Thickness in inches</th>
<th>Width in yards</th>
<th>Approx. Yardage in sq. yd.</th>
<th>Approx. Shipping Weight per roll</th>
<th>Approx. Weight per sq. yd.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOMINION BATTLESHIP LINOLEUM — MARBOLEUM, JASPÉ, HANDICRAFT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Battleship on Canvas</td>
<td>AA</td>
<td>4.50</td>
<td>3/16</td>
<td>2</td>
<td>60</td>
<td>610</td>
<td>10.17</td>
</tr>
<tr>
<td>Battleship on Canvas</td>
<td>A</td>
<td>3.20</td>
<td>1/8</td>
<td>2</td>
<td>60</td>
<td>420</td>
<td>7.00</td>
</tr>
<tr>
<td>Battleship on Canvas</td>
<td>AA</td>
<td>4.50</td>
<td>3/16</td>
<td>2</td>
<td>60</td>
<td>625</td>
<td>10.42</td>
</tr>
<tr>
<td>Battleship on Canvas</td>
<td>A</td>
<td>3.20</td>
<td>1/8</td>
<td>2</td>
<td>60</td>
<td>440</td>
<td>7.33</td>
</tr>
<tr>
<td>Domestic on Felt.</td>
<td>A</td>
<td>3.20</td>
<td>1/8</td>
<td>2</td>
<td>60</td>
<td>445</td>
<td>7.42</td>
</tr>
<tr>
<td>Domestic on Felt.</td>
<td>Domestic</td>
<td>2.05</td>
<td>5/64</td>
<td>2</td>
<td>60</td>
<td>270</td>
<td>4.50</td>
</tr>
<tr>
<td>Jaspé — Canvas Back</td>
<td>AA</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>625</td>
<td>10.42</td>
</tr>
<tr>
<td>Jaspé — Canvas Back</td>
<td>A</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>440</td>
<td>7.33</td>
</tr>
<tr>
<td>Handicraft — Canvas Back</td>
<td>AA</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>625</td>
<td>10.42</td>
</tr>
<tr>
<td>Handicraft — Felt Back</td>
<td>A</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>445</td>
<td>7.42</td>
</tr>
<tr>
<td>Handicraft — Felt Back</td>
<td>Domestic</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>270</td>
<td>4.50</td>
</tr>
<tr>
<td><strong>DOMINION JASPÉ, HANDICRAFT LINOLEUM AND MARBOLEUM TILES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock (package 9” x 9” tiles)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>70 tiles per box</td>
<td>AA</td>
<td>4.50</td>
<td>3/16</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>100 tiles per box</td>
<td>A</td>
<td>3.20</td>
<td>1/8</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>125 tiles per box</td>
<td>Standard</td>
<td>2.50</td>
<td>3/32</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>150 tiles per box</td>
<td>Domestic</td>
<td>2.05</td>
<td>5/64</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td><strong>DOMINION LINOLEUM TILES, HANDICRAFT AND TILECRAFT — “A” GAUGE ONLY — FELT BACK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stock (package 12” x 12” tiles)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>72 tiles per box</td>
<td>A</td>
<td>3.20</td>
<td>1/8</td>
<td>—</td>
<td>—</td>
<td>59</td>
<td>—</td>
</tr>
<tr>
<td><strong>CORK CARPET</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brown, Green and Grey</td>
<td>A</td>
<td>6.50</td>
<td>1/4</td>
<td>—</td>
<td>50</td>
<td>—</td>
<td>10.00</td>
</tr>
<tr>
<td>Brown, Green and Grey</td>
<td>B</td>
<td>4.65</td>
<td>3/16</td>
<td>—</td>
<td>60</td>
<td>—</td>
<td>8.00</td>
</tr>
<tr>
<td><strong>DOMINION INLAID TILING, INLAID MOULDED, INLAID EMBOSSED</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inlaid Tiling — Felt Back</td>
<td>Domestic</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>270</td>
<td>4.50</td>
</tr>
<tr>
<td>Inlaid Moulded — Canvas Back</td>
<td>—</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>300</td>
<td>5.00</td>
</tr>
<tr>
<td>Inlaid Embossed — Canvas Back</td>
<td>—</td>
<td></td>
<td></td>
<td>2</td>
<td>60</td>
<td>330</td>
<td>5.50</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Size of containers</th>
<th>No. Units per carton</th>
<th>Average Weight in lbs. per carton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Pints</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Pints</td>
<td>12</td>
<td>21</td>
</tr>
<tr>
<td>Quarts</td>
<td>12</td>
<td>42</td>
</tr>
<tr>
<td>Gallons</td>
<td>4</td>
<td>56</td>
</tr>
<tr>
<td>Four-Gallon Drums</td>
<td>per drum</td>
<td>57</td>
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</tbody>
</table>

**LINOGRIPI 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".

<table>
<thead>
<tr>
<th>Size of containers</th>
<th>No. Units per carton</th>
<th>Average Weight in lbs. per carton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Pints</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>Pints</td>
<td>12</td>
<td>26</td>
</tr>
<tr>
<td>Quarts</td>
<td>12</td>
<td>50</td>
</tr>
<tr>
<td>Gallons</td>
<td>4</td>
<td>62</td>
</tr>
<tr>
<td>Four-Gallon Drums</td>
<td>per carton</td>
<td>65</td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Size of containers</th>
<th>No. Units per carton</th>
<th>Average Weight in lbs. per carton</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarts</td>
<td>12</td>
<td>33</td>
</tr>
<tr>
<td>Gallons</td>
<td>4</td>
<td>40</td>
</tr>
</tbody>
</table>
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

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

VARSOL

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.

68
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 1/5 and 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 x 30 x 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 x 30 x 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 x 30 x 0.35. The answer is 84 sq. yds.
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.
### DOMINION BATTLESHIP LINOLEUM

<table>
<thead>
<tr>
<th>Pattern</th>
<th>Gauge</th>
<th>Code</th>
<th>Pattern</th>
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### "TILECRAFT" LINOLEUM TILES

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### DOMINION INLAID LINOLEUM (MOULDED)

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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

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

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

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

This range is featured
1/6 actual size

Rexoleum (de Luxe) by the yard 0182
REXOLEUM (STANDARD)

R-58

R-57

R-56

R-55

2 YARDS WIDE
REXOLEUM (STANDARD)

R-42

R-41

R-40

R-38

2 YARDS 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 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)

0480
- 6 x 9 ft.
- 7½ x 9 ft.
- 9 x 10½ ft.
- 9 x 12 ft.
- 9 x 13½ ft.
- 9 x 15 ft.

0478
- 6 x 9 ft.
- 7½ x 9 ft.
- 9 x 10½ ft.
- 9 x 12 ft.
- 9 x 13½ ft.
- 9 x 15 ft.

0477
- 6 x 9 ft.
- 7½ x 9 ft.
- 9 x 10½ ft.
- 9 x 12 ft.
- 9 x 13½ ft.
- 9 x 15 ft.

0475
- 6 x 9 ft.
- 7½ x 9 ft.
- 9 x 9 ft.
- 9 x 10½ ft.
- 9 x 12 ft.
Rexoleum Mats

SUPPLIED IN LOTS OF EIGHT ONLY

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

SIZE 27 x 54 INCHES

0316A

0316B

0316C

0316D
SUPPLIED IN LOTS OF EIGHT ONLY

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

SIZE 27 x 54 INCHES
Plastic Counter Topping

AND Wall Covering

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 ½ actual size.
**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.

---

**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**

102
# TABLE OF REXOLEUM

## Widths, lengths, weights

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<td>1.08</td>
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<tr>
<td></td>
<td>36”</td>
<td>120</td>
<td>105</td>
<td>.87</td>
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<tr>
<td><strong>PLASTIC COUNTER TOPPING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(and Wall Covering)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Counter Topping and Wall Covering</td>
<td>27”</td>
<td>90</td>
<td>80</td>
<td>.887</td>
</tr>
<tr>
<td>Vinyl Domoleather Wall Covering</td>
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<td>160</td>
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<tr>
<td></td>
<td>55”</td>
<td>36</td>
<td>13½</td>
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**REXOLEUM RUGS (de Luxe quality)**

<table>
<thead>
<tr>
<th>Size in feet</th>
<th>Average Weight per roll</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 x 9</td>
<td>20</td>
</tr>
<tr>
<td>7½ x 9</td>
<td>25</td>
</tr>
<tr>
<td>9 x 9</td>
<td>30</td>
</tr>
<tr>
<td>9 x 10½</td>
<td>35</td>
</tr>
<tr>
<td>9 x 12</td>
<td>40</td>
</tr>
<tr>
<td>9 x 13½</td>
<td>45</td>
</tr>
<tr>
<td>9 x 15</td>
<td>50</td>
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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)

<table>
<thead>
<tr>
<th>Pattern</th>
<th>Code</th>
<th>Pattern</th>
<th>Code</th>
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<tbody>
<tr>
<td>0480</td>
<td>&quot;CICAROL&quot;</td>
<td>0470</td>
<td>&quot;CIBBREAK&quot;</td>
</tr>
<tr>
<td>7¼&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
<td>7½&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
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<tr>
<td>9&quot; x 9&quot;</td>
<td>10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
</tr>
<tr>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 13½&quot;</td>
<td>9&quot; x 13½&quot;</td>
</tr>
<tr>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
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</tbody>
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## REXOLEUM DE LUXE

<table>
<thead>
<tr>
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<th>Code</th>
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<tr>
<td>0467</td>
<td>&quot;CIRONET&quot;</td>
<td>0437</td>
<td>&quot;CIBURLY&quot;</td>
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<tr>
<td>6½&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
<td>7¼&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
</tr>
<tr>
<td>9&quot; x 9&quot;</td>
<td>10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
</tr>
<tr>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 13½&quot;</td>
<td>9&quot; x 13½&quot;</td>
</tr>
<tr>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
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</tbody>
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## REXOLEUM STANDARD

<table>
<thead>
<tr>
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<th>Code</th>
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<td>&quot;CIBURLY&quot;</td>
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<td>6½&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
<td>7¼&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
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<tr>
<td>9&quot; x 9&quot;</td>
<td>10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
</tr>
<tr>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 13½&quot;</td>
<td>9&quot; x 13½&quot;</td>
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<td>9&quot; x 15&quot;</td>
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## REXOLEUM PASSAGE

<table>
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<tr>
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<tbody>
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<td>0436</td>
<td>&quot;CIBURLY&quot;</td>
<td>0436</td>
<td>&quot;CIBURLY&quot;</td>
</tr>
<tr>
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<td>9&quot; x 9&quot;</td>
<td>7¼&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
</tr>
<tr>
<td>9&quot; x 9&quot;</td>
<td>10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
<td>9&quot; x 10½&quot;</td>
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<tr>
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<td>9&quot; x 12&quot;</td>
<td>9&quot; x 13½&quot;</td>
<td>9&quot; x 13½&quot;</td>
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<tr>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
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</table>

## REXOLEUM RUGS (DE LUXE)

<table>
<thead>
<tr>
<th>Pattern</th>
<th>Size in Feet</th>
<th>Code</th>
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<tbody>
<tr>
<td>0484</td>
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<td>&quot;CICAROL&quot;</td>
</tr>
<tr>
<td>7¼&quot; x 9&quot;</td>
<td>9&quot; x 9&quot;</td>
<td>&quot;CICAROL&quot;</td>
</tr>
<tr>
<td>9&quot; x 9&quot;</td>
<td>10½&quot;</td>
<td>&quot;CICAROL&quot;</td>
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<tr>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 12&quot;</td>
<td>&quot;CICAROL&quot;</td>
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<tr>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
<td>&quot;CICAROL&quot;</td>
</tr>
<tr>
<td>0483</td>
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<td>&quot;CICAROL&quot;</td>
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<tr>
<td>7½&quot; x 9&quot;</td>
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<td>&quot;CICAROL&quot;</td>
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<tr>
<td>9&quot; x 9&quot;</td>
<td>10½&quot;</td>
<td>&quot;CICAROL&quot;</td>
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<tr>
<td>9&quot; x 12&quot;</td>
<td>9&quot; x 12&quot;</td>
<td>&quot;CICAROL&quot;</td>
</tr>
<tr>
<td>9&quot; x 15&quot;</td>
<td>9&quot; x 15&quot;</td>
<td>&quot;CICAROL&quot;</td>
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## REXWALL

<table>
<thead>
<tr>
<th>Pattern</th>
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<tbody>
<tr>
<td>RW-11</td>
<td>&quot;WACCENT&quot;</td>
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<tr>
<td>RW-10</td>
<td>&quot;WACCENT&quot;</td>
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<tr>
<td>RW-09</td>
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<td>RW-08</td>
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<tr>
<td>RW-07</td>
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## EXTRAWALL

<table>
<thead>
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<th>Pattern</th>
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<tbody>
<tr>
<td>W-70</td>
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<td>W-69</td>
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<tr>
<td>W-68</td>
<td>&quot;WACCENT&quot;</td>
</tr>
<tr>
<td>W-67</td>
<td>&quot;WACCENT&quot;</td>
</tr>
</tbody>
</table>

In ordering Vinyl-Domeleather specify colour and tone.
Material used for the cover of this book is “VINYL-DOMOLEATHER”, a product of Dominion Oilcloth & Linoleum Co. Limited.