

A Reminder  
of Your Visit  
to the  
Century of Progress  
Exhibit



**Benjamin Moore & Co.'s**  
Paints, Varnishes and Muresco

Chicago 1934

**T**HROUGHOUT the United States and Canada, there are Benjamin Moore & Co. dealers, who will be glad to give you color cards and literature covering the various products demonstrated at this Exhibit. We have manufactured paint products for over fifty years; and operate factories in New York, Chicago, Cleveland, St. Louis, Denver, and Toronto, Canada. Products manufactured include, House Paints, Floor Paints. Flat Paints (for walls and woodwork), Enamels, Wall Finishes, Varnishes, etc.

*"For Every Painting Need,  
There Is A Dependable Moore Product"*

## THE TRIANGLE CLUB

**W**E INVITE you to join the Benjamin Moore Triangle Club by signing and mailing the attached card. Those who enroll, receive complimentary booklets or literature on Home Decorating in the Fall and Spring. Members of the Triangle Club also have the privilege of consulting Betty Moore, our own interior decorator, at any time, concerning interior or exterior painting problems.

Betty Moore offers a complete service to help you choose the proper colors and the correct products for best painting results. Her color schemes also include suggestions for draperies, furnishings and accessories.

Color is the key to beauty in the kitchen, bedroom and bathroom. Color lends interest and personality to every room in the house. Color is also important in exterior decorating. Well painted houses prove their owners to be home loving people who wish to protect the investment which their homes represent.

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The Benjamin Moore Triangle Club meets "on the air", every Wednesday Morning. See your local newspaper under Radio Listings — "Betty Moore", or "Benjamin Moore Triangle Club".

### decorating notes



to beautify and protect your home

Benjamin Moore  Triangle Club

Please enroll me as a member of the  
Benjamin Moore & Co. Triangle Club.

This entitles me to receive suggestions on painting and decorating in the  
Fall and Spring.

Name.....

Number and Street.....

City.....State.....

*Betty Moore broadcasts  
Every Wednesday  
on "Color in Your Home"*

TUNE IN YOUR NEAREST STATION

WEAF	KFYR
WEEI	WHO
WJAR	KSTP
WGY	WDAF
WLIT	WSYR
WWJ	KSOO
WLW	WWSW
WTAM	KGIR
WMAQ	WBEN
WOW	KSL
WEBC	KMOX
WDAY	KVOA

See your Local Newspaper under Radio Listings — "Betty Moore", or, "Benjamin Moore Triangle Club".

POST CARD

PLACE  
ONE  
CENT  
STAMP  
HERE

BENJAMIN MOORE & CO.

511 CANAL STREET

NEW YORK CITY, N. Y.

Triangle Club