



Fabric Decoration
with
PAINTEX



Including:

- 100 GIFT SUGGESTIONS
- HOW TO CREATE ORIGINAL DESIGNS
- COSTUMES AND ACCESSORIES
- HOME DECORATION
- PAINTEXING AS A PROFESSION
- PAINTEX COLOR HARMONY CHART

Patented

Antique Pattern Library

Foreword

THE Painting of Fabrics is an art as old as civilization. Examples of hand painted fabrics, made by the Egyptians and Persians, are among the art treasures of modern museums. Great artists and craftsmen in all ages have applied their skill to the creation of luxurious and beautiful fabrics by means of the paint brush. In former times, hand painted fabrics were reserved for the use of Kings and Queens, and the elaborate costumes of fashionable court ladies who vied with each other in the splendor of their "painted silks."

Modern style trends have brought about a strong revival of interest in decorative fabrics, both for costume and interior decoration, and hand painted materials are sponsored by the leading Fashion Creators and Interior Decorators in Europe and America.

Until very recently, the *painting* of silks, cottons, linens and woolen materials was an exceedingly difficult undertaking. When the ordinary kinds of paints were applied to fabrics, the color spread and the material stiffened. Colors were not fast or certain. A knowledge of chemistry was necessary as well as infinite pains, patience and skill to overcome the technical difficulties. This made the price of hand painted fabrics prohibitive and limited their use and development.

The discovery and perfection of PAINTEX has removed all the technical difficulties. It can be directly applied with a brush to all kinds of materials without running or spreading. It is fast and leaves the painted surfaces as soft and pliable as the unpainted surfaces.

The simplicity of Paintex application makes it possible for those who have never before handled the paint brush to create beautiful and distinctive fabrics and articles for personal use, gifts or sale.

This book has been prepared to fulfill the widespread demand for a simple and practical textbook and inspirational guide on the use of Paintex—a **NEW ART** which has already received the enthusiastic acceptance of many thousands of women throughout the country. The contents cover all the important phases of the subject from the creation of original designs, selection of harmonious colors, various applications of Paintex decoration, to the discussion of "Paintexing" as a timely and lucrative profession. Every design suggestion and color scheme has been carefully worked out and thoroughly tested in the Paintex Laboratory, which is at your service for further guidance and advice.

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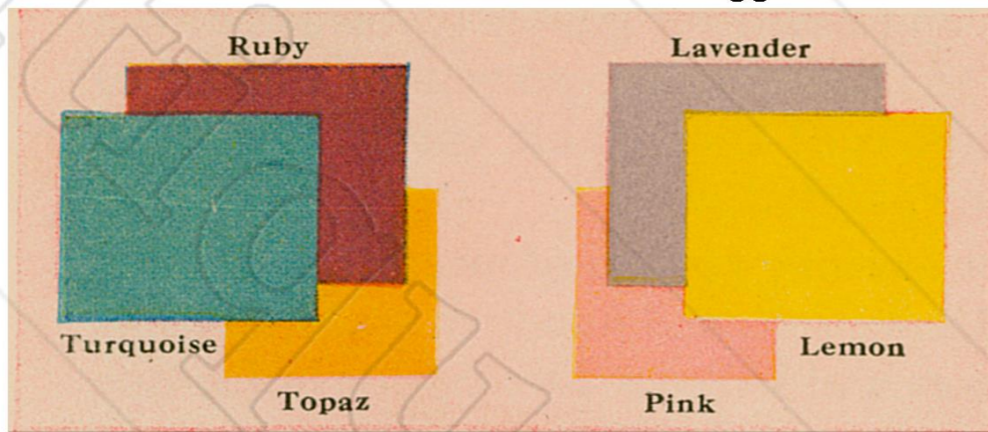
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425 Fifth Avenue, New York City

Paintex Color Harmony Chart

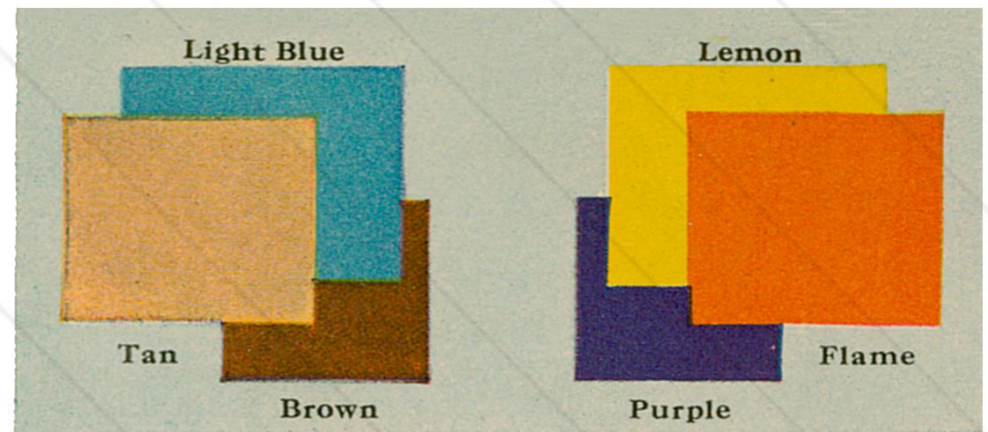
Harmonious combinations of PAINTEX on different colored backgrounds.

The small color blocks are PAINTEX COLORS.

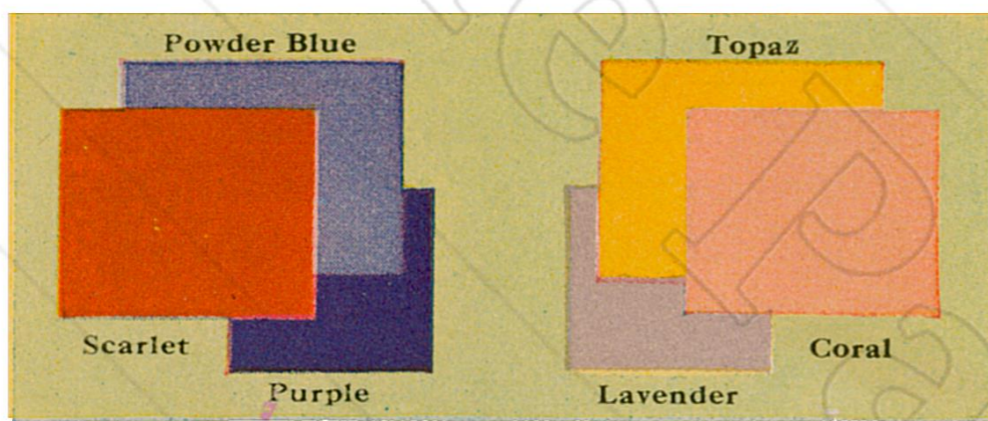
The background in each group represents the color of the fabric for which the PAINTEX COLOR HARMONIES are suggested.



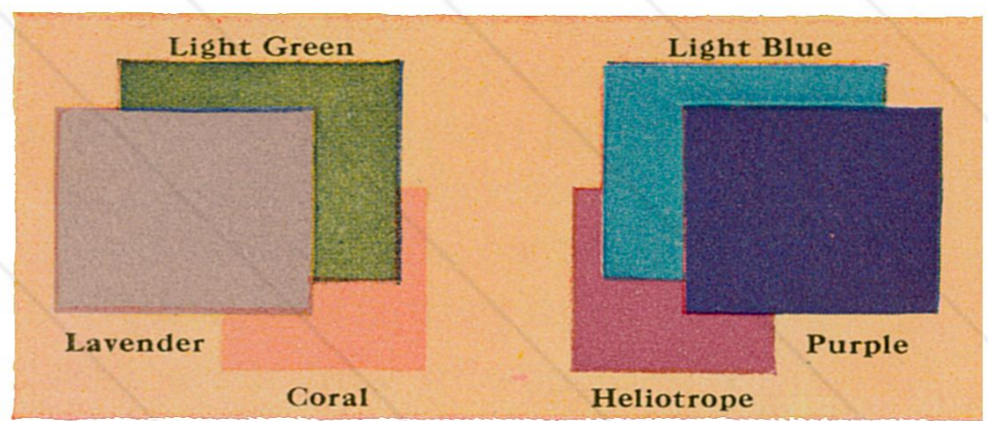
Flesh Pink Background



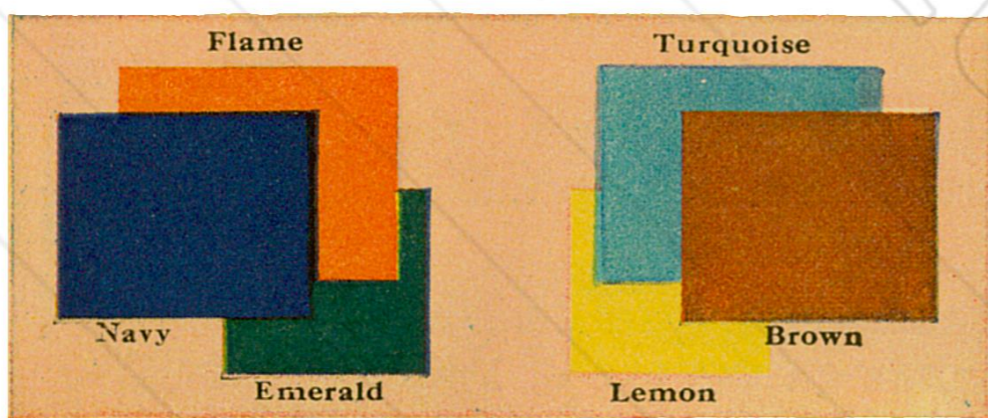
Light Blue Background



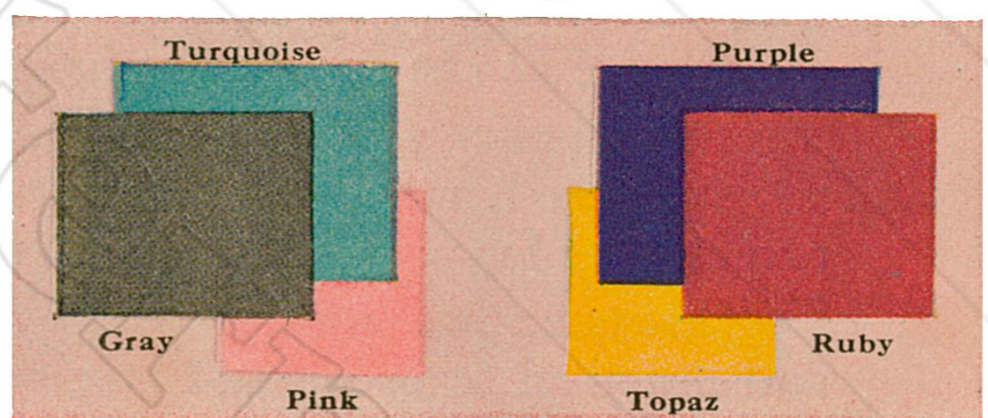
Nile Background



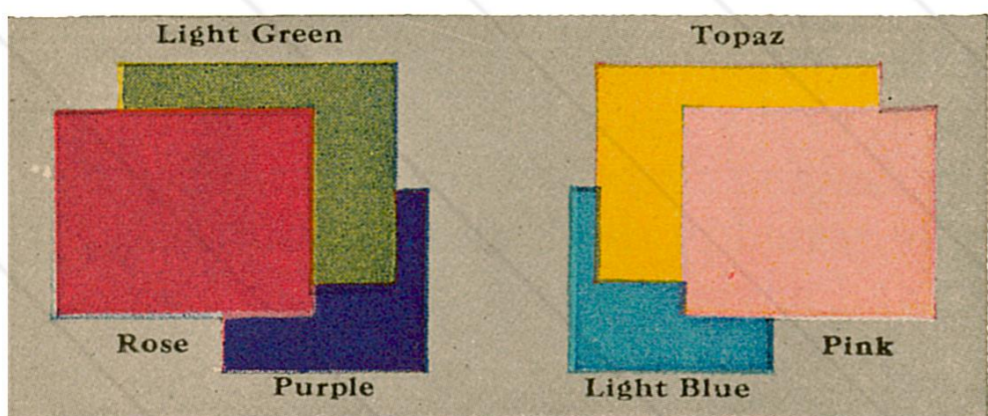
Peach Background



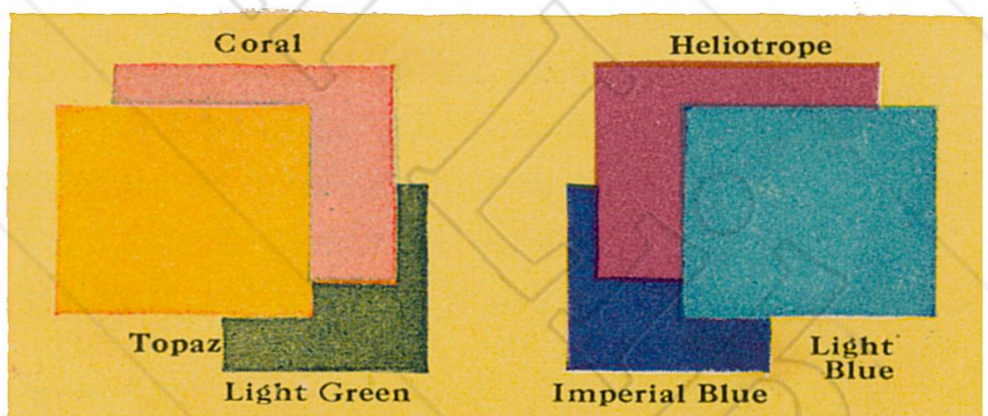
Apricot Background



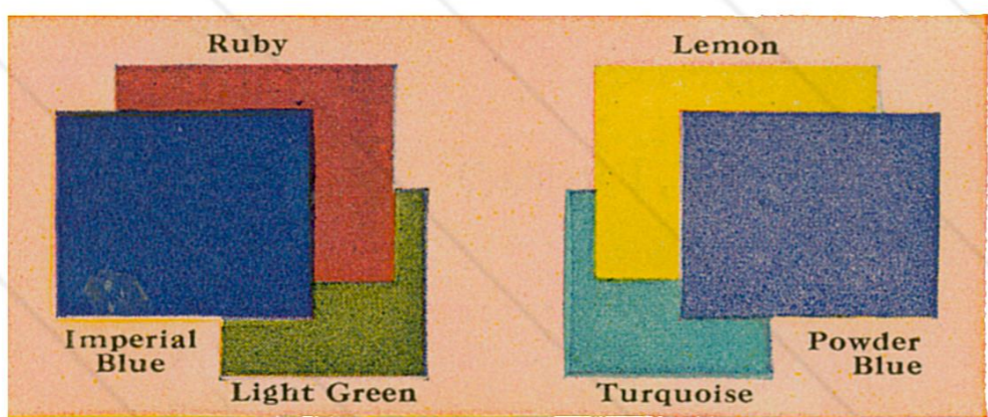
Orchid Background



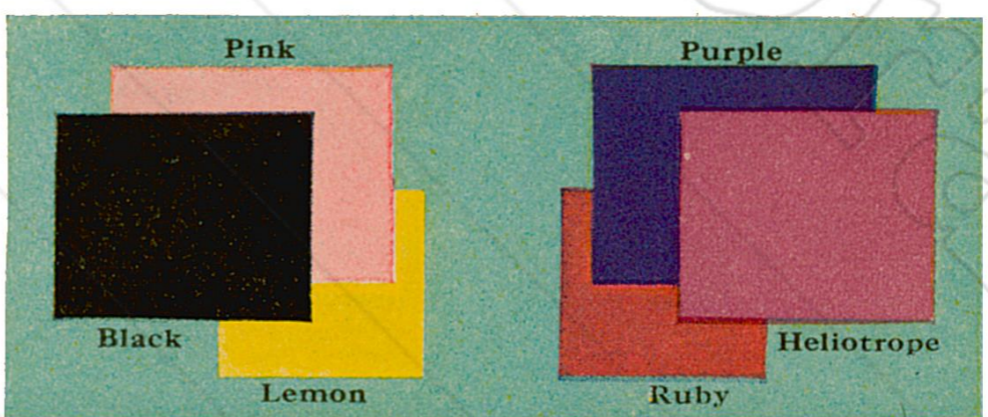
Gray Background



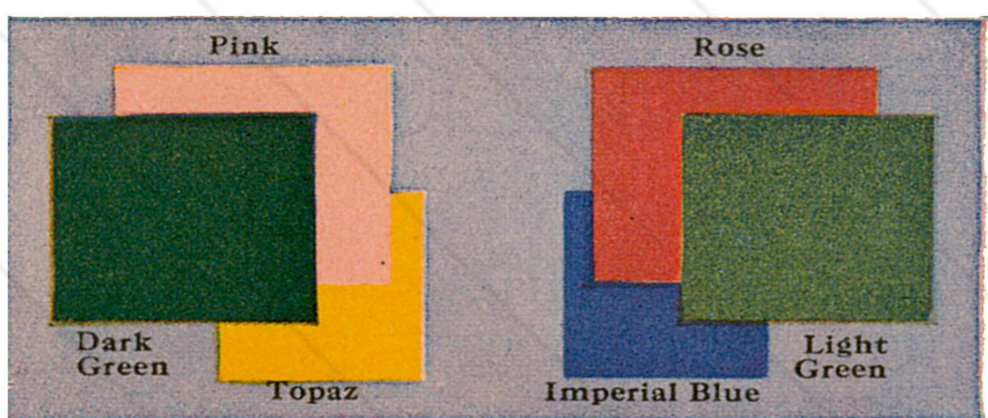
Maize Background



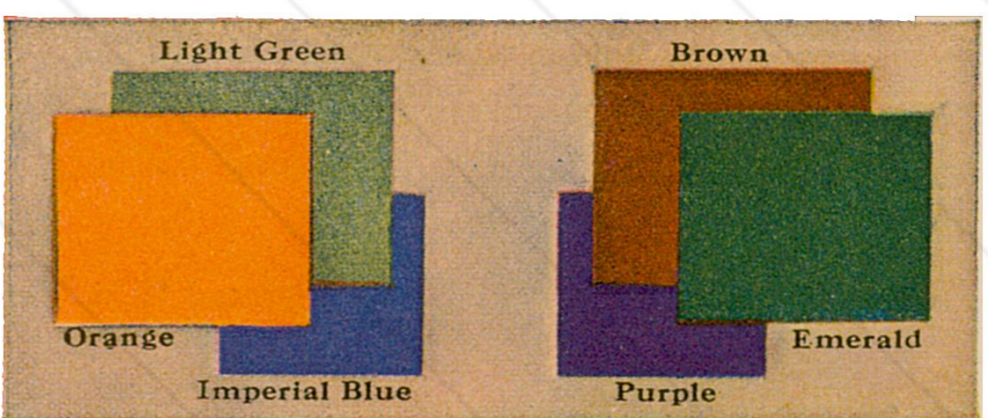
Rose Background



Turquoise Background



Hydrangea Background



Beige Background

Prepared by the Taylor System of Color Harmony, Inc., N. Y. Based on the Taylor Color Harmony Keyboard. Patented 1919 and 1925. All rights reserved.

Principles of Color Harmony

A HARMONIOUS, interesting and distinctive use of color is vitally important to success in any creative Art. Good designs and good workmanship are rendered ineffective through poor color combinations.

Pre-eminence in color is assured to Paintex Artists by the **PAINTEX COLOR HARMONY CHART**. This Chart has been prepared exclusively for PAINTEX, and is based upon the Taylor Color Harmony Keyboard, the accepted source of color harmony information today among professional artists and designers.

As PAINTEX is transparent color, it is slightly altered by the background upon which it is used. If, however, the colors selected for the design harmonize with each other and with the background, the results will be harmonious.

A choice of two 3-color harmonies is presented for each background color, one a pastel scheme, and one a deeper color combination. For example, on a Flesh Pink background, you may use Ruby, Turquoise and Topaz *or* Lavender, Lemon and Pink—the former being a comparatively deeper color scheme, and the latter a pastel combination.

If, however, you desire to use only two colors in contrast, any two in either group will be harmonious. For example, you may use Ruby and Turquoise, Lemon and Pink, Topaz and Lavender, etc. Likewise, should you desire more than a three-color combination, an addition of any color or colors from either group will be harmonious as the whole group of six colors are in harmony.

The pastel schemes offer suggestions for Paintexing bedroom articles, dainty feminine things, baby accessories, etc. The deeper color combinations are suitable for living or dining room Paintexed articles, street apparel and various articles requiring a weightier color combination.

Three Types of Color Harmonies

There are three ways of producing Harmonious Color Combinations: The Paintex Color Harmony Chart includes all three types of Color Harmonies.

- 1—*Harmonies of Color Contrast*—Using certain contrasting colors, i.e., those which are greatly different in hue, such as Turquoise and Coral, Topaz and Heliotrope.
- 2—*Harmonies of Tone Contrast*—Using tints and shades of one color such as Lavender and Purple, Tan and Brown.
- 3—*Harmonies of Related Colors*—Using colors such as Orange and Flame which contain some hue in common.

Harmonies of Contrast

The ability to combine contrasting colors harmoniously is the most effective, but at the same time the most difficult form of color harmony. Artists spend years in Color Study and experimentation before they are able to produce the exquisitely beautiful Harmonies of Contrast which delight us in their work.

Both study and experimentation in achieving Harmonious Color Contrast have been eliminated for Paintex Artists by the Paintex Color Harmony Chart.

Harmonies of Tints and Shades

Frequently it is desirable to use several tones of one color in a design. This gives the effect of shading and produces an interesting depth and richness of coloring. The following light and dark Paintex Colors can be combined to produce harmonies of this type:

Lemon and Topaz	Pink and Rose	Powder Blue, Imperial Blue and Navy	Light Green and Dark Green
Pink and Ruby	Tan and Brown	Lavender and Purple	Coral and Scarlet

A graded sequence of tones can also be obtained by the addition of Paintex Medium to a dark color. The more Medium added, the lighter the color becomes. Three gradations,—dark, intermediate and light, can easily be made from any dark color.

Harmonies of Related Colors

Smart modernistic effects, particularly attractive in scarfs, handkerchiefs and other costume accessories, are obtained by the use of closely related colors. The following combinations of Paintex Colors produce striking harmonies of this character:

Ruby, Heliotrope and Purple	Lemon, Light Green and Light Blue	Coral, Ruby and Purple
Lemon, Topaz, Orange and Flame	Lavender, Powder Blue and Imperial Blue	Lemon, Topaz and Coral
Topaz, Flame and Brown	Lemon, Light Green and Dark Green	Pink, Rose and Purple
	Topaz, Light Green and Imperial Blue	

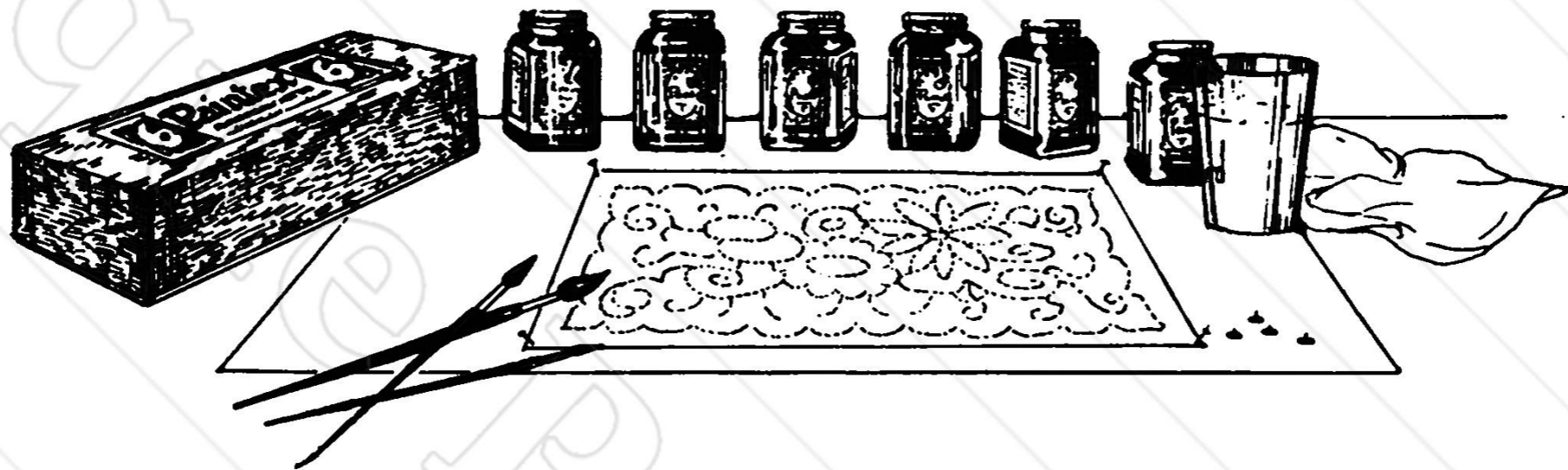
Fresh, distinctive and harmonious color combinations add tremendously to the beauty, interest and value of your work. A knowledge of the Use of Color insures artistic and professional results.

How to Use Paintex

PAINTEX is a liquid color ready for use in glass bottles in 24 beautiful colors. It is applied by a brush directly to the fabrics to be decorated, and will not run beyond the brush stroke. It can be used upon silk, linen, cotton or woollens and does not harden or stiffen the material, or in any way impair its wearing quality. Paintexed articles can be either washed in soap and water according to directions, or cleaned with gasoline without affecting the colors.

Before you start to paint, be sure you have everything ready.

A Working Outfit



Desired Paintex Colors.

Glass of water to wash brushes.

Thumb tacks or pins to fasten stretched material to table or board.

Sheet of White Blotting Paper over which to stretch material before painting.

Brushes—preferably 3 sizes, large, medium and small, but good work can be accomplished with one.

The Blotter to absorb excess Paintex.

Cloth on which to wipe brushes.

Patterns

Transfer Patterns, designed for fabric painting, and especially suitable for Paintex are now issued by the following leading pattern companies:

Butterick, Excella, Ladies' Home Journal, McCall's, Pictorial Review, Standard-Designer, Stemor Colored Patterns, Vogue.

The designs shown in the illustrations in this book have been selected from one of the above (when marked "TRANSFER PATTERN") or are **PAINTEX PERFORATED PATTERNS** or **ORIGINAL DESIGNS** based on the principles set forth on pages 6 and 7.

Many articles such as handkerchiefs, scarfs, luncheon sets, etc., may be purchased all ready stamped for Paintexing. Many Paintex Artists enjoy making their own Patterns and pages 6 and 7 will show you how to create Original Designs.

Any Paintex Dealer can direct you in the selection of patterns for the particular articles which you are planning to make.

If transparent materials are used and a Transfer Pattern selected, the pattern should be transferred with a hot iron *to the blotter over which the material is to be stretched*.

In this way you can follow the outline of the pattern without actually stamping it upon your material. The pattern should also be traced on the blotter when original designs are used, and its outlines followed through the transparent material.

In using an opaque material, transfer the design directly to the fabric.

Color Combinations

It is necessary to have your color scheme carefully planned before you begin to paint.

The material must always be a lighter color than any Paintex color you use upon it. White or light pastel colors offer the best backgrounds.

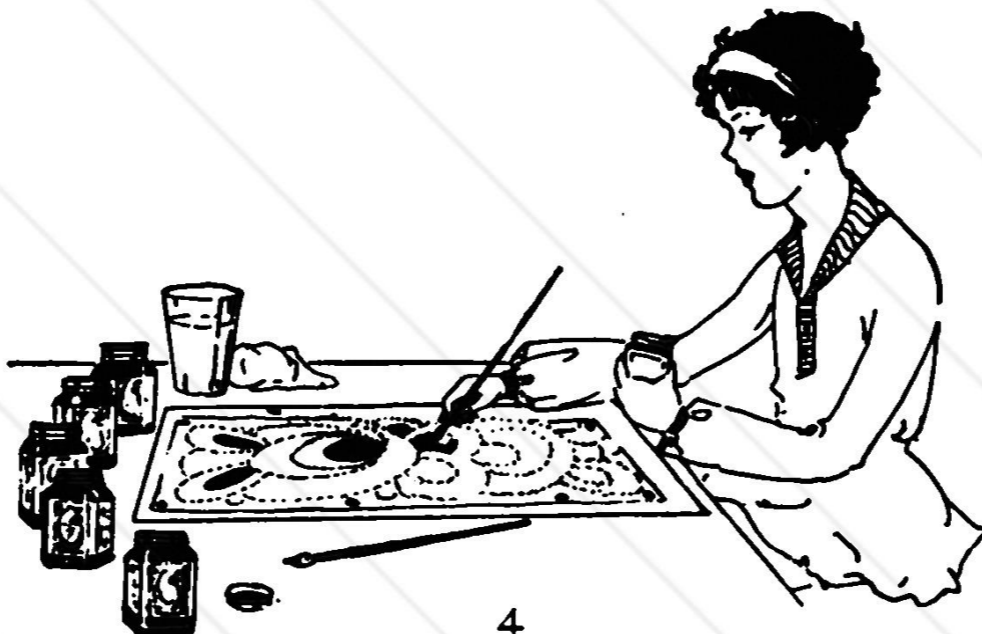
A harmonious color combination is of utmost importance. The illustrations in the book offer innumerable suggestions for color combinations. The **PAINTEX COLOR HARMONY CHART** on page 2 supplements these suggestions and provides an invaluable color harmony guide.

Painting

When your material is stretched and pinned over the blotter, with design indicated and color scheme planned, you are ready to paint.

Do not carry too much Paintex on your brush for the first stroke. If the color is not deep enough or smooth at first, you can work over it until it is satisfactory.

Use Paintex liberally, always obtaining at least some penetration of materials.



Painting

Never dip the brush from one color bottle to another without first carefully washing it in water and wiping it dry.

Paintex Colors can be lightened by the use of Paintex Medium. Dip a little of the Paintex color into a small receptacle and add the Medium gradually, mixing thoroughly with the Paintex, until the desired tint is obtained.

How to Use Paintex Liquid Embroidery

PAINTEX Liquid Embroidery is a newly discovered plastic embroidery, but one which can be applied in minutes instead of days.

Paintex Liquid Embroidery is generally used to outline a Paintexed design or parts of it and provides an excellent edge finish for various articles giving the effect of beautiful raised embroidery. Materials decorated with Paintex Liquid Embroidery can be washed or cleaned.

A Working Outfit

Paintex Liquid Embroidery—put up in tubes. Paintex Paper Cones.
Paintex Metal Powders—gold, silver, copper, steel.

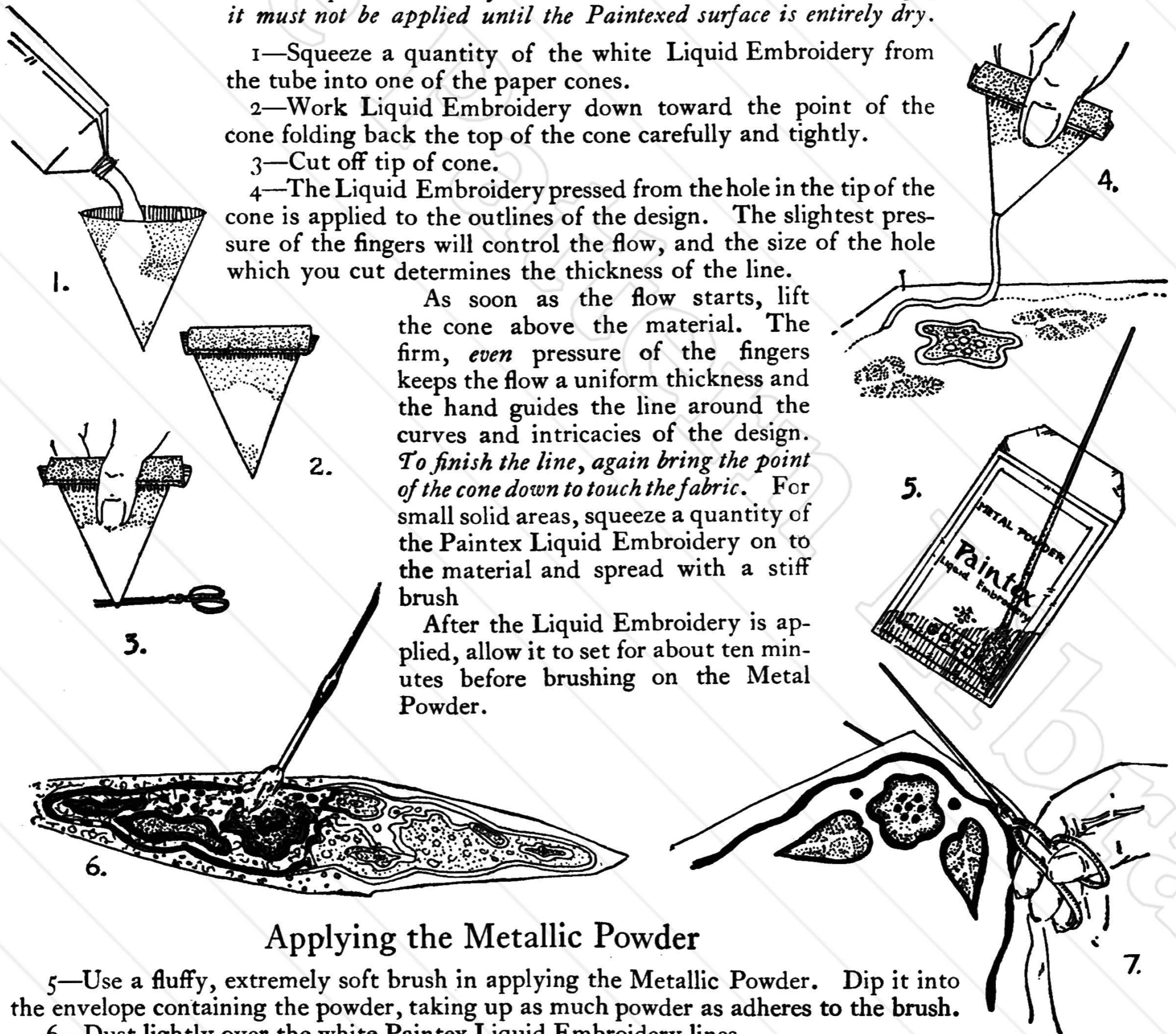
Applying the Liquid Embroidery

When Liquid Embroidery is used to outline a Paintexed design, it must not be applied until the Paintexed surface is entirely dry.

- 1—Squeeze a quantity of the white Liquid Embroidery from the tube into one of the paper cones.
- 2—Work Liquid Embroidery down toward the point of the cone folding back the top of the cone carefully and tightly.
- 3—Cut off tip of cone.
- 4—The Liquid Embroidery pressed from the hole in the tip of the cone is applied to the outlines of the design. The slightest pressure of the fingers will control the flow, and the size of the hole which you cut determines the thickness of the line.

As soon as the flow starts, lift the cone above the material. The firm, *even* pressure of the fingers keeps the flow a uniform thickness and the hand guides the line around the curves and intricacies of the design. *To finish the line, again bring the point of the cone down to touch the fabric.* For small solid areas, squeeze a quantity of the Paintex Liquid Embroidery on to the material and spread with a stiff brush.

After the Liquid Embroidery is applied, allow it to set for about ten minutes before brushing on the Metal Powder.



Applying the Metallic Powder

- 5—Use a fluffy, extremely soft brush in applying the Metallic Powder. Dip it into the envelope containing the powder, taking up as much powder as adheres to the brush.
- 6—Dust lightly over the white Paintex Liquid Embroidery lines.
- 7—When used as an edge, the material should not be cut away until outline is thoroughly dry. It takes about 24 hours for Paintex Liquid Embroidery to harden.

The effectiveness and simplicity of Paintex application cannot be over-emphasized. A novice can easily turn out work which is professional in appearance within a very short time. The material itself and the blotter absorb excess color enabling one to work over the colored surfaces until they are smooth, doing away with any unevenness. Paintex is clean to handle and non-inflammable. It washes off the hands easily. Paintexing is a fascinating and educational type of artwork for children and a stimulation to the artistic instinct of both young and old.

How to Create Simple Designs

PAINTING is a form of artistic expression. Before you can begin to paint, you must have a definite idea to express. This idea is commonly called a *design* or *pattern*. Suitable patterns for Paintexing are readily procurable. It is fascinating, however, to create *original designs*, especially the simpler ones, and much easier than it appears to one who has never attempted designing.

A design is a combination of single forms or motifs. These motifs all have a geometric origin. They are derived from circles, squares or straight lines. Infinite variations can be made on each of these three forms.

Tumblers, cups, saucers, plates, coins, boxes and a ruler serve as excellent guides for constructing the geometric outlines, and the individual shapes can be drawn free-hand upon these outlines.

Work out your motifs and combinations *on paper* first. When you have made an interesting design, it will be easy to adapt it to the article which you wish to Paintex.



How to Create Simple Designs

THE illustrations on this page show how motifs derived from *different* geometric forms can be *combined* in a design. The origin of each individual motif will be found on the opposite page and their wide possibilities of combination into interesting, original designs should be apparent.

The design must be made to *fit* the space in which it is to be placed, and the motifs arranged to follow the general contour of the article. Be careful not to overdo the decoration. Note how a few scattered motifs balance the semi-circular design on the round sofa cushion illustrated in the lower right hand corner.

The same design may be varied by a change in border and color scheme.

A design is made more interesting by a variety of treatments of the same motif, than by set repetition. This variation of spotting is only possible in hand decorated fabrics and immediately differentiates them from machine printed materials.



The same motif may be used to produce many different effects by a change in color combination or by reversing the positions in which the colors are used. Some of the forms are outlined with a dark color, while others have pale edges and dark centers.

A careful study of the illustrations on these two pages will open up the fascinating possibilities of original designing.

Paintex Designs on Costumes

Hand painted designs on costumes and accessories are favored by leading fashion creators and the most exclusive shops.



The design is usually applied either as a single motif to bodice, skirt or sleeve or used as a finish for collars, cuffs, and hem lines.

PAINTEX MOTIF applied to left side of bodice. Design composed of angular and curved forms (see pages 6 and 7). Paintexed in Rose, Topaz, Light Green, Black and Purple.

PAINTEX MOTIF applied to center front of bodice. Paintex Perforated Pattern. Colors—Flame, Imperial Blue, Topaz, Black and Dark Green.

SHAWL COLLAR Paintexed with dots and scalloped border. Paintex Liquid Embroidery could be used to outline the scallops.

CIRCULAR COLLAR finished with Paintex border. Suitable design can be readily found in a Transfer Pattern. Colors—Rose, Black and Emerald.

POINTED COLLAR. Design based on angular forms (see pages 6 and 7). Colors—Orange, Lemon, Topaz and Black.

FLORAL MOTIF suitable for the trimming of full sleeves or full skirts. Transfer Pattern. Colors—Coral, Flame, Lavender, Purple, Light Green and Dark Green.

GAUNTLET CUFF: Paintex Perforated Pattern. Colors—Heliotrope, Rose, Turquoise, Emerald and Black.

WRIST BAND; simple zig-zag original design. Colors—Rose, Black and Imperial Blue.



NARROW BORDER. Transfer Pattern. Colors: Light Green, Lemon, Topaz and Black. This border is effective on sport clothes or street costumes and can be used to finish bottom of skirt or as a vertical front or side panel.

MEDIUM WIDTH BORDER. Transfer Pattern. Colors: Purple, Topaz, Black and Imperial Blue. This border is effective both as a hem finish or as a vest or surplice trimming for a bodice or blouse.



WIDE BORDER. Paintex Perforated Pattern. Colors: Light Green, Dark Green, Coral, Scarlet, Ruby, Topaz and Brown. This border is effective on evening costumes of taffeta, crepe de chine or chiffon. The color scheme illustrated will harmonize with an Orchid, Gray, Pale Green or Pale Blue ground. Hand painted designs on evening frocks both for young girls and older women are always smart and effective.

100 Gift Suggestions

SCARCELY a month passes by which does not present the occasion for a gift of some kind. Births, birthdays, engagements, weddings, wedding anniversaries, house warmings, visits, departing guests and Christmas come around in quick succession.

Gifts frequently assume amazingly large proportions in the expense budget, especially if they are purchased in a hurry, and the search for a proper gift is often perplexing and wearing.

No gift is more acceptable than one made by hand, and Paintex offers the opportunity for creating gifts which are unusually attractive as well as useful and appropriate, whose value is far greater than the investment made.

Here is a Gift List of articles suitable for Paintex decorations and planned to cover a comprehensive range of Gift needs:

FOR THE BABY AND SMALL CHILD

- 1—Basinette Bow
- 2—Bib
- 3—Bonnet
- 4—Bonnet Box
- 5—Bootees
- 6—Carriage Cover
- 7—Carriage Strap
- 8—Crib Quilt
- 9—Coat Hangers
- 10—Dresses
- 11—Jacket
- 12—Kimona
- 13—Play Apron
- 14—Paint-me-ons
- 15—Rompers

FOR THE HOUSEHOLD

- 16—Bedroom Screen
- 17—Bridge Set
- 18—Bridge Table Top
- 19—Book Cover
- 20—Book Mark
- 21—Bedspread
- 22—Bell Pull
- 23—Boudoir Lamp Shade
- 24—Buffet Set
- 25—Chaise Longue Cover
- 26—Chair Seats and Back
- 27—Curtain Tie-Back
- 28—Curtains
- 29—Cushions
- 30—Candle Shields
- 31—Dresser Vanity Set

- 32—Dresser Doll
- 33—Dresser Tray
- 34—Dresser Box
- 35—Dresser Cover
- 36—Doilies
- 37—Door Curtains
- 38—Floor Lamp Shade
- 39—Framed Bouquet
- 40—Glove Box
- 41—Handkerchief Box
- 42—Hangers
- 43—Laundry Bag
- 44—Luncheon Set
- 45—Lunch Cloths
- 46—Mah Jong Table Cover
- 47—Napkin Case
- 48—Perfume Bottle Holder
- 49—Pin Box
- 50—Pin Cushion
- 51—Piano Cover
- 52—Sewing Bag
- 53—Shelf Edging
- 54—Show Towel
- 55—Screen for Fireplace
- 56—Silverware Cases
- 57—Shade for Reading Light
- 58—Table Lamp Shade
- 59—Telephone Doll
- 60—Table Linens
- 61—Table Runner
- 62—Tea Caddy
- 63—Window Valances
- 64—Window Draperies
- 65—Wall Bracket Shades
- 66—Wall Hangings

WEARING APPAREL

- 67—Bag
- 68—Blouse
- 69—Bathing Suit
- 70—Boudoir Cap
- 71—Collar and Cuff Set
- 72—Dress
- 73—Fancy Apron
- 74—Fan
- 75—Garters
- 76—Glove Cuffs
- 77—Handkerchiefs
- 78—Handkerchief Case
- 79—Hat Bands
- 80—Hair Bandeaux
- 81—Kimona
- 82—Lingerie
- 83—Lingerie Bands
- 84—Leather Hand Bags
- 85—Men's Neckties
- 86—Negligee
- 87—Nightie Case
- 88—Nightgown
- 89—Powder Puff Vanity Bag
- 90—Parasol
- 91—Pajamas
- 92—Stockings
- 93—Scarf
- 94—Shawl
- 95—Shoe Trees
- 96—Sleeves (detachable)
- 97—Slippers
- 98—Ties
- 99—Vestee
- 100—Vest and Step-ins



Suggestions

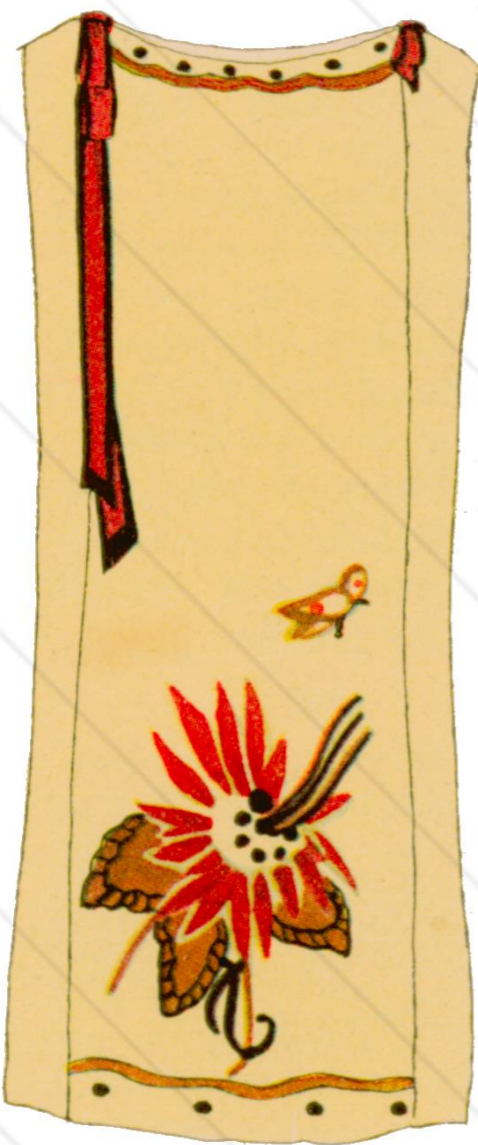


Gift Suggestions

Description of Articles Illustrated on Pages 10 and 11

- 1—CARRIAGE COVER: Cream crepe de chine. Transfer Pattern. Paintexed in Pastel Colorings.
- 2—CARRIAGE STRAP: White Satin Ribbon Paintexed in Pink, Topaz and Green.
- 3—RIBBON BOW: Cream satin ribbon with delicately Paintexed loops.
- 4—BONNET BOX: Cardboard Box padded with cotton and covered with Cream silk. Delicately Paintexed Design. Inside finished with Shirred Orchid silk.
- 5—BABY KIMONA: Light Pink woolen or silk material Paintexed in Pastel Colorings.
- 6—BABY JACKET: Light Blue crepe de chine or woolen material. Paintexed in dainty design and Pastel Colorings.
- 7—BABY BOOTEES: Light Pink silk with a dainty Paintexed design on tip and top.
- 8—BABY BONNET: Cream silk Paintexed with delicate spray of flowers.
- 9—PERFUME BOTTLE HOLDER: Cardboard shape covered with crepe de chine and Paintexed in Harmonious Colors.
- 10—TELEPHONE OR DRESSER DOLL: Full Shirred skirt Paintexed in fantastic circular design.
- 11—GLOVE OR HANDKERCHIEF BOX: Covered with silk and Paintexed with effective circular motifs and scalloped edges.
- 12—DRESSER TRAY: Paintexed center on silk set into circular lace piece and placed under glass.
- 13—PIN BOX: Round cardboard box padded with cotton and covered with White silk. Paintexed in decorative checked and conventional flower design.
- 14—DRESSER BOX: Triangular cardboard box padded with cotton. Top covered with Light Buff satin or silk Paintexed with conventional flowers.
- 15—TABLE LAMP SHADE: Crepe de chine or china silk slightly Shirred at top. Paintex design applied before shade is made up.
- 16—WALL BRACKET SHADE: Stretch silk on wire frame. Paintexed in decorative design.
- 17—FLOOR LAMP SHADE: Cream silk stretched on wire frame at bottom and eased in on top. Paintexed Landscape design.
- 18—BOUDOIR LAMP SHADE: Light Pink silk stretched to fit panels smoothly and Paintexed with sprays of conventional flowers. Alternate panels tightly Shirred.
- 19—SINGLE WALL BRACKET SHADE: Light Buff silk stretched smoothly over wire frame and Paintexed in effective design.
- 20—LADIES' VEST AND STEP-IN: Dainty Paintexed inserts. Lace edge.
- 21—NEGLIGEE: Chiffon or silk with Paintexed sleeves.
- 22—SLIPPERS: Satin slippers attractively decorated with Paintexed design.
- 23—SHORT SPORT SCARF: Light Blue background Paintexed in Blues, Greens and Violets with a touch of Lemon.
- 24—COLLARS AND CUFFS: Silk or Organdy Paintexed in dainty design.
- 25—HANDKERCHIEF: Light Yellow background toning into the Greens and Blues of the design.
- 26—SHOULDER SQUARE: Light Pink background Paintexed with girl's head in corner.
- 27—PAINTEXED RIBBON BOW.
- 28—LARGE SQUARE SHAWL: Silver Gray background Paintexed in elaborate design.
- 29—POWDER PUFF: Flesh silk Paintexed in floral design.
- 30—CANDLE SHIELD: Light Buff silk Paintexed in interesting Chinese design.
- 31—ROUND CUSHION: Salmon silk Paintexed with fantastic flowers and lattice work.
- 32—SQUARE PILLOW: Light Gray silk with Paintexed center motif.
- 33—LONG PILLOW: Light Buff silk with bands of conventional flowers Paintexed in related colors.
- 34—CENTER PIECE AND DOILY: Linen Paintexed in modern floral design.
- 35—LUNCHEON SET: Fine White linen with dainty Paintexed design in related colors.
- 36—TABLE RUNNER: Fine White linen Paintexed in bright peasant colorings and design.

Paintexed Articles of Wearing Apparel



Slip-over Negligee or Lounging Robe. Paintex Perforated Pattern to which a few original motifs have been added. Pale Yellow background; Paintex colors — Brown, Scarlet, Ruby, Black and Scarlet mixed with Paintex Medium. The garment is fashioned of two straight pieces of material with openings in the side seams for arm holes

A HAND PAINTED SHAWL IS PRACTICAL, FASHIONABLE—AND IRRESISTIBLE!

The large Shawl illustrated above is made of heavy white silk crepe and finished with deep hem. The design is a Paintex Perforated Pattern. Colors—Heliotrope, Rose, Light Green, Dark Green, Brown, Black, Imperial Blue and Topaz.

The square kerchief illustrated below is an original design made up of overlapping angular forms. (See pages 6 and 7.) Pale Green background; Paintex colors—Lemon, Turquoise, Light Green, Emerald and Black. A kerchief of this character can be used to finish the neckline of a street or sport costume.



Square Shawl. Transfer Pattern. Light Gray background; Paintex colors—Ruby, Emerald, Brown, Purple, Light Blue, Imperial Blue, and Brown mixed with Paintex Medium.

The design may be repeated to form an all-over pattern or confined to one corner.



Interior Decoration

THINGS made by hand add beauty, charm and personality to the home. There are innumerable places for Paintexed fabrics and decorative accessories in the decorative scheme of Halls, Living Rooms, Dining Rooms, Bedrooms, Nurseries, Kitchens, Bath Rooms, and Sun Porches.

Suggestions for the Hall

The first impression of a home is formed in the Entrance Hall. The decoration of the Hall is frequently neglected. If the inside entrance door has a glass panel, a Paintexed glass curtain in bright and cheerful colorings and interesting design sounds a note of hospitable welcome. Pongee or light silk offers a suitable selection of material for glass curtains.

A decorative hanging over the Hall table adds a note of interest. Either a floral or landscape design is suitable for this purpose. The material may be linen, unbleached muslin or silk. When Paintexed, it will have the appearance of a beautiful decorative fabric, fully as desirable as tapestry or brocade.

The Hall Table may also have a Paintexed Table Runner or Cover and the lighting fixtures offer opportunities for Paintexed shades or shields.

Suggestions for Living Room and Dining Room

Living Room sofa cushions, table covers, wall hangings, lamp shades and window draperies and curtains offer most appropriate subjects for Paintex decoration. Dining Room table runners and buffet sets are most attractive when made of natural or colored linen and decorated with Paintex. Some of the most beautiful breakfast and luncheon sets in the shops show dainty Paintex designs.

It is most important, however, that the color selected for these articles harmonize with the color scheme used in the furnishing of the room.

Here are some Harmonious Living Room and Dining Room Color Schemes:

Walls	Floor Covering	Drapery	Paintex Harmonies for Accessories
Cream	Old Blue	Mulberry	Purple, Topaz, Ruby
Buff	Reseda Green	Plum	Light Green, Rose, Purple
Ecru	Mulberry	Jade	Purple, Ruby, Heliotrope
Putty	Terra Cotta	Bluet	Powder Blue, Scarlet, Purple
Robins Egg	Brown Taupe	Rose	Ruby, Turquoise, Topaz
Pale Apple Green	Brown Taupe	Ashes of Roses	Rose, Imperial Blue, Lt. Green

Suggestions for the Bedroom

Paintex is an ideal medium for decorating Bedroom fabrics. Charming and distinctive bedspreads, curtains, dresser scarfs and vanity sets can be created in color schemes and designs to harmonize with the furnishing plan of the room.

Very simple materials may be given a smart and luxurious appearance, by the addition of an interesting design and color scheme. Unbleached muslin, satin, voile, batiste, sheeting, linen and even the humble chambray lend themselves to the various bedroom decorative uses.

The Nursery or Children's bedroom can be transformed into Fairyland by Paintexed wall hangings, bedspreads and curtains.

Here are some Harmonious Bedroom Color Schemes:

Walls	Floor Covering	Drapery	Paintex Harmonies for Accessories
Mauve	Chinese Gold	Turquoise	Turquoise, Gray, Pink
Adam Green	Wistaria	Topaz	Topaz, Lavender, Coral
Maize	Jade	Rose	Pink, Black, Lemon
Shell Pink	Sand	Hydrangea	Pink, Dark Green, Topaz
Light Orchid	Tan	Dresden Blue	Topaz, Light Blue, Pink
Robins Egg	Ashes of Roses	Yellow	Coral, Topaz, Light Green

Everyday Uses of Paintex

PAINTEX has become an indispensable household necessity. It has unlimited uses in refreshing and restoring faded, soiled or worn fabrics and in utilizing discarded materials to excellent advantage.

Paintex is both a dye and a paint and its unusual qualities make its use possible on paper and parchment in addition to all types of fabrics. Thus it can be used in place of a water color paint for designs on paper and parchment.

Many a hostess finds at the last moment that she has forgotten to purchase or provide place cards for her guests. Her Paintex Outfit can be readily called into service for this purpose.

While a great many cretonnes, rugs and other decorative fabrics are sold today as sunfast, incessant exposure to sunlight often works ravages in certain spots while the original colorings are preserved elsewhere. Cretonne draperies sometimes fade at the edges. Cretonne drapery bindings often become faded or worn-looking at the corners of the draperies. Rugs may fade in one spot.

With the best of care, ineradicable spots will appear on draperies, bedspreads, table linens and light colored dresses.

Paintex can be used to restore the color at the faded edges of cretonne draperies and drapery bindings, and rugs, and also to camouflage spots by covering up with a Paintex motif.

Styles change so rapidly in gowns today, that last year's dress may be unwearable this year. The home dressmaker will find Paintex an invaluable hand-maiden to costume renovations. An old blouse takes on a new look when Paintexed in a smart, new design. Combinations of materials and colors can be utilized by an ingenious application of Paintex. Faded silks may be home dyed in a light tint and entirely transformed into new and beautiful fabrics with Paintex designs.

Restoring Faded Cretonnes, Rugs and Embroidery

In restoring the color to faded cretonnes, the material should be thoroughly freed from dust and the portions where the color is to be restored laid upon the table over a sheet of blotting paper. The original color should then be matched as nearly as possible by mixing the several Paintex colors necessary to obtain the desired shade.

It is necessary of course, to analyze the original color in order to proceed with the matching. Tones of Rose and Pink sometimes have a Lavender cast and other times a Yellowish cast. Yellows may verge toward Green or Orange. Greens are sometimes of a Bluish character and sometimes of a Yellowish cast. Blues may have a Greenish or a Violet cast. Violet may tend toward the Blues or the Reds.

Find the nearest pure Paintex color to use as a base for matching and add the necessary cast. The use of Paintex Medium may be necessary to obtain a light tint.

Faded portions of cotton, wool, fibre, matting or grass rugs may be restored in the same manner.

Since draperies or rugs are never closely scrutinized, the repairs will not be obvious when the articles are assembled in the room even though they may seem apparent to you.

Articles embroidered in either mercerized cotton or silk which have lost their color may be refreshed with Paintex. When the desired color has been mixed in a receptacle, it can be directly applied to the raised embroidered surfaces.

Rejuvenating Shabby Lampshades

Light colored silk or parchment Lampshades which have become soiled or faded can be entirely transformed by the use of a Paintex design. Experience with the use of Paintex will enable one to transfer a simple pattern on a shirred silk lampshade without ripping it apart. Of course this requires some skill and very careful handling. For a thorough renovation on an expensive shade, it is better to rip the top layer of silk off the frame, Paintex the design with the material flat upon the table, and shirr silk back on the frame again.

A torn parchment shade lends itself to an interesting decorative treatment. The entire shade may be perforated at intervals to balance the torn portion, a design Paintexed upon the parchment and the shade lined with a contrasting colored silk.

Camouflaging Spots

Mishaps to wearing apparel, especially on light colored evening or afternoon gowns are unavoidable. A bad spot which appears at first sight as if it would render the gown useless, may be turned into a decorative asset by covering it up with a Paintex motif. It may be necessary to add several motifs or a complete design in order to balance the single motif.

A Paintex Outfit in the home and a knowledge of its unlimited household uses may save embarrassment, inconvenience, as well as dollars and cents.

Paintexed Articles for the Home



Description of Articles

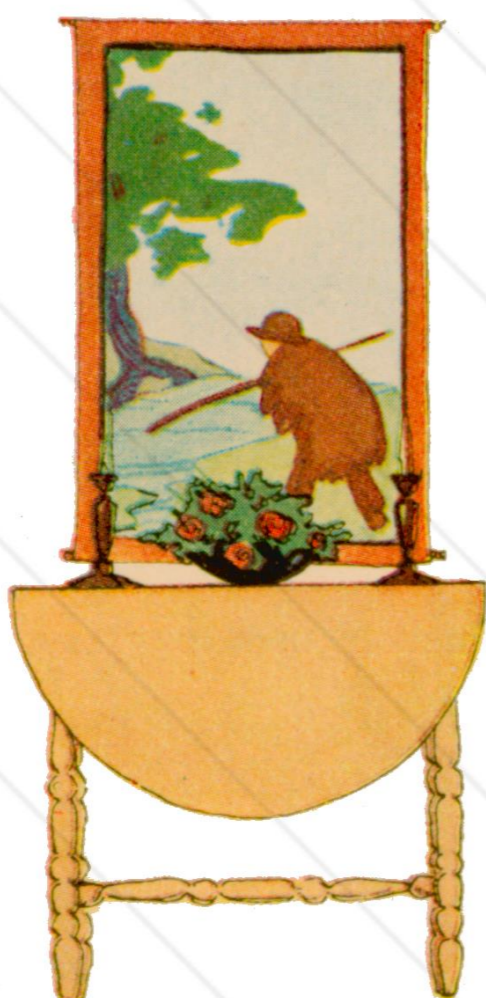
LUNCHEON SET OF TAN LINEN OR CHAMBRAY. Paintexed with neat floral corner motif, in Emerald, Navy, Brown, Ruby and Purple.

OVAL DRESSER SCARF—Cream or Oyster White Linen. Transfer Pattern. Colors—Lavender, Heliotrope, Purple, Orange, Topaz, Light Green, Emerald, Gray and Imperial Blue.

BREAKFAST CLOTH OF TAN LINEN OR CHAMBRAY. Transfer Pattern. Colors—Imperial Blue, Ruby and Emerald.

ROUND CENTER-PIECE AND DOILY—Linen or Pebbled Oilcloth. Transfer Pattern. Colors—Orange, Black, Turquoise and Imperial Blue.

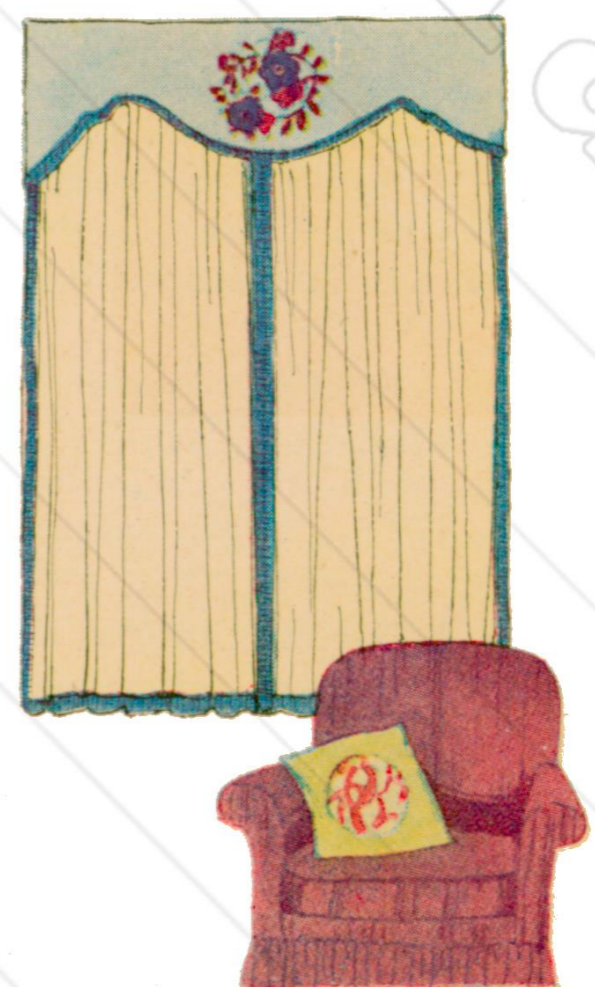
DOOR PANEL—China Silk or Pongee. Transfer Pattern. Colors—Brown, Topaz, Ruby, Navy, Light Green, Dark Green and Lavender.



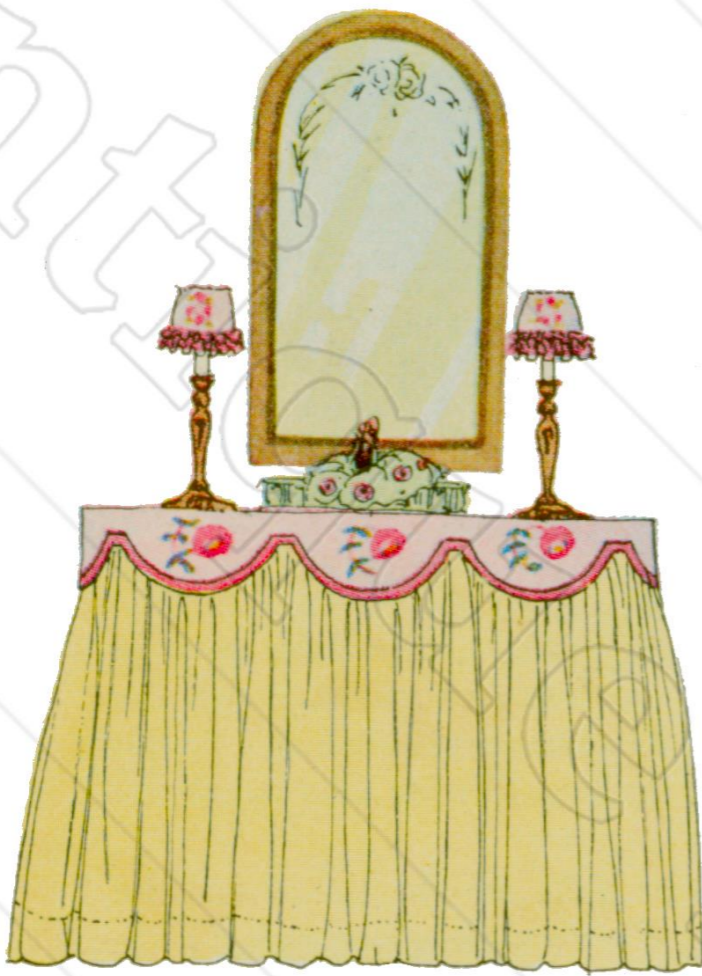
WALL HANGING FOR HALL OR LIVING ROOM — Cotton, Linen or Silk. Original Design. Colors—Brown, Emerald, Light Green, Turquoise, Navy and Flame.

DRAPERY VALANCE—Light Blue Linen, Taffeta or Shantung. Transfer Pattern. Colors—Imperial Blue, Purple, Brown, Ruby and Black.

CHAIR CUSHION—Silk, Velvet or Linen. Transfer Pattern. Center Medallion on Buff background designed in Ruby.



Paintexed Articles for the Home



VANITY SET—
White Silk or Linen.
Paintex Perforated
Pattern. Colors—
Light Green, Tur-
quoise, Black, Rose
and Purple mixed
with Medium.



BEDSPREAD SET—
Light Yellow Voile,
Swiss, Organdy or Shan-
tung. Original design
of simple floral
motifs. Colors—Helio-
trophe, Purple, Light
Green and Dark Green.

SCALLOPED DRESS-
ING TABLE TOP AND
CANDLE SHADES—Or-
chid Silk, Linen or
Sateen. Original design
of simple floral motifs.
Colors—Heliotrope,
Brown, Rose and
Emerald.



An attractive and deco-
rative nursery hanging tells
the story of Jack and Jill.

NURSERY WALL HANGING—
Light Blue Cotton, Linen or Silk.
Transfer Pattern. Colors—Light
Green, Dark Green, Imperial Blue,
Scarlet, Topaz, Gray, Brown, Black
and Heliotrope.

CRIB SPREAD—Light Pink Cot-
ton, Linen or Silk. Transfer Pat-
tern. Colors—Gray, Imperial Blue,
Black, Brown, Emerald and Helio-
trophe.

NURSERY CURTAINS—Voile or
China Silk. Transfer Pattern.
Colors—Pink, Heliotrope, Lemon,
Imperial Blue, Emerald, Orange
and Black.



Circus characters deco-
rate this crib spread.
Dressed up geese strut
amid the conventional
flowers on the voile cur-
tains.

Paintexing as a Profession

PAINTEXING is a NEW ART. In the short time that Paintex has been on the market, it has brought about revolutionizing changes in the existing methods of decorating fabrics. It is rapidly taking the place of batik, tie dying, block printing, stenciling, applique and other similar crafts. Its possibilities of development both in Art and Industry have only been sounded.

Paintex is the simplest, quickest, and most effective means of fabric decoration in existence. Its use is by no means limited to a home handcraft. Paintexed articles are *sold* in shops throughout the country and there is a constantly increasing demand for trained Paintex workers among manufacturers of various lines of merchandise.

Any woman who has mastered the use of Paintex can readily sell the article she makes or obtain a well paying position where her knowledge and skill will be utilized.

A Paintex Gift Shop

There are few women today who cannot use a little extra spending money. Boys and girls going away to school and college make heavy demands on the family purse. The high cost of necessities often bars the little luxuries which add so much to the comfort and pleasure of the family or its individual members. Even women of wealth have turned to business because it brings new interest into their lives, gives them a worth while outlet for their activities and provides an *independent* source of income.

The large number and great variety of appropriate and attractive gifts which can be created through the use of Paintex, furnish adequate stock for an exclusively Paintex gift shop.

Where and How?

The Home Gift Shop. A spare room in the house or any available space can be converted into a Display Room. Many big business enterprises run by women today started in their own homes.

The initial investment for a stock of Paintexed articles is very small, as one can use odds and ends of material. The creation of the finished articles takes much less time than needlework or other forms of decoration. Only a small stock is necessary to begin business because if the samples of your work are artistic and professional in appearance, you can obtain orders for particular articles. Use this book as a catalog from which to take orders on articles not carried in stock.

It is better to start with a small space and a small stock until you have established a demand for your work and know the kinds of things that you can sell. A healthy business always expands gradually. If the business grows beyond the output of one person, there will be little difficulty in finding other women who will be delighted to earn additional pin money by making Paintexed articles to your order.

Advertising. A business is built up through word-of-mouth advertising as well as formal announcements and a showing of your products at every possible opportunity. Do not hesitate in letting your friends know that you have gone into business. Drop some cards to women who you think might be prospective customers. Contribute samples of the things you make to Church Bazaars and Fairs—this is an excellent form of advertising. Try to obtain display space for a few samples in a shop or tea room on a business thoroughfare. Space in the windows of a florist shop, art store or tea room can often be obtained by paying the proprietor a commission on all articles sold through display. Be sure that this display is accompanied by a card, giving your name and address.

Specialization. As your business develops, you may find it desirable to specialize on particular articles. One woman in a Western city has built up a thriving business on Paintex Lampshades. Another woman is specializing on painted scarfs, lingerie and negligees. Still another has started a Baby Bazaar where she sells Paintex dresses, coats, bonnets, hats and gifts for infants and little children.

The Professional Gift Shop. There are new gift shops in the shopping districts being opened every day. They are strictly commercial enterprises and usually undertaken by women who have had some previous business training. The most successful of these gift shops has usually built up a reputation on a specialty. A Paintex Gift Shop offers a timely, practical and interesting innovation.

Selling Paintexed Articles to the Retail Shops

A visit to the higher class department stores in a large or medium sized city will reveal the fact that innumerable articles decorated with Paintex are on sale in many departments. There are

(Continued on page 20)

Saleable Articles



Continued from page 18

handkerchiefs, scarfs, shawls, gowns, negligees, hats and any number of gift articles. If your work is of equal quality, you may find a market in your vicinity among the better class department stores and smart shops.

Study the type of Paintexed articles offered for sale in the shops and establish a connection with the buyer of the department into which the articles which you can make will fit. Leave your card and some samples, if desired, and keep in touch with all the contacts you have established.

Strive for creativeness, ingenuity and perfection of workmanship rather than quantity of production. Charge for your work on the basis of creative art work rather than mere mechanical handwork.

Paintex Clubs

The vogue of Paintex Clubs is rapidly spreading throughout the country. Regular weekly or semi-monthly meetings are devoted to Paintexing. Each member brings her individual outfit and her individual work and the time is pleasantly as well as profitably spent. The working in groups is stimulating and the reservation of a definite time at regular intervals, provides for a steady and leisurely production of Paintexed articles for costume or home decoration purposes and gifts. It is a good idea to form a Paintex Club in preparation for a Charity Bazaar or Church Fair. A Paintex Club organized early in the Fall, will insure an ample supply of gifts for each member at Christmas time.

Any woman who is experienced in Paintexing has the opportunity of organizing Paintex Clubs in her own community. The members will be glad to pay her a small pro rata fee for her instructions. She can advise on designs, color schemes and things to make. Her experience and direction will save time, experimentation and doubt, and greatly add to the group interest.

Paintex Demonstrators

The demand for Paintex Demonstrators among Department Stores cannot at present be fulfilled by available workers. New Paintex Departments are being opened daily in every part of the country and they are in need of trained Paintex workers to demonstrate and instruct customers in its use.

Write to the Educational Division* for information on this subject. If you can fulfill the qualifications for a demonstrator, the Company will exert its efforts in placing you in a suitable position.

Home Economics Departments and Art Departments in public and private schools are introducing Paintexing into their curriculum thus opening positions for capable Paintex instructors.

Young children can obtain excellent results with Paintex and children's classes can be formed both in connection with social service work and paid classes of children of well-to-do families.

The Paintex Expert

Hand decoration with Paintex is being employed by numerous large manufacturing concerns.

When a manufacturing concern decides to go into Paintex decorations, it is necessary to obtain a trained worker to put in charge of this manufacturing department.

Proficiency in Paintexing is obtained through experience and experimentation. Preparation for a position of this type is obtained through actual work with Paintex on different fabrics and careful analysis of the results. Some experience in designing is necessary and a readiness to adapt one's experience and knowledge to the particular problem in hand.

Former art or craft teachers or designers have a foundation which particularly fits them for becoming Paintex Experts. Art students can also readily turn their training into remunerative channels.

*The Educational Division

The Educational Department of the Paintex Products Corporation is devoted to SERVICE to Paintex users who are desirous of taking up Paintexing as a profession. In writing to the Department, it is necessary to give them full information regarding yourself and your experience with Paintex.

Address all correspondence:

Educational Division

PAINTEX PRODUCTS CORPORATION

30 Irving Place

New York City

Antique Pattern Library

