



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

## Guide to Paint By Numbers Collection

NMAH.AC.0544

Ida Jones

1999

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Paint By Numbers Collection
<b>Identifier:</b>	NMAH.AC.0544
<b>Date:</b>	ca. 1934-1957.
<b>Extent:</b>	5 Cubic feet (16 boxes)
<b>Creator:</b>	Schiffman, Jacquelyn Palmer Paint Company
<b>Language:</b>	English
<b>Summary:</b>	Included are scrapbooks, newspaper and magazine articles, photographs, original artwork, advertising and promotional materials relating specifically to paint by numbers kits.
<b>Digital Content:</b>	<a href="#">Image(s): Paint By Numbers Collection</a>

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## Administrative Information

### Acquisition Information

Collection donated by Jacquelyn Schiffman, 1997, September 21.

### Separated Materials

Related objects located in the Division of Home and Community Life.

### Related Materials

Materials in the Archives Center

Industry on Parade (NMAH.AC.0507)

Episode 188, May 1954, Every man a Rembrandt! demonstrates manufacturing painting sets with numbers. Palmer Paint Company, Detroit, Michigan.

### Processing Information

Collection processed by Ida Jones, 1999.

### Preferred Citation

Paint By Numbers Collection, ca. 1934-1957, Archives Center, National Museum of American History.

## Restrictions

Collection is open for research.

## Terms Governing Use and Reproduction

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

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## Biographical / Historical

The concept of paint by numbers was born in the forties when Max Klein, owner of the Palmer Paint Company of Detroit Michigan teamed up with artist Dan Robbins. Dan Robbins was a designer doing freelance artwork such as package designs and children's coloring pictures for Max Klein.

The paint by numbers kits were not a big success when Klein and Robbins attempted to sell them in 1949 under the Craft Master label.

Under the name of Craft Master they produced the first paint by numbers kits. After creating the first 30, Robbins hired artists to help him with the tedious task of making the outlines, creating transparent overlays, painting, printing and proofing artwork.

Both Klein's and Robbins wives spent time painting samples for Craft Master to test and display.

In 1959 Klein sold Craft Master which he set up as a separate company after the product became so successful. It has since gone through several ownerships.

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## Scope and Contents

Series 1: Advertising contains informational and visual materials of items marketed by Klein and Robbins, as well as, publishers montage items. These materials cover products such as Toleware, Craftmaster, Paint the Number and Palmer Paint.

Series 2: General Motors contains random information about the General Motors Corporation.

Series 3: Newspaper Articles contain newspaper clippings from various sources documenting the use and popular culture surrounding Paint-By-Numbers. These articles display advertisement and marketing campaigns used by Klein and Robbins.

Series 4: Photographs contains numerous images of the Paint By Number product from factory construction to exhibit designs, as well as, images of Max Klein, Arthur Godfrey and Jimmy Durante. One image is a demo personal portrait usage by Ike and Mamie Eisenhower.

Series 5: Sketch Transparency with color information (approx. 8.5" x 11") small contains unpainted sketches with transparencies.

Series 6: Blank Sketches with colored pictures (approx. 9.5" x 12") medium contains a series of matching blank sketches accompanied by a colored picture version.

Series 7: Blank Boards contains various numbered Paint-By-Number boards.

Series 8: Completed Paintings contains painted images of various. Series 9: Colored Picture with Sketch contains painted images of various scenes.

Series 10: Colored Pictures painted images of various images and scenes accompanied by transparencies and sketches.

Series 11: Blank Sketches contains blank imagine graphics laid out in typical Paint-By-Numbers scheme.

Series 12: Scrapbooks contains bound and loose leaf pages of materials pertaining to Paint-By-Number advertisement and popular culture.

Series 13: Paint-By-Numbers Kits contains materials used to package and market the Paint-By-Numbers product.

Series 14: Sheet Music contains a score composed by Frank and Dorothy Daniels regarding the possibilities of Paint-By-Number.

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## Arrangement

The collection is divided into 14 series.

Series 1: Advertising

Series 2: General Motors Materials Series 3: Newspaper

Series 4: Photographs Series 5: Sketch Transparency with color information small

Series 6: Blank Sketches with colored pictures (9.5 x 12) medium

Series 7: Blank Boards medium

Series 8: Completed Paintings

Series 9: Colored Picture with Sketch Series 10: Colored Pictures (medium)

Series 11: Blank Sketches (large) Series 12: Scrapbooks

Series 13: Paint-By-Numbers Kits Series 14: Sheet Music

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Art, American -- 1930-1960

Leisure -- United States

Painting -- 1930-1960

Types of Materials:

Clippings

Designs

Layouts -- 1930-1960  
Photographs -- 20th century  
Sheet music -- 1920-1960

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## Container Listing

### Series 1: Advertising

Box 1, Folder 1	Advertising invoices, 1952
Box 1, Folder 2	PTN Master
Box 1, Folder 3	Advertising, 1953
Box 1, Folder 4	Craftmaster advertising, 1954
Box 1, Folder 5	Advertising
Box 1, Folder 6	Paint-A-Number advertising
Box 1, Folder 7	Craftmaster mail order form
Box 1, Folder 8	Palmer PANN Mail order form
Box 1, Folder 9	Toy train catalog
Box 1, Folder 10	Paint-By-Number Cartoons
Box 1, Folder 11	PANN Product mail order
Box 1, Folder 12	personalized portrait advertising, 1952-1955
Box 1, Folder 13	Artist supplies, 1952-1955
Box 1, Folder 14	Toleware by Craftmaster
Box 1, Folder 15	Paint-By-Number advertising, 1952-1955
Box 1, Folder 16	Tile-n-frame advertising, 1952-1955
Box 1, Folder 17	Palmer paint sales inventory, 1955
Box 1, Folder 18	Publishers montage, 1953-1954
Box 1, Folder 19	Publishers montage, 1953-1954

Box 1, Folder 20      Promo Materials - portrait art script

Box 1, Folder 21      Pamphlet -- Kathi Urbach artist

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## Series 2: General Motors Materials

Box 1, Folder 22

General Motors

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## Series 3: Newspaper Articles

### User testimonies for Paint-By-Number

Box 2, Folder 2	Newspaper clipping, 1954
Box 2, Folder 3	Newspaper clipping, 1954
Box 2, Folder 4	Newspaper clipping, 1953-1954
Box 2, Folder 5	Newspaper clipping, 1953

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## Series 4: Photographs

Box 3, Folder 1	Photos of paintings, undated
Box 3, Folder 2	Photos of painting demos, undated
Box 3, Folder 3	Toy and Craft shows displays, 1954
Box 3, Folder 4	Sales and advertising photos
Box 3, Folder 5	Paint-By-Number portrait advertising
Box 3, Folder 6	Exhibit of Paint-By-Number paintings
Box 3, Folder 7	Craftmaster art mobile
Box 3, Folder 8	Photo of Max Klein
Box 3, Folder 9	Photos of Paint-By-Number factory production
Box 3, Folder 10	Arthur Godfrey and Paint-By-Number demo
Box 3, Folder 11	Jimmy Durante and woman
Box 3, Folder 12	Photo negatives of paintings

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## Series 5: Sketch Transparency with color information small

Box 4, Folder 1	Color numbers
Box 4, Folder 2	Color samples
Box 4, Folder 3	Sketch Transparency
Box 4, Folder 4	Transparency with color samples
Box 4, Folder 5	Transparency with color samples
Box 4, Folder 6	Sketches K-12A -12B
Box 4, Folder 7	Sketches K-13A -13B
Box 4, Folder 8	Sketches K-14A -14B
Box 4, Folder 9	Sketches K-15A -15B
Box 4, Folder 10	Sketches K-17A -17B
Box 4, Folder 11	Sketches K-19A -19B
Box 4, Folder 12	Sketches K-20A -20B
Box 4, Folder 13	Sketches K-22A -22B
Box 4, Folder 14	Sketches K-23A
Box 4, Folder 15	Sketches BNA 105 P 503 P 505
Box 4, Folder 16	Sketch P521B
Box 4, Folder 17	Unnumbered Sketches
Box 4, Folder 18	Sketch Color Diagram
Box 4, Folder 19	Sketch Color Diagram
Box 4, Folder 20	Sketch Color Diagram
Box 4, Folder 21	Sketch Color Diagram

Box 4, Folder 22      Sketch Color Diagram

Box 4, Folder 23      Sketch Color Diagram

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## Series 6: Blank Sketches with colored pictures (9.5 x 12) medium

Box 5, Folder 1	Blossom Time K-24 A
Box 5, Folder 2	Blossom Time K-24 B
Box 5, Folder 3	Feline Fun K-22 A
Box 5, Folder 4	Feline Fun K-22 B
Box 5, Folder 5	Flight South K-26 A
Box 5, Folder 6	Flight South K-26 B
Box 5, Folder 7	Meditation - Good Shepherd K-25 A
Box 5, Folder 8	Meditation - Good Shepherd K-25 B
Box 5, Folder 9	Tropical Skies K-23 A
Box 5, Folder 10	Tropical Skies K-23 B
Box 5, Folder 11	Feline Fun K-22 B
Box 5, Folder 12	Still Life
Box 6, Folder 1	Winter Snow K-20
Box 6, Folder 2	Winter Snow K-20
Box 6, Folder 3	Painting and Transparency - [scene]
Box 6, Folder 4	Feline Fun
Box 6, Folder 5	Still Life

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## Series 7: Blank Boards medium

Box 6, Folder 15	Banquet of Flowers K-21 A
Box 6, Folder 16	P521-B
Box 6, Folder 17	Dog

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## 8: Completed Paintings

Box 6, Folder 6	Landscape
Box 6, Folder 7	Landscape
Box 6, Folder 8	Dancer
Box 6, Folder 9	Dancer
Box 6, Folder 10	Dog
Box 6, Folder 11	Landscape with Lighthouse
Box 6, Folder 12	Seascape
Box 6, Folder 13	Flight South K-26 A
Box 6, Folder 14	Cat

## Series 9: Colored Picture with Sketch

Box 7, Folder 1	Animals Portraits KB-203 A
Box 7, Folder 2	Animals Portraits KB-203 B
Box 7, Folder 3	Ballet Modes KB-203 A
Box 7, Folder 4	Ballet Modes KB-203 B
Box 7, Folder 5	Mediterranean
Box 7, Folder 6	Mediterranean
Box 7, Folder 7	Seabreezes KB 202A
Box 7, Folder 8	Post Revolutionary
Box 7, Folder 9	Peaceful Countryside KB-201 A
Box 7, Folder 10	Mediterranean
Box 7, Folder 11	Versailles Chateau
Box 7, Folder 12	Versailles Chateau
Box 7, Folder 13	Versailles Chateau

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## Series 10: Colored Pictures (medium)

Box 8, Folder 1	Scene
Box 8, Folder 2	Portrait
Box 8, Folder 3	Still Life
Box 8, Folder 4	Versailles Chateau
Box 8, Folder 5	Mediterranean
Box 8, Folder 6	Post Revolutionary
Box 8, Folder 7	Post Revolutionary
Box 8, Folder 8	Mediterranean

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## Series 11: Blank Sketches (large)

Box 8, Folder 9            Peaceful Countryside KB-201 A

Box 8, Folder 10        Sacred Hearts

Box 8, Folder 11        Seabreezes KB 202 B

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## Series 12: Scrapbooks

Box 9, Folder 1	scrapbook with loose pages
Box 9, Folder 2	scrapbook
Box 9, Folder 3	Paint-By-Number, circa 1953-1955
Box 10, Folder 1	Tile-'n-frame, circa 1957
Box 10, Folder 2	Craftmaster of advertisement, circa 1954
Box 11, Folder 1	Craftmaster & Tile-'n-frame, undated
Box 12, Folder 1	scrapbook with loose pages
Box 13, Folder 1	Illustrated with loose pages

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## Series 13: Paint-By-Numbers Kits

- |                  |   |
|------------------|---|
| Box 14, Folder 1 | Paint-By-Number kit with Ballet Dancer sketch                           |
| Box 15, Folder 1 | Sellable Paint-By-Numbers Kit with packaged paints                      |
| Box 16, Folder 1 | Paint-By-Numbers Kit for personalized portrait marketing packet (empty) |

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## Series 14: Sheet Music

Box 1, Folder 1

Paint-By-Numbers Song composed by Frank and Dorothy Daniels

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