

more modeling fun

more sculpturing satisfaction

with

self-hardening

ready-to-use

modoclay[®]

MONTGOMERY STUDIO

R.D. 4

WEST CHESTER

PENNSYLVANIA 19380

modoclay



handles easily, needs no kiln firing
gives you more creative pleasure
at lower cost

Modoclay is an easy-to-use medium that makes free modeling and sculpturing more fun for everyone—professional sculptors and beginners alike.

Modoclay needs no preparation; it's ready to use the moment you open the plastic container. It shapes easily. Little or no reinforcing is necessary with small figures; yet, since Modoclay adheres beautifully to metal, plastic and plaster, it is ideal for large sculpture, too. This medium hardens by itself—it needs no kiln firing. Just leave Modoclay in a warm place or heat it in your kitchen oven for an hour or so to achieve a hard finish. You can add to a Modoclay figure any time, wet or dry. You can make it permanently hard and water resistant by treating the surface with Modo-gloss or Modo-coat.

Modoclay costs less because there's almost no waste. Leftover pieces can be returned to the plastic bag, and, protected from the air, used the next day, the next month, or the next year.

Whether you're an accomplished artist or an aspiring amateur, a child to whom modeling is a new experience or an adult who models "just for fun," Modoclay will introduce you to a completely new world of creative pleasure.

getting acquainted with modoclay

Modoclay is, in the truest sense of the word, a **distinctive** modeling medium. It has many characteristics possessed by no other medium. That's why, to fully realize the exciting potential of Modoclay, you should "get acquainted" with it.

First of all, feel Modoclay's soft, responsive texture. Knead it. Push it, first with one hand, then with both. See how **easily** you can shape the whole mass. Break off some pieces, roll them into coils and stick them together. Notice how obedient Modoclay is to your hands and fingers!

modeling ideas? easy with modoclay!

Take a handful of Modoclay from the bag. Wet your hands and rub them over the surface. Squeeze and twist your Modoclay—once, twice, three times. Then look at it carefully from all angles. Suddenly the shapeless gray mass of a moment ago has assumed character and form! You now have the start of an idea—your very own—which you can "work" until it is fully developed into an interesting model; human, animal or abstract.

You may prefer building up a shape by putting various size pieces of Modoclay together. Another interesting idea is to combine Modoclay with plastic, wood, wire and other materials to make collages, puppets, masks, mobiles and similar objects.

Perhaps you want to express a mood or an action. Don't let lack of knowledge or experience discourage you. Be your own model; act out your own idea. Study the position of your body and your facial expression, both by the way they look and feel. Or,

get someone to pose for you. You can also refer to drawings and photographs. Pets and hobbies provide splendid material for modeling.

how to work with modoclay

Whether you work on a sculptor's modeling stand, a classroom table or a table in your living room, you'll want to be comfortable when you model. Cover the table with plastic or oil cloth, then place a paper towel on top and shape your Modoclay on that. Use paper towel on top of Modoclay if you wish to roll it flat. Provide a kitchen knife, a tongue depressor, or some basic modeling tools. Have a small jar of water to dip your hands in. Since a model must be examined from all sides, you can place a paper towel atop a turntable or a large tin can placed upside down.

You can pull shapes from the mass of Modoclay or stick pieces together, taking care to work them on securely and stroking the surface to smooth it.

When dry you can still work on your figure. Add to it by pressing on small bits of Modoclay and working them smooth. To change your figure's shape, soak it in water or wrap a wet cloth around it for a sufficient time. *Be sure to handle Modoclay figures carefully until thoroughly dry.* If you want to keep your model moist and workable, cover it with plastic to prevent exposure to the air.

For extra smoothness, rub your model with a wet knife blade when it is almost, but not quite, dry. Fill indentations with tiny Modoclay scraps.

Bits of Modoclay will remain on your fingers and

hands after you're finished modeling. To clean them wash your hands in warm water and soap. A nail brush helps. Brush dry Modoclay off clothes. Put leftover scraps in plastic bag for future use and add a little water if necessary to restore its plasticity.

modoclay is easy to dry

Just put your model in the sun or on a radiator. Or place it in a 350° kitchen oven for an hour or so. Modoclay will dry, although more slowly, at room temperature. **Do not under any circumstances kiln-fire Modoclay.**

Dry Modoclay can be worked easily with a sharp knife, or with plaster tools. It can also be sandpapered. Rub lightly with a damp sponge to remove dust.

painting modoclay

How you finish Modoclay depends on the effect you are trying to achieve because there is no limit to its possibilities.

You can paint your model with a water base paint when wet or any kind of paint when dry.

For protection of the surface use shellac or any desired water resistant finish.

don't discard modoclay—reclaim it!

Unwanted Modoclay models and dry Modoclay scraps, if not waterproofed, can easily be reclaimed. Place them in a container and cover with hot water. Leave overnight. Break up large pieces before soaking, small ones after. Knead a handful at a time after soaking, until it's smooth and malleable, or put it through a meat grinder, which quickly restores it to workable condition. Place salvaged Modoclay in an airtight bag.

tips for sculptors

Modoclay's flexibility and versatility make it well suited to modeling life-size or over-life-size sculpture. No casting is necessary to put the work in finished form. No kiln firing is involved; thus, considerable risk and expense are eliminated.

Large figures or life size heads can be built up on a strong rigid armature of rustproof materials. Modoclay dries on the armature without cracking.

When applying Modoclay to wood, stud surface with rust-proof tacks to prevent pulling away when it dries,

For rapid drying use infra-red lamps for large sculpture, kept at a safe distance to prevent scorching. Best of all is sunlight or proximity to heat.

Modoclay lends itself to a variety of surface treatments and takes any desired paint on finish.

Modo-clay can be pressed into plaster molds for reproduction. The slight shrinkage in drying makes the Modoclay release easily.

creative fun for children

Modoclay appeals to children of all ages, from four years old through high school. At first, young children enjoy squeezing, rolling and patting Modoclay; breaking off pieces of it and pushing them back together again. Soon they begin making cookies, pies, birthday cakes and snakes—the basic shapes for tiles, slabs and coils that older children and adults use. Later come figures of animals, people, castles, mountains and bridges—whatever is suggested by the child's view of his own world.

Children take particular pleasure in painting their Modoclay figures with showcard color while they are still wet. This allows the child to finish his model in one session, instead of waiting for several days, and thereby losing interest in his original idea.

When dry, a coat of Modo-gloss over the paint gives professional appearance to a child's work and adds attraction even to simple, crude forms. It is easily applied and washes off hands or brushes with water, providing this is done promptly.

Free modeling is valuable to a child because it is creative and helps him grow and develop latent artistic ability. He is **doing** something, not just watching or listening. With easy-to-use Modoclay he can experiment and express his own ideas in his own way. Modeling with Modoclay is fun. It also develops coordination and stimulates the child's imagination.

Because Modoclay, in its tough plastic bag, is always ready for use, it is ideal for the child on a rainy day, or for the sick child. It relieves emo-

tional tension and provides worthwhile "busy work" for the classroom. Modoclay has proved most useful in club and scout activities.

a teaching "tool" for modern schools

The present-day emphasis on learning-by-doing and working in-the-round makes Modoclay a useful "tool" for the classroom.

When used for relief maps, it can be printed on (when dry) with a pencil, a ball point pen, or even a rubber stamp. Modoclay should be pressed firmly on the work surface when making the map. Small cracks can be easily filled in after drying with tiny pieces of Modoclay. When the project is finished, scrape off the Modoclay, put it in water and, after sufficient moisture has been reabsorbed, use it again.

Children can use Modoclay to make the props needed to illustrate their projects—people, animals, implements, houses, etc., in any scale, from miniature on up. Modoclay can also be used to make puppets and marionettes.

modoclay gifts for mom and dad

Modoclay provides children with the opportunity to make their own presents—always a source of deep satisfaction. A flattened cookie shape can be easily converted to an ash tray by turning up the sides gently. This also serves as the base for a coil vase. The first coil should be placed atop the outer edge of the base and then other coils added until the sides are as high as desired. If firmly pressed on, they can be left round or flattened. A handle added to the top converts the bowl to a basket.

Elongated ash trays become spoon drips for the top of the stove—a welcome gift for Mother, especially if colored to match the kitchen decor.

Small, flattened lumps of clay can be painted by the youngest children and furnished with pins on the back, to serve as costume jewelry.

Best of all are figurines, executed in a primitive, childlike manner and gaily painted and decorated. Often they are attractive enough to place on the living room mantle or on a window shelf.

this is not the end

There is really no end to the fun and creative pleasure provided by Modoclay. Letters from every section of the country testify to it. Your work may be a prized possession in your home, in your school; it may be accepted at a juried Art Exhibit. At the very least, you will have had hours of fun and enjoyment from your Modoclay.

DOROTHY FORD MONTGOMERY

originator and sole producer of modoclay