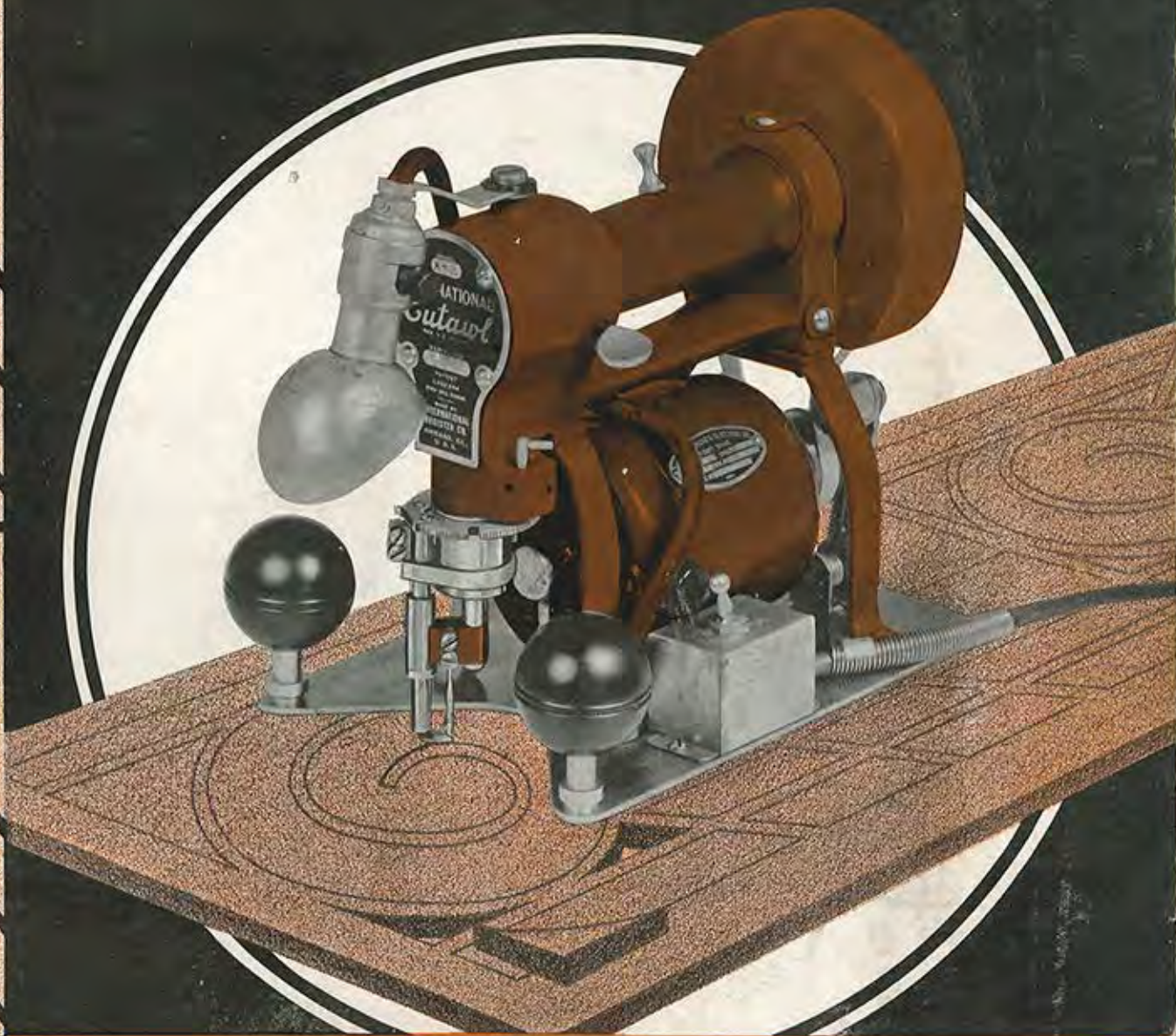


THE

Cutawl



INTERNATIONAL REGISTER CO.

CHICAGO, ILLINOIS, U. S. A.

E.W. MARWEBEL
 ESTABLISHED 1922
TOOLS - METALS - SHOP SUPPLIES
 76 First Street
 SAN FRANCISCO
 DO 4190
 11th & Alice St.
 OAKLAND
 TE 3800

GENERAL INDEX

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The K9 CUTAWL

A High Speed Electric Machine for Cutting Any Design in Any Material

The K9 Cutawl will do practically any kind of light cutting in any material more quickly and easily than a band, jig or scroll saw. Its high cutting speed, convenience and ease of operation insure perfect work at lowest possible cost. It is ideal, therefore, for use by sign shops, display departments of stores and theatres, manual training and art schools, stencil cutters and all others doing cutout work. A Cutawl in a sign shop makes possible original and striking displays which can be sold at a price which attracts business and yet yields a handsome profit. In a department store or theatre, a single outstanding display, such as can be created so easily with the Cutawl, can build up sales which will pay for the machine many times over. Whatever the application, the Cutawl will do the finest work with minimum effort and expense. Indeed, on many an occasion, use of the Cutawl means making a profit instead of registering a loss.

ADVANTAGES OF THE CUTAWL

The effectiveness of the Cutawl in reducing costs and improving quality is due to a number of exclusive advantages not possessed by any other saw or cutting machine. Each of these features is important in itself; combined they firmly establish the superiority of the Cutawl. Check over the list given below. Every point is vital.

1. Starts Cutting Anywhere. The Cutawl, when using a chisel, starts cutting anywhere without first having to bore a hole from which to begin. With any other type of cutting machine a starting hole must always be made.
2. The Work Is Stationary. The material being cut is not moved or turned. It is fastened firmly in place on a convenient table or bench. The design is then cut out by sliding the compact and easily maneuvered Cutawl over the surface of the work. This can be done quickly and accurately.
3. Cuts Designs of Any Size. There is no limit to the size of the pattern which can be cut. There are no arms, throats or projections to interfere with the free motion of the Cutawl. The electric cord carrying power to the machine can be made as long as desired and causes no hindrance.
4. Cuts Rapidly and Accurately. The average cutting speed on soft materials exceeds that of band or scroll saws.
5. Is Portable. The Cutawl is small, being only 8½ inches long, 8¼ inches high and 6 inches wide. It

weighs but 13 pounds. It can be carried and used anywhere. This is a great advantage since it permits making large cutouts where they will be used, thereby solving many a difficult transportation problem.

6. Cuts a Very Wide Range of Materials. Depending on conditions, the Cutawl uses either a smooth edged chisel or a saw, and can, therefore, cut practically anything. With a chisel it easily handles cloth, paper and similar materials which cannot be sawed, and for which ordinary jig and scroll saws are useless. This is a very great advantage.

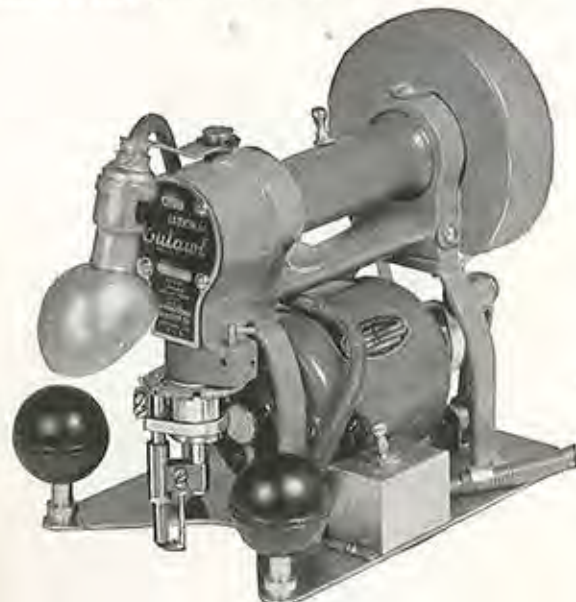


Figure 1—The K9 Cutawl

C.W. MARWEL
ESTABLISHED 1928
TOOLS - METALS - SHOP SUPPLIES
76 First Street
SAN FRANCISCO
Douglas 4180
11th & Alice St.
OAKLAND
NOVEMBER 20 1939

The CUTAWL

7. Easy to Operate. The Cutawl is easy to operate, requiring very little physical exertion. Boys, girls, women and even the seriously incapacitated can operate it without difficulty. Half an hour's practice is all that is necessary for the average person to learn to do good work.

8. Is Powerful. The Cutawl will cut up to $1\frac{1}{4}$ inches of wood, three layers of wallboard and corresponding thicknesses of other materials, exceeding in capacity jig and scroll saws.

9. Safe to Use. There has never been a serious accident to a Cutawl operator.

tively.) The stroke, or the distance the chisel or saw moves up and down, may be varied at will from $\frac{1}{4}$ inch to a maximum of $\frac{3}{4}$ inch. The motor and cutting mechanism are mounted on a base plate which slides over the material being cut, as shown in Figure 1.

CUTTING WITH A CHISEL

For cutting most materials the Cutawl uses a fine chisel, such as those illustrated in Figure 4. Such a chisel will cut from a sheet of tissue paper up to a half inch of soft wood, three layers of wallboard, 25 gauge gal-



Figure 2—K9 Cutawl using a chisel

CONSTRUCTION OF THE CUTAWL

How the Cutawl is made and works is shown in the accompanying illustrations. (See Figure 1.) A $\frac{1}{10}$ th horsepower universal motor drives a plunger to which is fastened either a chisel or a saw. (See Figures 2 and 3 respec-

vanized sheet steel and corresponding thicknesses of other materials. For thicker layers or harder materials, a saw is employed of the type shown in Figure 4.

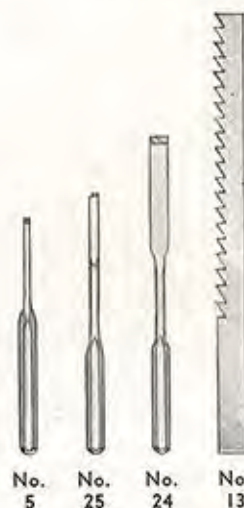


Figure 4—Cutawl chisels and saw



Figure 3—K9 Cutawl using a saw



Figure 5—K9 Cutawl starting a cut using a chisel

The CUTAWL

When using a chisel, the Cutawl starts cutting either from the edge or within the material, without the need of first boring a hole from which to begin. How a cut is started is illustrated in Figure 5. All that is necessary is to tilt the Cutawl back so that the chisel clears the work, start the motor, and then lower the front of the machine upon the work. The chisel will make a hole for itself and start cutting immediately.

How the Cutawl is operated is shown in Figures 6, 7 and 8. It is guided by means of the two ball handles. In cutting a curve or rounding a corner, neither the Cutawl itself nor the work is turned. The

atically by the machine itself without attention on the part of the operator.

Everything else about the Cutawl is designed to make the operation easy and simple. Only two adjustments are necessary. The first is to set the length of the stroke, or the distance the chisel travels up and down, to correspond to the thickness of material being cut. The second is to adjust the clearance, or the distance the chisel comes out of the work between strokes, to a uniform standard. Both are made in a minute, without the use of any tools whatsoever. In other respects the machine is self-adjusting.



Figure 6—K9 Cutawl cutting toward the operator. Neither work nor Cutawl is turned



Figure 7—K9 Cutawl cutting toward the operator's left. The cutting mechanism alone does the turning



Figure 8—K9 Cutawl cutting away from the operator

Cutawl is merely pushed in the direction in which a cut is to be made. The chisel is mounted on a ball bearing swivel in such a way that it will turn of its own accord and cut in whatever direction the machine is being moved. For example, in Figure 6, the chisel is cutting directly toward the operator; in Figure 7 it is cutting toward the operator's left; in Figure 8 it is cutting away from the operator, completing the end of a "U" cut. The chisel and cutting mechanism have turned through a half circle but neither the work nor the Cutawl itself has been rotated. The chisel and cutting mechanism do all the turning. The construction of the swivel and cutting mechanism is shown in Figure 9.

This unique design is patented and possessed by the Cutawl alone. The convenience and speed it makes possible is apparent. The operator's task is simplified to pushing the Cutawl in the direction in which a cut is to be made. Whatever turning is necessary to cut out the design is taken care of auto-

SPECIAL FEATURES OF THE K9 CUTAWL

The K9 Cutawl has many special features which make it superior not only to earlier type Cutawls, but to all other light cutting machines. Some of its advantages are the following:

1. All Ball Bearing Swiveling Mechanism.

Figure 9 shows in detail the construction which is mainly responsible for the greater cutting speed and accuracy of the K9 Cutawl. The chisel block is supported on a shaft which in turn is mounted on a ball bearing swivel. Thus the entire swiveling mechanism turns on ball bearings. The swivel will always rotate freely, and the chisel cut accurately, no matter how heavy the load.

This improvement is in line with the most advanced engineering practice which seeks to use ball bearings wherever possible to reduce friction and secure free turning.

2. Chisel Guide.

A second important improvement also shown in Figure 9, is the use of a chisel guide or support. This guide supports the chisel at a point just above the work, and directs it so that each stroke follows the path begun by its predecessors. The chisel cannot jump from side to side, but will do even, smooth

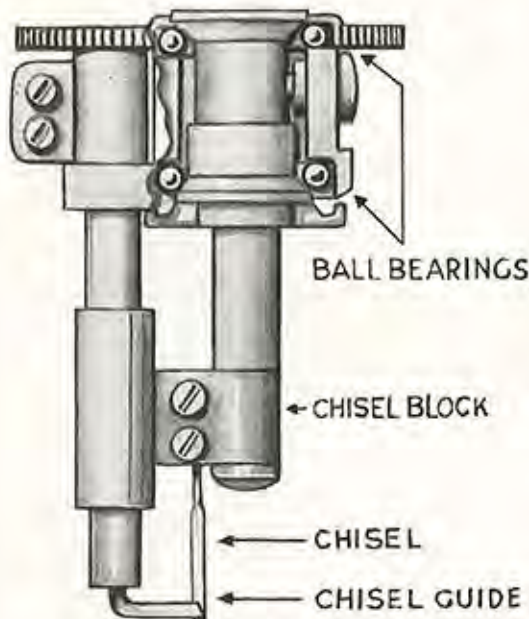


Figure 9—Ball Bearing Swivel

work when cutting both straight lines and curves. The guide does not touch the top of the work, and hence is not affected by roughness of the surface or loose pieces of material. With the chisel supported in this way, very high speed is possible combined with easy operation, great accuracy and long chisel life.

3. Two Speeds.

A third major betterment is to provide two cutting speeds. When cutting three layers of wallboard, thick wood, or doing similar heavy work, a speed of about 2,000 strokes a minute is most satisfactory. For one layer of wallboard, thin sheet metal, fibre board, cardboard and similar hard materials, an increase to 3,000 strokes a minute is necessary for the best results. To meet this situation two motor pulleys are provided in the K9 Cutawl which can be easily interchanged. One gives a speed of 2,000 strokes for heavy work; the other drives the Cutawl

at 3,000 strokes a minute for fast light cutting. With this arrangement, therefore, the Cutawl always can be driven at the most efficient speed for the task in hand.

4. Oil Leakage Eliminated.

Leakage of oil upon the work is eliminated in the K9 Cutawl. Important bearings are lubricated by felt wicks immersed in reservoirs of special lubricant. This arrangement insures all bearings receiving ample lubrication, but prevents any excess accumulating and falling upon the work.

5. New Type Lamp.

Good light is essential for rapid and accurate cutting. The K9 Cutawl has a new type lamp which increases the light thrown on the work and chisel. It practically eliminates shadows, reduces eye strain and speeds up cutting appreciably. A spring clamp holds the lamp in any position desired.

6. Air Blast to Remove Dirt.

Nothing is so annoying or time consuming as to have the pattern obscured by sawdust and dirt. The motor of the K9 Cutawl is so designed that it directs a blast of air toward the chisel, which blows away any sawdust or dirt which may accumulate.

7. Vibration.

Excessive vibration increases wear and interferes with accuracy and ease of operation. In the K9 Cutawl reciprocating parts are counterbalanced so that under all conditions the operation of the machine is smooth and easily controlled.

8. Long Life.

In the K9 Cutawl everything has been done to secure long life and freedom from repairs. Ball bearings are used wherever possible to reduce wear. All parts are of the best material and workmanship. Those most subject to wear are easily replaceable at moderate cost.

9. Special Chisels.

An entire new series of special chisels has been developed for use with the K9 Cutawl. They meet the individual needs of the K9 and are largely responsible for the increase in cutting speed and thickness of material which can be handled with this machine. In Figure 4 are diagrams of three typical chisels. The

The CUTAWL

No. 5 chisel is for making jig saw puzzles and doing similar work where ability to cut a very fine design and leave a narrow kerf is necessary. The chisel blade of the No. 5 is only .015 of an inch thick, and, therefore, does not remove more material than the best jewelers' jig saws. The No. 25 chisel on the other hand is for cutting very hard materials such as sheet metals, Masonite, stencil board and sheet fibre. It is particularly effective in cutting fine stencils. The No. 24 chisel is for cutting soft materials such as wallboard and cardboard. Three layers of wallboard are easily cut at one time with this chisel. The No. 13 saw illustrated is for cutting hard or soft wood up to a maximum $1\frac{1}{4}$ inches.

Samples of Cutawl work are illustrated on pages 12 to 30. A complete list of the chisels used with the K9 Cutawl, together with diagrams showing their exact shapes and sizes, is given on page 31. Complete prices are also listed.

THE CUTAWL USED AS A SAW

When materials are encountered which are too thick or too hard to be cut with any chisel, a saw is used instead. No change is made



Figure 11—Sawing with the work vertical

in the machine; a saw is merely substituted for a chisel.

SAWING WITHOUT THE SAW TABLE

The Cutawl can be used for sawing in either of two ways. The first and simplest is to elevate the material to be cut on two supports sufficiently to give the saw clearance beneath. Figure 10 illustrates sawing in this way. The work remains stationary. The Cutawl slides over

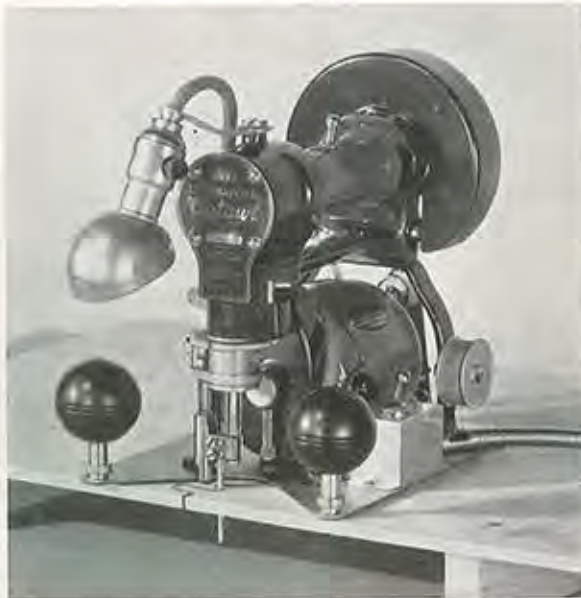


Figure 10—Sawing with the work raised on parallel supports



Figure 12—The Cutawl mounted in the Saw Table

The CUTAWL

the surface and is guided by the ball handles exactly as when a chisel is used.

Neither the Cutawl nor the work is turned when rounding corners or sawing curves. The Cutawl is merely pushed in the direction in which a cut is to be made. The saw, since it is mounted freely on a swivel, will turn automatically and cut out the design.

ADVANTAGES AS A SAW

The Cutawl used in this way as a saw has a number of important advantages over

as shown in Figure 11. It is practical, therefore, to use the machine for doing cutting even after the work is installed. No other jig or fret saw possesses this advantage.

3. Since the material being cut remains stationary while the Cutawl is moved around freely, there is no limit to the size of the design which can be cut.

Sawing with the work elevated on parallel supports is preferred where large pieces of material are to be cut, which cannot be handled easily.



Figure 13—The Saw Table mounted flush with the bench top

other jig saws or cutting tools.

1. The Cutawl is light and readily portable. It can be carried and used anywhere.

2. The material being cut need not be level. The Cutawl can be used even when the work is vertical,

SAWING WITH THE SAW TABLE

The second method of sawing with the Cutawl, which is preferred for cutting small and medium sized pieces of material, is to mount it in a specially designed saw table, as shown in Figure 12.



Figure 14—Cutting toward the operator. Unnecessary to turn the work



Figure 15—Cutting to the operator's right. The saw does the turning



Figure 16—Cutting away from the operator; completing the curve

The CUTAWL

The Cutawl is turned upside down and clamped in the saw table so that the bottom of the base plate is flush with the table top and the saw blade projects through for cutting. The saw table top may be supported on legs as shown in Figure 12, or mounted flush with the top of a work bench, as shown in Figure 13.

When used with the saw table, the Cutawl remains stationary while the work is moved. The Cutawl thus becomes a very effective and unusual bayonet type scroll saw—unusual because the saw is mounted on a swivel so that it can turn and cut in any direction without rotating the work as is necessary with other saws. The illustrations on page 8 show just how the Cutawl works when mounted in the saw table. In Figure 14 the saw is cutting directly toward the operator; in Figure 15 it has turned and is cutting to the operator's right; in Figure 16 it is cutting away from the operator, completing the end of a "U"

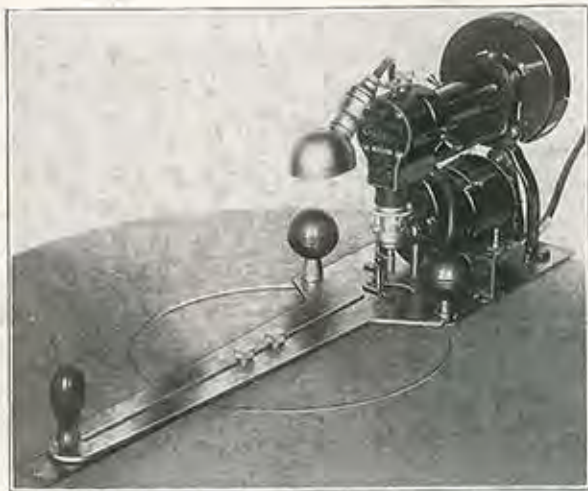


Figure 17—Circle Cutting Attachment

cut. The work is not rotated. The saw does all the turning. This makes it possible to saw quite large designs. Its convenience and speed is at once apparent to anyone who has tried to cut a large, complicated pattern with an ordinary jig saw.

By use of the proper saw a great variety of materials may be sawed with the Cutawl. A complete list is given in the table on page 10.

CIRCLE CUTTING ATTACHMENT

Cutting accurate circles free hand is not an easy problem. Slight irregularities which inevitably creep into handwork show up all too distinctly. To solve this difficulty the Circle Cutting Attachment has been devised. It can be attached to any Cutawl in less than a minute without the use of any tools. Figure 17 shows how the



Figure 18—The Cutawl Carrying Case

Circle Cutter operates. It is adjustable to cut perfect circles from $\frac{7}{8}$ inch to 4 feet in diameter. It is an invaluable aid to those who need to do perfect work.

CARRYING CASE

It is frequently more practical and convenient to carry the Cutawl to the job rather than the job to the Cutawl. For carrying the Cutawl about, the carrying case, illustrated in Figure 18, is ideal. It protects the Cutawl from accidents which inevitably occur when machinery is allowed to stand around unguarded, prevents unauthorized use, and theft of chisels and supplies. The case is made of wood covered with imitation grain leather and has a good lock. It is an investment which is soon paid for by the savings it creates.

MATERIALS WHICH CAN BE CUT WITH THE CUTAWL

The following table gives a partial list of the materials which can be cut with the K9 Cutawl, the maximum thickness which can be handled successfully, and the best type of chisel or saw to use.

Material	Chisel Preferred Given First	Speed High (H) Low (L)	Maximum Thickness Which Can Be Cut	Saw Preferred		Maximum Thickness Which Can Be Cut
				With Saw Table	Without Saw Table	
Aluminum sheet	25	H	.040" (18 gauge)	15		1/8"
Asbestos, hard		L		15, 14	13	3/8"
Asbestos, soft	25, 24	L	1/2"			
Auditec	24, 11	H or L	5/8"			
Bakelite	25	H	1/16"	14	13	1/4"
Beaver Board	24, 3, 11	H or L	5/8"			
Brass sheet	25	H	.025" (22 gauge)	15		3/32"
Cardboard, soft	24, 3, 11	H or L	11/16"			
Cardboard, hard	25, 22	H or L	5/16"	14	13	3/4"
Celluloid	25	L	1/8"			
Celotex	24, 3, 11	L	11/16"	14	13	1 3/8"
Cloth	24, 11	H or L	11/16"			
Cloth	7	H or L	1" min. to 1 1/2" max.			
Compo Board	22, 24	L	1/2"	14	13	3/4"
Copper sheet	25	H	.032" (20 gauge)	15		3/32"
Cork	24, 11	L	11/16"	14	13	1 1/4"
Cornell Board	24, 11	H or L	5/8"			
Felt	24, 11	H or L	11/16"			
Felt	7	H or L	1" min. to 1 1/2" max.			
Fibre sheet	25	H	1/8"	14	13	3/8"
Homasote	24, 11	H or L	11/16"	14	13	1 1/4"
Insulite	24, 11	H or L	11/16"			
Iron, Galv.	25	H	.022" (26 gauge)	15		1/16"
Lead sheet	25	H	1/4"	15		1/2"
Leather	24, 11	H or L	3/8"			
Linoleum	25, 24, 3	H or L	1/2"	14		3/4"
Masonite, soft	24, 11, 3	H	11/16"	14	13	1 1/4"
Masonite, hard	25	L	1/4"	14	13	3/4"
Metallic Foils	25	H	1/4"			
Mica	25	H	1/8"			
Paper, crepe	24, 11, 3	L	1/2"			
Paper, kraft	25	L	3/8"			
Paper, tissue	24, 11, 3	L	1/2"			
Pressed Board	25	H	5/16"			
Rubber sheet	24, 11	L	1/2"	14		3/4"
Rubber, hard	25	L	1/16"	14	13	1/4"
Steel	25	H	.022" (26 gauge)	15		1/16"
Steel, Galv. sheet	25	H	.022" (26 gauge)	15		1/16"
Stencil Board	25	H	1/4"			
Upson Board	24, 11, 3	H or L	5/8"			
Veneer, 3 ply, soft	22, 24, 5	L	5/16"	14	13	1 1/4"
Veneer, 3 ply, hard	22	L	1/4"	14	13	3/4"
Wallboard	24, 11, 3, 5	H or L	11/16"	14	13	1 1/4"
Wood, soft	22, 24, 5	L	1/2"	14	13	1 1/4"
Wood, hard	22	L	1/4"	14	13	5/8"
Zinc sheet	25	H	.027" (12 gauge)	15		1/8"

USES OF THE CUTAWL

It has only been in the last few years that the value of adequate displays has been appreciated. Today it is realized that a firm's show windows and interior displays are the advertising pages of the business.

The art of display advertising in its development has gone through the necessary formative and experimental stages, until now there is very definite knowledge as to what constitutes really good display advertising.

The various rules governing good displays cannot be discussed in detail, but it can be said that it is necessary to have attractive and artistic permanent backgrounds with changes of decorations for various seasons and selling events. In addition, cutout letters large enough to be seen easily, are needed to convey sales messages.

In the following pages are shown some of the more important uses of the Cutawl. They illustrate its versatility and prove its ability to do any kind of light cutting. There is no limit to the size of the design or the nature of the pattern. Nor is the Cutawl difficult to operate. In half an hour's time anyone can learn to run it and do rapid, accurate work.

Owning a Cutawl is equivalent to having an exclusive patent on most of the designs shown in these pages for the reason that they can be made only with this machine. No knife, band or jig saw could be used. The Cutawl makes possible lower costs, better work and greater profit.

The index on page 2 makes it easy to locate any desired illustration.



SHOW WINDOWS

by Cutawl

The variety of the uses for Cutawl made displays is illustrated by the work reproduced on this and following pages. Restaurants, groceries, railroads and many others can employ Cutawl displays to advantage. Whenever attention is to be secured their use is desirable. They afford the most effective means for point-of-sale advertising.

To the left at the top is an unusually good window made with the Cutawl for Kugler's Restaurant, Philadelphia, Pennsylvania. Mr. Kugler attributes much of the success of his business to his window advertising. Beside it appears a striking display by Harold Glave, Display Manager, Rudolph Wurlitzer Company, Chicago, Illinois.

Heading the three illustrations to the left is a prize window originated and made by the Peoria Show Card Company, Peoria, Illinois. It was awarded the grand prize of \$1,000 in a contest sponsored by Johnson & Johnson, New Brunswick, New Jersey. Next is a window by P. A. Harrold for the Model Grocery Company, Pasadena, California. At the bottom is shown how railroads use the Cutawl in their window advertising. This display was used in the New York office of the Southern Pacific Lines.

PUBLIC UTILITY WINDOWS

by Cutawl



Public utilities are missing no opportunity to win public favor for themselves and the service and appliances they have to sell. Their task is rendered doubly difficult because gas, water, electricity and telephone service cannot themselves be shown in a window. The display, therefore, must be developed as an advertisement with illustrations and advertising copy.

In creating the illustrations and cutout copy, the Cutawl has been found invaluable. The photographs on this page depict very graphically the technique used in utility windows.

The window pictured above is the creation of Gilbert Brown of the Bureau of Exhibits and Displays of the Philadelphia Electric Company. By the use of graduated circles it very cleverly portrays the bringing of southern sunshine into the home by means of sun lamps. The circles were cut out with the Cutawl using the Circle Cutting Attachment illustrated on page 9, Figure 17. The map of Florida was also cut out with the Cutawl.

The two windows shown below are typical of the striking poster style of three dimensional display developed by R. M. Martin, Director of Display for The Consolidated Gas Company, New York. They are outstanding examples of window display art, and have proven very effective sales stimulants.



SHOW WINDOWS

by Cutawl

The Cutawl has made possible an entirely new vogue in window settings. Cutawl made displays are attractive, create sales and are not expensive. Any display man with this machine can work out his own ideas in his own workroom, and obtain business producing windows at little more than the cost of wall-board and paint.

One of the foremost exponents of the new order of things in window display is Augustus J. Roeder, display director for William H. Block Company of Indianapolis, Indiana, the creator of the three windows shown on this page. These windows are excellent examples of the variety of designs which can be created with the Cutawl.

In the first window the Cutawl was used to cut out the modernistic figure, the cutout and applique letters, and the series of small figures which serve the purpose of a fixture on which to show neckties.

In the second window the Cutawl was used to cut out the letters and the outlines of men's figures mounted on five panels. Similar outline appliques can be used in a great variety of ways to produce novel effects.

The third window illustrates the use of the Cutawl to cut out bust forms which serve the double purpose of decorations and display fixtures. Note the hair of these figures cut out to read "Sweaters" and the cutout prices held in the hands.

This pleasing note of originality and change illustrates how to avoid the sameness which repeated use of commercial fixtures inevitably produces. The Cutawl enables Mr. Roeder or any other display man to introduce continuous changes of fixtures and forms in his displays.



SHOW WINDOWS

by Cutawl



A magazine had the following to say of the displays on this page:

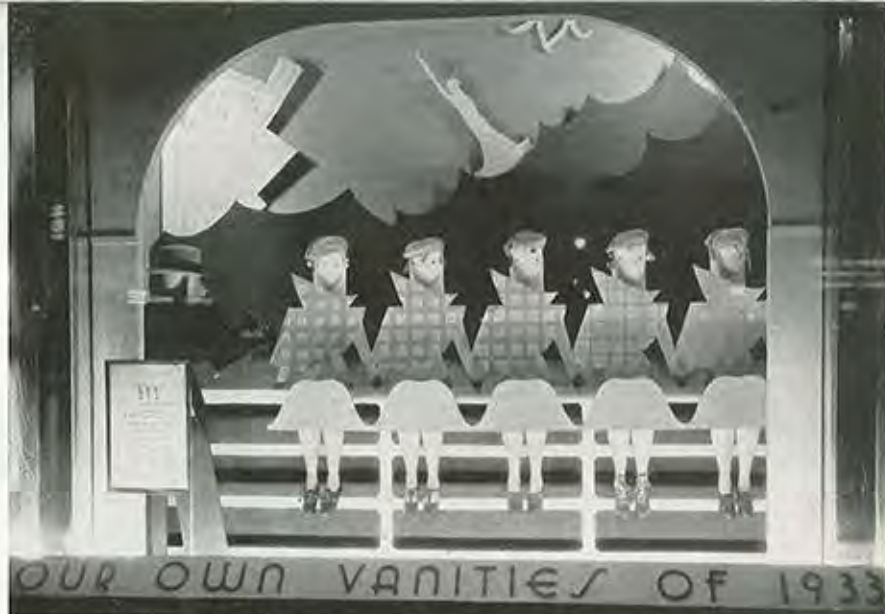
"Departing for a day from the conventional mysteries of window trimming, the Kresge Department Store, Newark, recently installed four main displays in the front of the building in full view of the passing throngs. It was a free show and its title was 'Our Own Vanities of 1933.'

"The performance was announced the night before by cards placed in front of drawn curtains: 'Because we believe that everyone likes an occasional peep backstage, we invite you to watch us put in some unusual window displays at 11 A. M. Friday.' . . . Promptly at eleven o'clock, the curtains parted simultaneously in all four windows and the trimmers began their work behind footlights. The displays, striking in themselves and verging on the modernistic, were devoted to women's millinery, hosiery and handkerchiefs, and men's shoes, mufflers, hats, gloves and canes.

. . . "It required a little less than an hour to complete the trimming of the four windows. All the parts were made and the construction work done in the display department of the store. The flat pieces were made of Masonite, painted; colored strips of paper, lacquered and curled, were used on the women's heads to represent locks of hair.

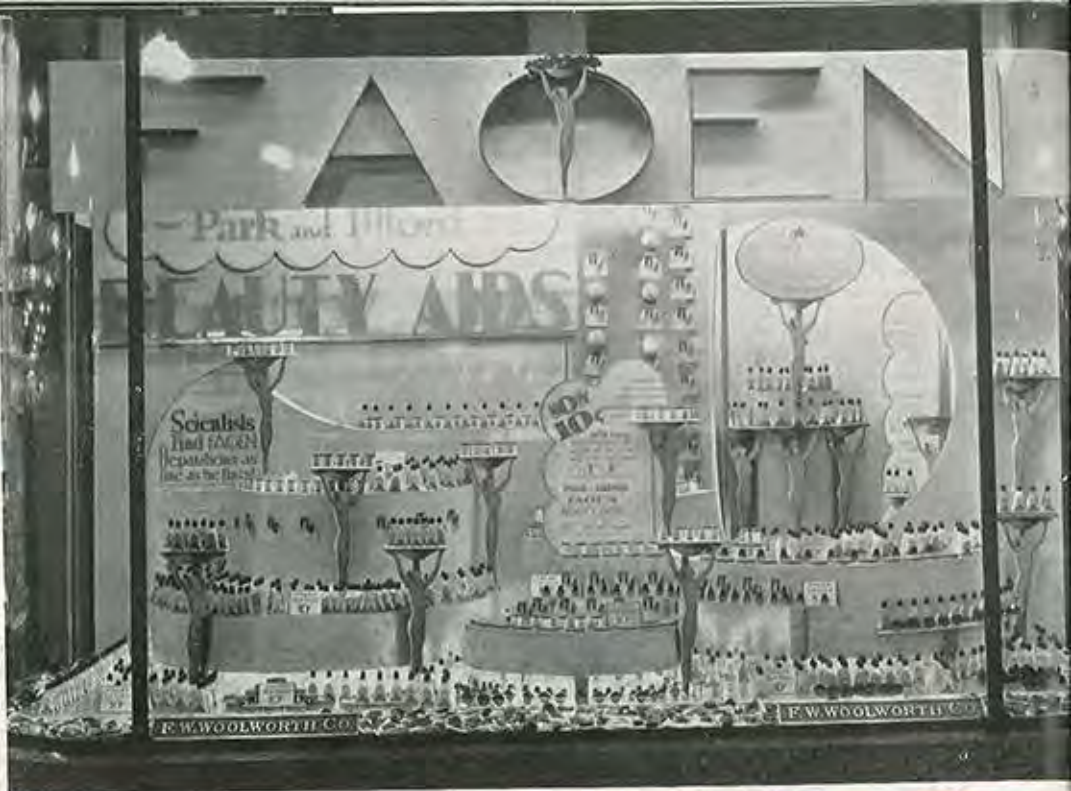
"There was no doubt about the public's interest in the 'backstage' event. . . . The installations, created under the direction of Jerome E. Walter, Kresge's Display Manager, marked the beginning of a regular store feature."

All cutout work was, of course, done with the Cutawl.



CHAIN STORE WINDOWS

by Cutawl



The high efficiency in merchandising attained by chain store organizations has been the result of careful study and research on every problem. Their window displays are in many cases their only form of advertising and because of this, much study and effort has been given to them.

It is, therefore, very interesting that chain stores of all classifications such as Dry Goods, Shoes, Variety Goods, Hardware and Drugs, are using the Cutawl in making their displays. Some organizations have machines in individual stores while others operate a battery of them in a central display shop and ship the finished sets to their branches.

We show above an example of a mass display usual with most 5 and 10 cent stores, but so well arranged that it makes a most impressive effect. It was used in Woolworth's State Street Store, Chicago, Illinois.

To the left is shown an Easter window from the same store. Next is a very fine window made for the Owl Drug Company, Los Angeles, California, by J. T. Hurley, their Display Manager.

To the right is another unconventional window used by S. H. Kress & Company, Little Rock, Arkansas.





CHAIN STORE INTERIORS

● by Cutawl

In the past, chain stores paid but little attention to interior displays. Studies of the effect of point-of-sale advertising, however, have proven its value. Accordingly an increasing number of the more progressive chains have changed their policies and are using Cutawl made cutouts in a great variety of ways to increase their sales and profits.

No longer is merchandise displayed in piles devoid of artistic arrangement. Instead, cutout decorations are built up from counters and tables and attached to walls to attract attention and create an impression of quality. The displays reproduced here are good examples of this new chain store display technique.

The displays shown above and to the left below were used by S. H. Kress & Company of Beaumont, Texas. The illustration to the right is from the J. G. McCrory Company of Atlanta, Georgia. Below it is shown work used by the J. G. McCrory Company of Cleveland, Ohio.

The steady growth of windows featuring cut-out work is proof of their effectiveness as business builders. They are now used by most of the leaders in the industry.



STORE INTERIORS

by Cutawl

Nowhere have display methods undergone greater changes than in the store itself. Samples of merchandise and price tags used to be the only attempts at decoration and sales promotion. Now cutout figures, signs and scenes create the proper atmosphere for the sale and display of merchandise and call attention to important store events.

For convenience cutout displays for interiors may be divided into two classes; first, those which have a direct and specific sales message, and second, those that are mainly ornamental. Displays having a specific sales appeal closely parallel window displays such as are illustrated on pages 12, 13, 14 and 15. They stress a particular type of merchandise such as shoes, vacation items, or bathing suits.

Ornamental displays, on the other hand, have more general appeal. A good example is the reproduction of a provincial French village used as a Christmas setting by Wilmot M. Fisher of the R. H. White Company, Boston, which is illustrated above.

Stage settings for fashion shows, children's plays, special exhibits of toys and similar items, constitute another type of ornamental display. The illustration below shows a Cutawl made stage set used for a mannikin parade by the Hershey Department Store, Hershey, Pennsylvania.



CEILINGS and WALLS

by Cutawl



Cutouts are gaining in popularity as interior decorations. Contractors and interior decorators have found that the Cutawl makes it practical to produce beautiful and unusual cutout effects for ceilings and walls from a great variety of materials. In some instances a simple cutout is applied to the wall or ceiling; in others, heavy reliefs made by superimposing several cutout layers upon one another are employed. Wallboard, Celotex, wood and composition board all can be cut with ease by the Cutawl and used in this way. The cost is low.

F. R. Miller of Scranton, Pennsylvania, used single layer appliques to decorate the ceiling and part of the walls of a night club as shown above. The dance floor was marked off by cutout reproductions of different types of buildings, a very unique and striking treatment.

An example of complicated and beautiful relief work, cut entirely with the Cutawl, is the interior of the Tabor Theatre, Denver, Colorado, illustrated below. Celotex was applied in multiple thicknesses to plaster wall and ceiling surfaces, and painted. The total area treated was over 14,000 square feet. The Rocky Mountain Celotex Company used a Cutawl for making all the cutouts.





SCENIC SETS and DIORAMAS

by Cutawl

Scenic cutouts are used by those who wish to present a story in visual form to make it easily understood. They illustrate graphically uses of products and services. In consequence, they are much used by gas, telephone and electric companies, colleges, expositions, department stores and theatres, where a complicated story must be told in such a way that it can be comprehended at a glance.

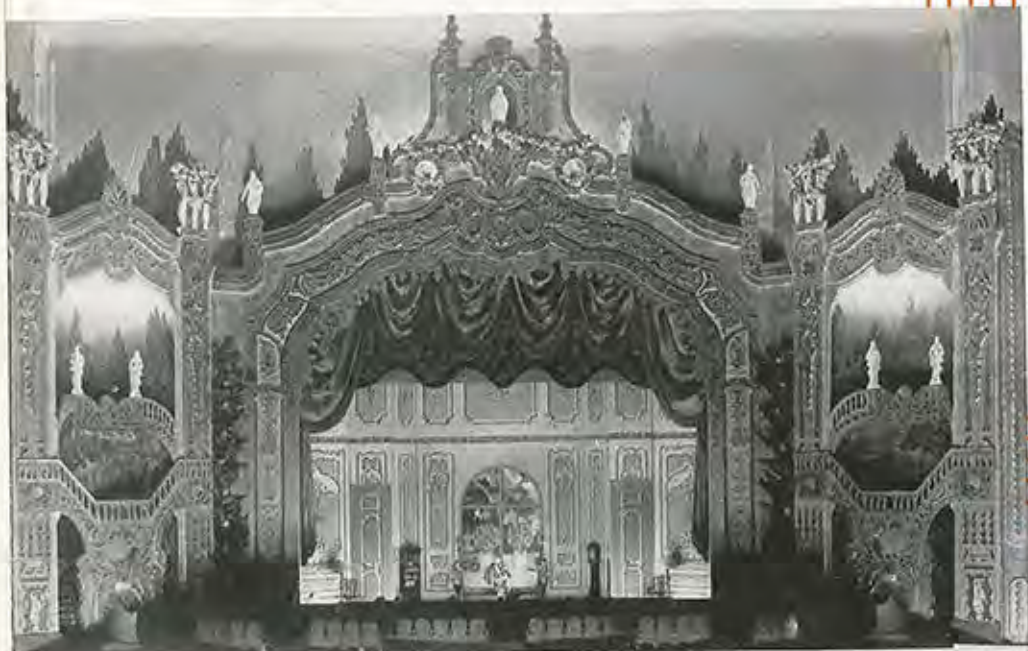
Because of its ability to cut any design in any material without restriction as to size or nature, the Cutawl is ideal for making scenic cutouts. Its high cutting speed, accuracy and easy operation reduces the cost of work of this character to a minimum. The illustrations on this page show its versatility.

At the top of the page is a reproduction of historic buildings in London. To heighten the illusion of perspective, the cutout buildings were arranged in ten planes, the river, foreground and boats in five. The Commercial Display Company of London, England, who used a Cutawl in making this display write: "The Cutawl is indispensable in our work and enables us to turn out unusual, attractive displays at small cost."

An outstanding feature of A Century of Progress Exposition at Chicago was the miniature displays or scenes called "Dioramas." Typical of these is the one illustrated to the right. It was made by the Modern Art Studio of Chicago for the Pyrofax Gas Service.

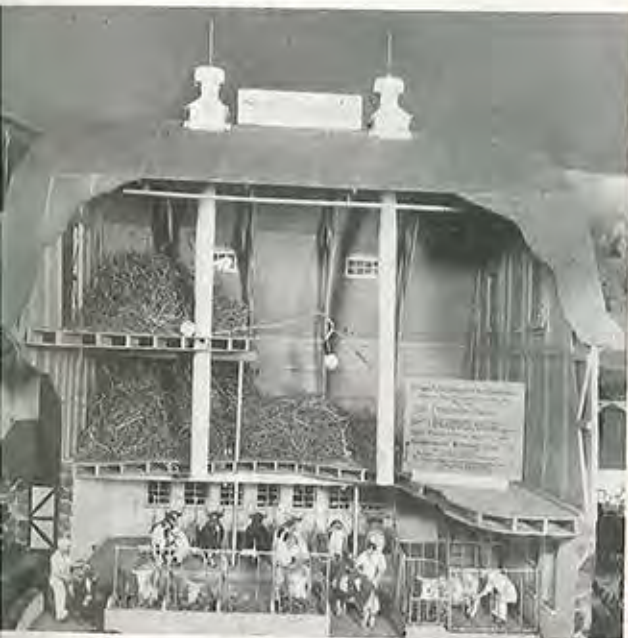


At the bottom of the page is shown an elaborate reproduction of the stage of the Paramount Theatre, Toledo, made to commemorate its opening by C. S. Clary, Display Manager for LaSalle & Koch Company, Toledo, Ohio. There is no limit to what a display man can accomplish when he has a Cutawl to help him in his work.



EXPOSITION DISPLAYS

by Cutawl



The display of the Sheffield Farms Company at the National Dairy Exhibit, New York, was only one of a number of sections which in all occupied 6000 square feet. James R. Ray, who was responsible for this work, says: "I wish to add another word of appreciation for the Cutawl, without which we could not have turned out this display the way we desired. We cannot recommend the Cutawl too highly."



Expositions, like taxes, are always with us. It is true that projects on the scale of A Century of Progress Exposition at Chicago are not common, but smaller exhibitions calling for similar publicity are legion. The problem of preparing effective exhibits is a difficult one. Relatively elaborate displays are usually required. Yet the cost must not be excessive. The Cutawl is the solution of this problem. It makes possible the creation of elaborate and original cutouts, models, letters and stencils at very low cost. Sheet metal, wood, pressboard, wallboard, paper, cloth and all the other materials used in making exhibits can be cut rapidly and accurately with the Cutawl. The creators of the displays illustrated on this page found it ideal. It solved their problems—and will solve those of all who do similar work.

At the top of this page is an exhibit made for the Union Carbide Company by the Modern Art Studio of Chicago for use at A Century of Progress Exposition. This studio has used a Cutawl for years.

The bottom illustration is a view of lower New York's skyline reproduced in detail by the display department of the New York Edison Company. All cutting was done with the Cutawl.



MODELS and MAPS

by Cutawl



Miniature models are being used to an increasing extent by architects and engineers. They help in planning the project, and then aid the sale by making it easy for the customer to visualize how the finished work will look.

Models are used to reproduce in miniature every conceivable type of undertaking. Bungalows, factory buildings, machines, new inventions and relief maps of golf courses, cemeteries and parks, can all be made with the Cutawl. Architects, divisions of State and Federal Governments, such as the park and forestry service, landscape gardeners and industrial engineers, are a few of those who habitually make use of scale models.

In the past, models have been expensive. The Cutawl, however, reduces their cost to the point where they can be used freely by everyone.

Some interesting examples of architectural models are shown on this page. At the top is a display made by the Irby Studios, Richmond, Virginia, for the Building and Loan Association, to promote the sale of homes. The illustrations at the left show contour maps made by the San Francisco, California C. C. C. as an aid in planning projects. Below, a model of a formal garden by LeRoy Grumbine, Los Angeles, California, shows every feature with remarkable accuracy.



INDUSTRIAL USES

by Cutawl

The Cutawl is widely used as a production machine in shops and factories. Its speed and ease of operation enable it to turn out work at a cost below that of other methods. It is particularly effective in handling "short runs" where from 1 to 500 copies of a design are wanted. Under these conditions it is far more economical than dies. It eliminates the cost of the dies themselves, expensive "make-ready" and the need of a press. Lithographers, silk screen process users and printers find the Cutawl ideal for doing their cutout work.

An instance of where the Cutawl is competing successfully with other quantity production methods is in the manufacture of lamp shades. The National Lamp Corporation of St. Paul, Minnesota, uses the Cutawl not only for making sheet mica cutout decorations such as those shown in the accompanying illustrations, but for cutting out the octagon and round parchment shades themselves. The Circle Cutting Attachment makes it easy to cut perfect circular foundations such as those used for the shade illustrated at the upper right.

Other examples of the use of the Cutawl as a production machine are in the manufacture of gaskets and patterns. In making gaskets any shape can be cut quickly and accurately from paper, rubber, asbestos, cloth-reinforced composition and other gasket materials. The illustration to the left below shows 18 special gaskets, 8 inches in diameter, all cut at one time from 1/32 inch rubber gasket material in 5 minutes cutting time. The pattern illustrated to the right below was cut from 3/16 inch mahogany and 3/4 inch white pine in 15 minutes.

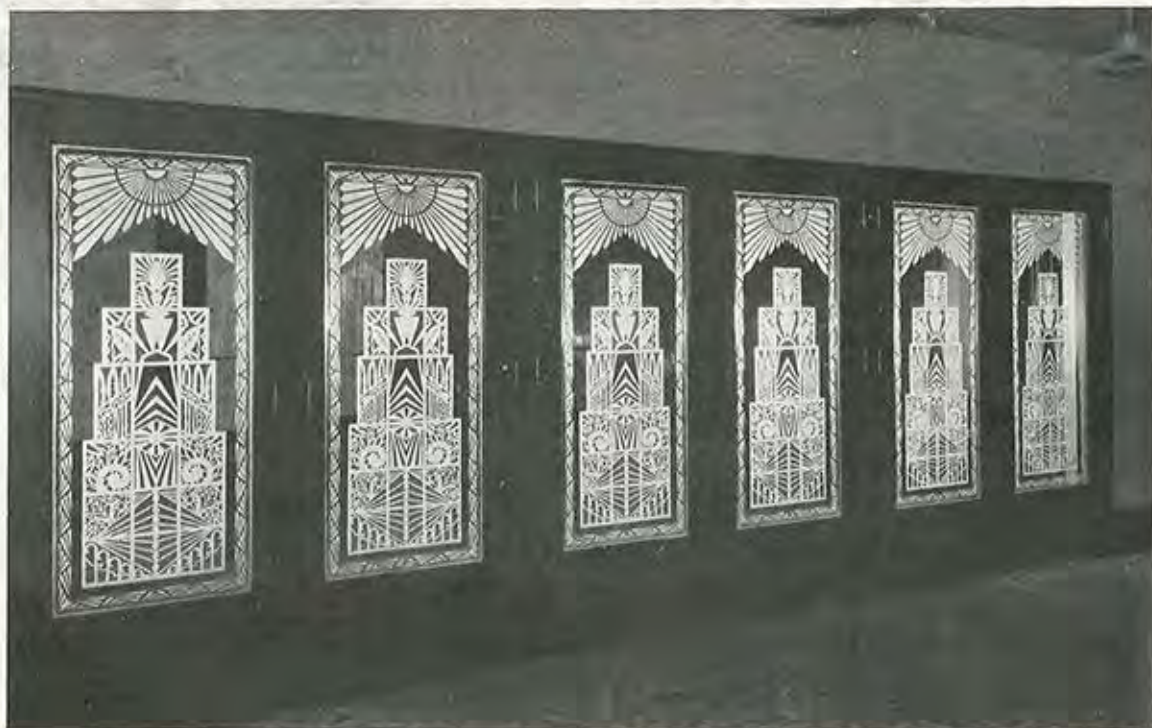


STENCIL PATTERNS

by Cutawl

The Cutawl is being widely used to make stencils for painting or sandblasting a great variety of designs on wood, glass, metal and stone. The Chesapeake and Ohio, Burlington, and several other railroads are finding paper or thin metal stencils excellent for painting the lettering and emblems on their freight cars. Similarly the Ward Furniture Company, Fort Smith, Arkansas and the Thomasville Chair Company, Thomasville, North Carolina, are representative furniture manufacturers who are using Cutawl made stencils for reproducing designs on furniture.

The sandblasted wood doors pictured at the top were made by the Sterling Antique Door Company, Los Angeles, California. The extraordinary series of sandblasted glass doors shown below are the work of C. E. Avery of Seattle, Washington. The stencils used in doing this work were made by gluing together two layers of tough rubber sheeting and a middle core of pressboard. They were laid on the glass and clamped in place. Mr. Avery writes: ". . . As you can see from the detail, a tremendous amount of hand cutting was eliminated by use of the Cutawl. . ."



LINOLEUM INLAYS

by Cutawl



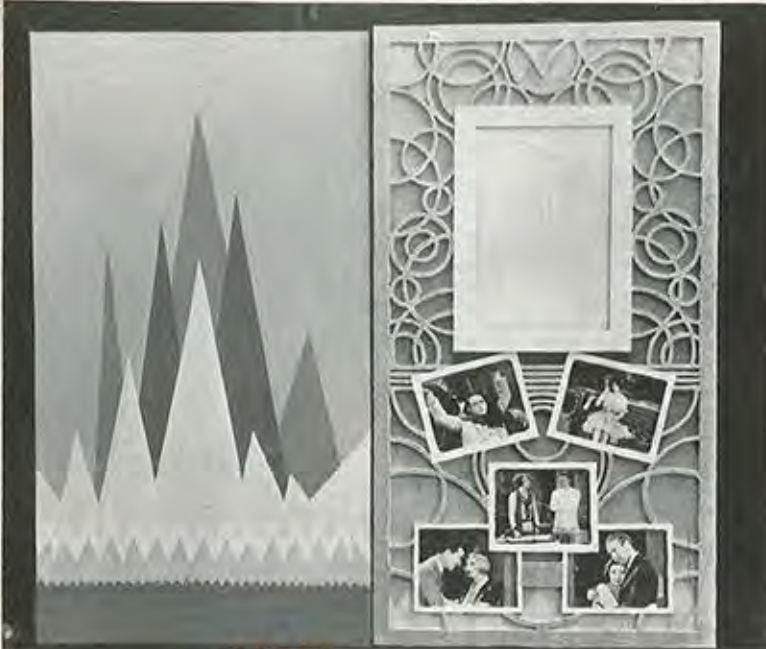
Linoleum more and more is coming out of the kitchen and winning other fields for itself. For some time it has been employed for floor inlays such as those shown at the bottom of this page. A new development, however, has been its use as a decorative wall covering. An example is the interior of Thompson's Restaurant, Chicago, Illinois, reproduced above. This work was done by Congoleum Nairn, Inc., of Kearney, New Jersey, as was also the panel below showing a swan. Use of inlaid linoleum is not by any means limited to walls and floors. Table tops, screens, window background panels, decorations and display fixtures, can be made of this excellent material.

The procedure followed in making linoleum inlays is the same in all cases. Two or more layers of different colored linoleums are placed one upon the other and nailed firmly together. The design is then cut out with the Cutawl, care being used to cut completely through all layers. When the various layers are separated, identical reproductions of the design have been cut in each layer. Inasmuch as the pattern cut in each layer is an exact duplicate of that cut in any other layer, the cutout portions from one layer can be used as inlays in another layer. As they differ in color, a two or more color effect is produced as shown in the illustrations.



CUTOUT SHOW CARDS

by Cutawl



The use of cutout show cards, signs and letters is the very latest vogue. Cutout work adds materially to their attention value and attractiveness. There is no limit to the novel and artistic effects that can be produced. We picture above a decorative cutout frame for holding signs and photographs for a store, restaurant or theatre. This was produced by the Art Sign Company of Newark, New Jersey, for the Outane Theatre of Hackensack, New Jersey, using the Cutawl.

Pictured below is a group of cutout show cards made by the Art Sign Company of Newark, New Jersey, for use in various kinds of stores. This is an excellent example of how a sign shop can service stores with really up-to-date show cards. Cards of this type should not be overlooked by the display man who is searching for new ways to increase the effectiveness of his displays.

All the cards shown were made of wallboard. The wooden bases in which they are mounted have slotted tops so that the old signs can be removed and new ones inserted with a minimum of inconvenience. Cards such as these serve to make a complete window trim for restaurants, taverns, dyers and cleaners, banks, laundries and the like. They are also well suited for use by shoe stores, florists, jewelers, book-sellers, candy shops and bakeries, and as counter displays.

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Shoes

FIT · STYLE
COMFORT

They satisfy—Because they are built right.

JEWELRY

ORNAMENTALLY
Smart
REASONABLY PRICED
Ask for Suggestions

FOODS

serVED
FRESH DAILY
try OUR BLUE PLATE special

MANUAL TRAINING PROJECTS

by Cutawl



The Cutawl fits into the plan of modern education, which aims to combine practical training with theoretical and academic instruction. It develops initiative and the capacity for planned creative work, qualities which are of the utmost worth in any field of endeavor.



The Cutawl will add interest to shop courses because it does a great number of unusual things in a unique and interesting way. It is easy to operate. With very little practice students will learn to cut out letters for signs, panels for radio and phonograph grilles, intricate veneer inlays for furniture, toys, models, maps, puzzles and stencils. It cuts not only wood and metal, but soft materials such as felt, cardboard, paper and cloth, which cannot be handled by jig or scroll saws.

With the Cutawl the students can make their own stage settings for school plays and decorations for dances, exhibits and athletic contests. Money is saved and the students given worthwhile instruction. Last but not least, parents and the community at large are given visual and easily understood proof of the skill of teachers and pupils. The Cutawl is inexpensive, safe, and easy to handle. It weighs but 13 pounds and hence can be used by both girls and boys.

The photographs illustrate what can be done by students with the Cutawl. The illustration at the top shows work done under the direction of J. E. Michael of the Huntington High School, Huntington, Indiana. The other illustrations show floats made by students of M. F. Abt of the Technical High School, Memphis, Tennessee. Finer work is not done anywhere.

27



THEATRE FRONTS

by Cutawl



Motion picture theatre executives, as the result of experience, have adopted a spectacular form of advertising for theatre entrances, fully in keeping with the wonders of the screen. The displays used are highly decorative painted and cutout settings, which are usually brilliantly lit by spotlights or shadow boxes. By arranging the cutout designs, lettering and enlarged pictures in different planes, a vivid and realistic third dimensional effect is obtained which has great attention value. This development was only possible because of the Cutawl with its ability to cut out large areas and do any type of cutting at such high speed that the cost was never excessive. A number of studios use as many as seven Cutawls, a convincing proof of its value.

The sets shown here are representative of what is being done every day in scores of theatres. The display at the top is a superb piece of work done for Robert M. Rosenthal, Manager of the Warner Strand Theatre, Albany, New York. To the left, the three photographs show in order from top to bottom a setting for the Fox California Theatre, Stockton, California; a characteristic theatre front by that master of display technique, Duke Wellington of New York, and a corner of the shop of the Art Sign Company, Newark, New Jersey.

All use the Cutawl and consider it essential for making effective displays.

THEATRE LOBBIES

by Cutawl

The up-to-date theatre manager is not satisfied merely to get a customer into the theatre. The next task is to call attention to coming attractions in such a way that the casual visitor is converted into a regular patron. The lobby is the ideal place to create interest in future programs.

Here, as in the creation of theatre entrance displays, the Cutawl makes possible a vivid and realistic type of decoration, which is best calculated to leave a permanent impression on the beholder. The sets may take the form of elaborate wall decorations similar to those used at the

theatre entrance. However, because several shows must be advertised at once, it is more usual to employ grilles, balcony trims, frames, cutout figures or panels, each forming a complete unit in itself. The lobby set pictured at the top of the page made by the Fox California Theatre, Stockton, California, is a typical example of the use of cutout panels backed with colored crepe paper and lighted from behind. Equally effective are two wall decorations made by Harold E. Nelson, Display Craft Studios, Stapleton, Staten Island, New York, shown at the center and to the left below. The display in the lower right corner is again the work of Duke Wellington.



THEATRE INTERIORS

by Cutawl



The interior of the theatre can be made to contribute directly to the effectiveness of the show. With the Cutawl it is very easy to decorate the stage, lobby and auditorium so as to create any desired atmosphere. A striking example of how this was done for the showing of an oriental picture is the stage setting designed by James R. Raymond for the Publix Florida Theatre, Jacksonville, Florida, illustrated at the top of this page.

Less elaborate sets are shown at the left. The upper illustration shows a simple but very effective silhouette. It is the work of E. R. Medd of the Carolina Theatre, Lumberton, North Carolina.

The bottom illustration shows a display which makes use of dancing figures to win attention. Motion of practically any kind has been found to increase the value of displays enormously. Lights which go on and off, or a loud speaker run from a phonograph record are also effective.

Cutawl made displays are easily adapted to use any type of animation.

PRICES and SUPPLIES

STANDARD EQUIPMENT

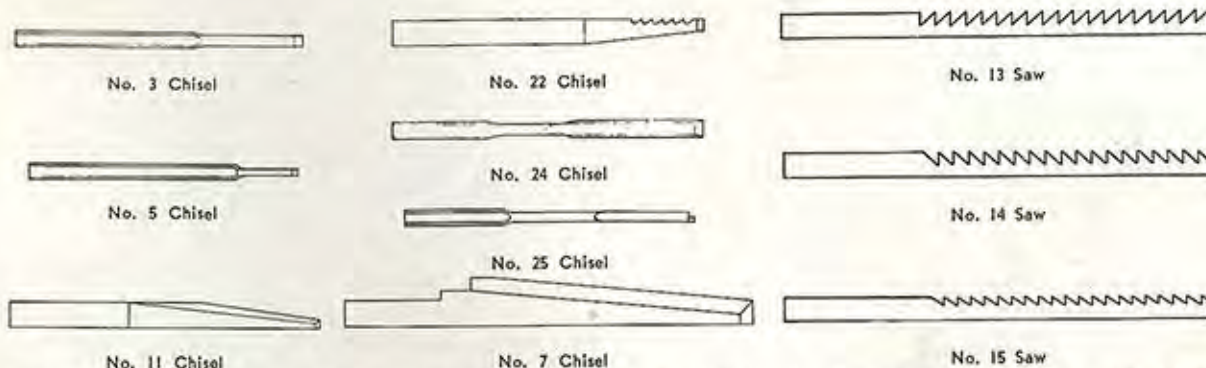
Subject to change without notice.

The Standard Equipment of each Model K9 Cutawl is as follows:

6 No. 3 Chisels	6 No. 13 Saw Blades	1 Tube Lubricant
6 No. 11 Chisels	1 K251 Key	1 Can Oil
12 No. 24 Chisels	2 K4129 Screws	1 Special S11 Carbon Lamp
6 No. 25 Chisels	1 Screwdriver	Instructions

K9 CHISEL AND SAW DIAGRAM

All cuts actual size.



The Nos. 0, 2, 6, 8 and 9 chisels may be used with the K9 Cutawl, but are less satisfactory than those given above and consequently are not recommended.

PRICES

K9 CUTAWL With 110-120 volt universal motor and standard equipment..... \$125.00 f. o. b. Chicago
An additional charge of \$5.00 will be made for voltages other than 110-120. Give voltage wanted when ordering.

In addition to the standard equipment we furnish the following accessories:
Circle Cutter, complete..... \$ 7.50 f. o. b. Chicago
Carrying Case with handle and serviceable lock..... 5.00 f. o. b. Chicago
Saw Table, complete with detachable legs and 12 No. 14 Saw Blades..... 12.50 f. o. b. Chicago

CHISELS	1 to 4 doz. per doz.	5 to 11 doz. per doz.	Gross Lots per doz.
No. 0 Specials, made of improved steel for heavy service cutting thin layers of soft materials.....	\$2.00	\$1.75	\$1.50
No. 0 For general cutting of thin layers of soft materials.....	1.00	1.00	.90
Nos. 2 and 6, with step cut end, for cutting thin layers of hard and brittle materials.....	1.75	1.50	1.25
No. 3 For general cutting of fine designs in soft materials.....	1.50	1.25	1.00
No. 5 For cutting extremely intricate designs in soft materials, or where a very narrow kerf is required.....	1.50	1.25	1.00
No. 7 Special side cutting chisel for cloth only.....	4.00	3.75	3.50
Nos. 8 and 9, same as Nos. 0 and 3, except sharpened at 45° angle, for cutting fine designs in soft materials.....	1.75	1.50	1.25
No. 11 Side cutting chisel for general cutting of soft materials.....	2.50	2.25	2.00
No. 22 Special saw chisel for cutting wood and metal.....	2.50	2.25	2.00
No. 24 Preferred for general cutting of soft materials.....	1.50	1.25	1.00
No. 25 Step cut for general cutting of hard materials.....	1.75	1.50	1.25

SAW BLADES	1 to 4 doz. per doz.	5 to 11 doz. per doz.	Gross Lots per doz.
Nos. 13 and 14, made of high carbon steel.....	2.00	1.75	1.50
No. 15 Made of special steel for cutting metal.....	3.00	2.75	2.50

ELECTRIC LAMPS
120 volt, 20 watt, special Cutawl lamps. Price, each..... .50
On 200 to 250 volts, two 120 volt lamps are used in series with a double bracket..... .40

BELTS, price each..... .25

K9 CUTAWL LUBRICANT, price per tube..... .75
price per pound can..... .25

K9 CUTAWL OIL, price per can..... 11.00

MOTORS. Special Universal Cutawl Motors, 110-115 volt..... 13.00
Special Universal Cutawl Motors, any other voltage..... 8.00
Factory Rebuilt Universal Cutawl Motors, 110-115 volt only..... 5.50
When exchanged for motor requiring repairs.....

Dimensions and Weight of the Cutawl

Length—8½ inches Height—8¼ inches Width—6 inches Weight—13 pounds

Weights and Dimensions of the Cutawl and Accessories When Packed for Shipment

	DOMESTIC	EXPORT
	Weight Dimensions	Weight Dimensions
Cutawl boxed.....	20 lbs. 8½x9x12 inches	22 lbs. 9x9½x12 inches
Cutawl in Carrying Case boxed.....	26 lbs. 10x11½x13½ inches	28 lbs. 10½x11½x14 inches
Carrying Case boxed.....	6 lbs. 9x10x11 inches	11 lbs. 10x12x13 inches
Saw Table boxed.....	17 lbs. 2½x15x15½ inches	20 lbs. 3x15½x15½ inches

GUARANTEE

We guarantee the INTERNATIONAL CUTAWL against defects of material and workmanship for SIX MONTHS from date of shipment, and will replace or repair defective parts free of cost provided they are returned transportation charges paid to the factory at Chicago.

THE *Cutawl* CUTS ALL

and does it

**BETTER
QUICKER and
CHEAPER**

LEWIS CARWEL
ESTABLISHED 1878
TOOL - NAIL - NIP SUPPLIES
11th & Alice St.
O. & L. 4410
Telephone 3800

76 First Street
SAN FRANCISCO
Douglas 4180

Architects	Interior Decorators
Artists	Jig Saw Puzzles
Cabinet Makers	Lamp Shade Makers
Card Writers	Lithographers
Carpenters	Map Makers
Carpet Manufacturers	Metal Workers
Chain Stores—	Model Makers
of all kinds	Motion Picture
Cloth Cutters	Manufacturers
Department Stores	Pattern Cutters
Die Cutters	Pennant Makers
Display Men	Printers
Drug Stores	Public Utilities
Electric Companies	Railroads
Expositions	Sandblasters
Factories	Scenic Artists
Felt Cutters	Schools—Art and
Float Builders	Manual Training
Floor Layers	Sign Shops
Furniture	Silk Screen
Manufacturers	Process Users
Gas Companies	Stencil Cutters
Gasket Makers	Telephone Companies
Glass Etchers	Theatres
Grocery Stores	Toy Manufacturers
Inlays—Linoleum	Wood Workers

INTERNATIONAL REGISTER COMPANY

15 South Throop Street

Chicago, Illinois, U. S. A.