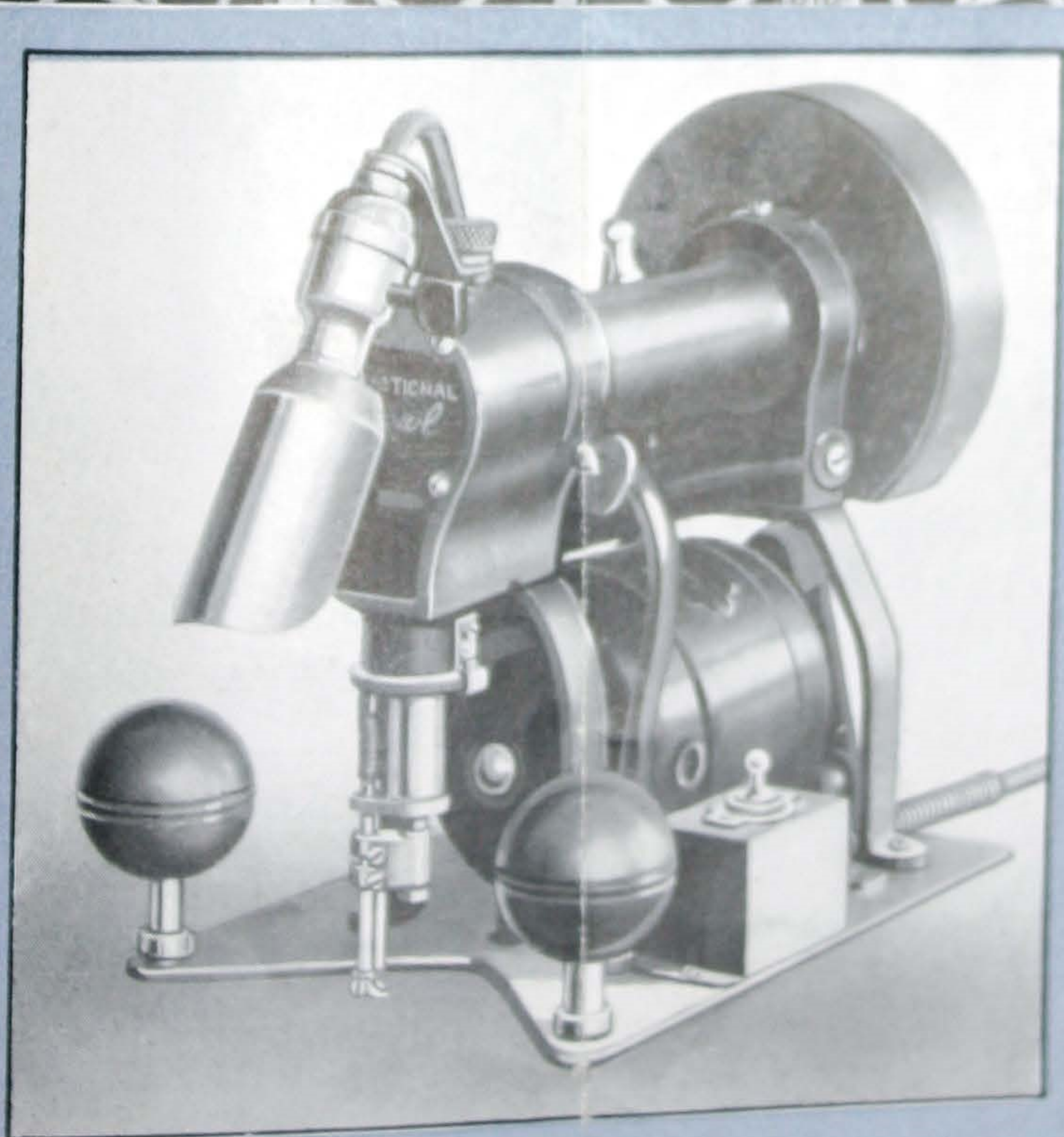


THE INTERNATIONAL

Cutawl

CATALOG



*Describing
The New Model
K.6. Cutawl*

*Interesting
Cutawl
Displays*

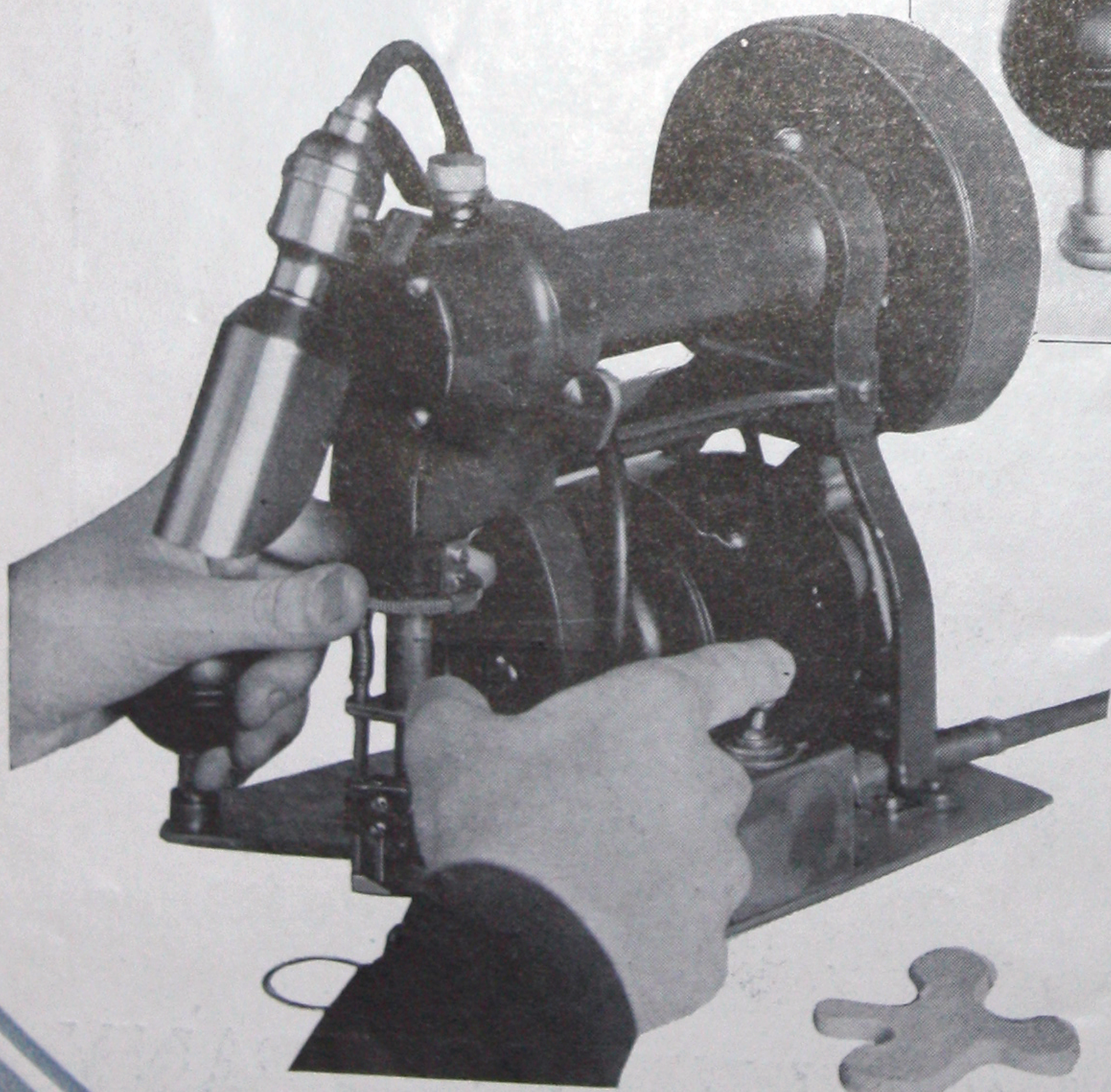
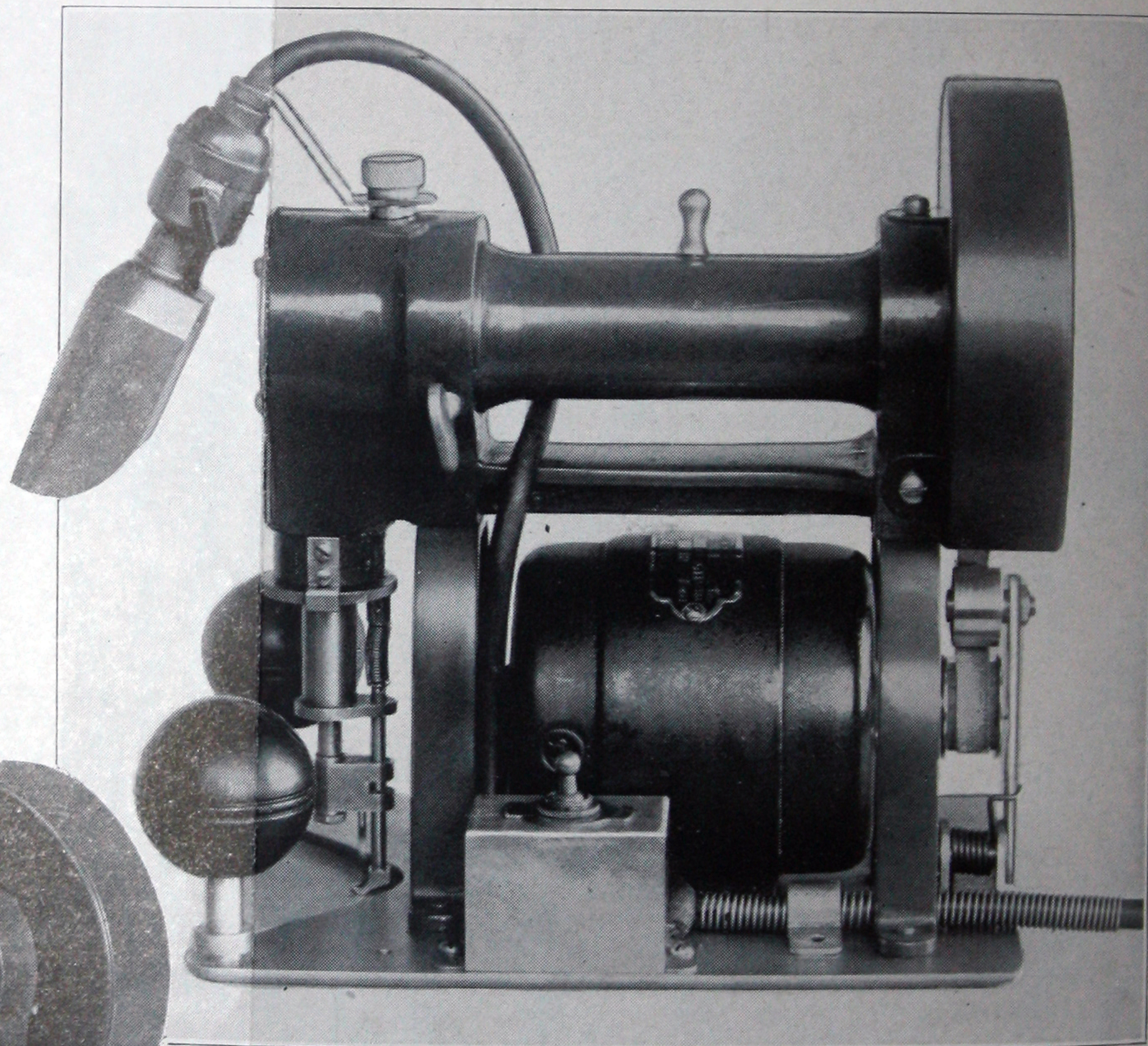
THE INTERNATIONAL REGISTER COMPANY
15 South Throop Street, Chicago, Illinois, U.S.A.

The International Cutawl

The Cutawl needs little if any, introduction, so generally has it been accepted by the display man as his most efficient aid to a new standard of workmanship. So successfully has it performed, that he has accomplished far more with its assistance than even its makers anticipated. In order still further to extend its capabilities, the Cutawl has now been redesigned and the new model offers almost unlimited possibilities.

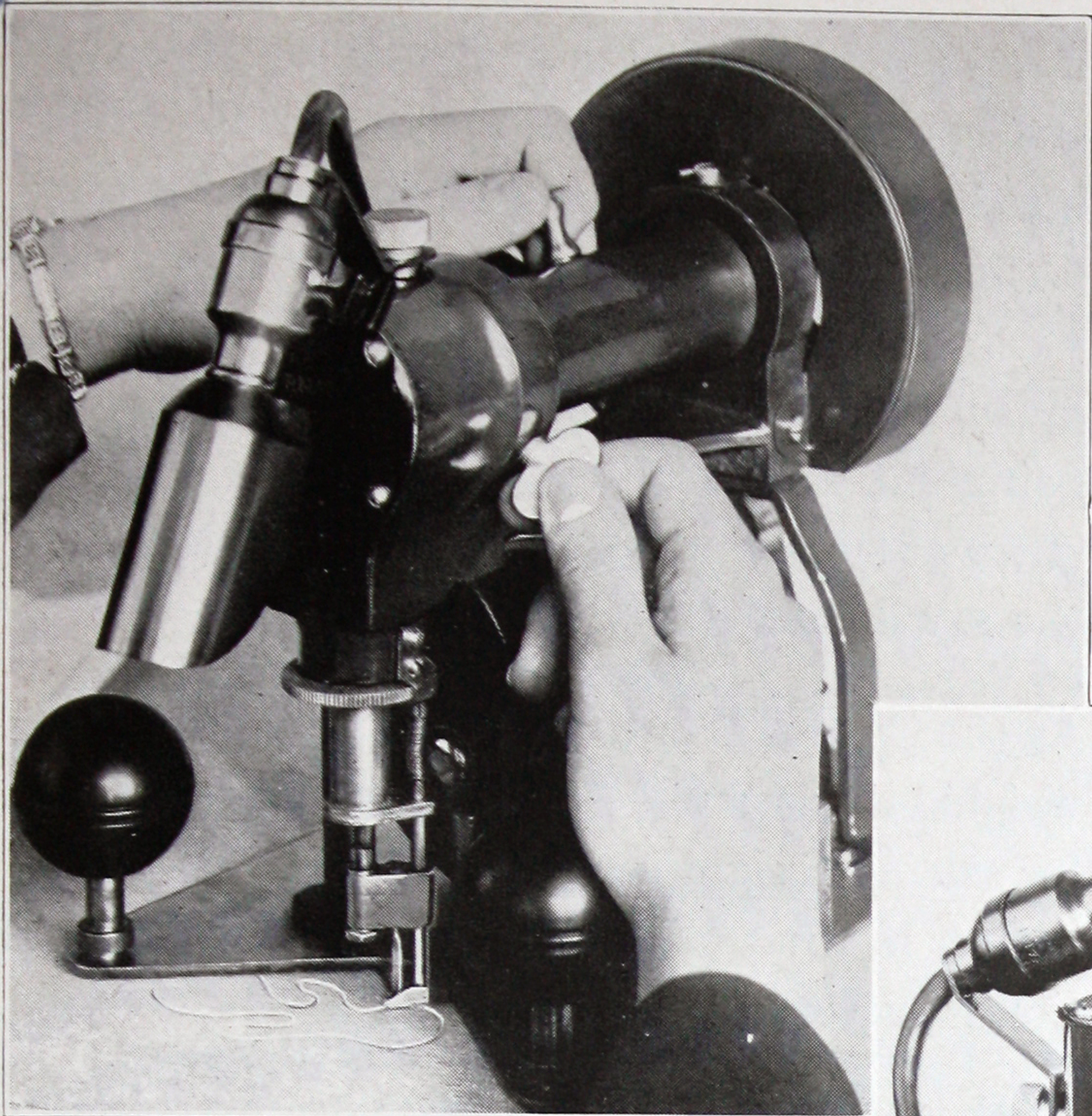
This new model K6 Cutawl combines the efficiency of the previous models with a new ease of operation, greater power, an even higher degree of accuracy, and a far wider range of usefulness.

Where the Cutawl was originally designed to banish the drudgery of handcutting from the workrooms of display men, sign shops, scenic studios and



pattern shops, the new model enables its user to so easily produce even the most intricate designs that it actually *lures* him into the successful achievement of a character of work which, before, appeared almost impossible.

The new Cutawl is more easily operated because it is *entirely portable and wholly self-*



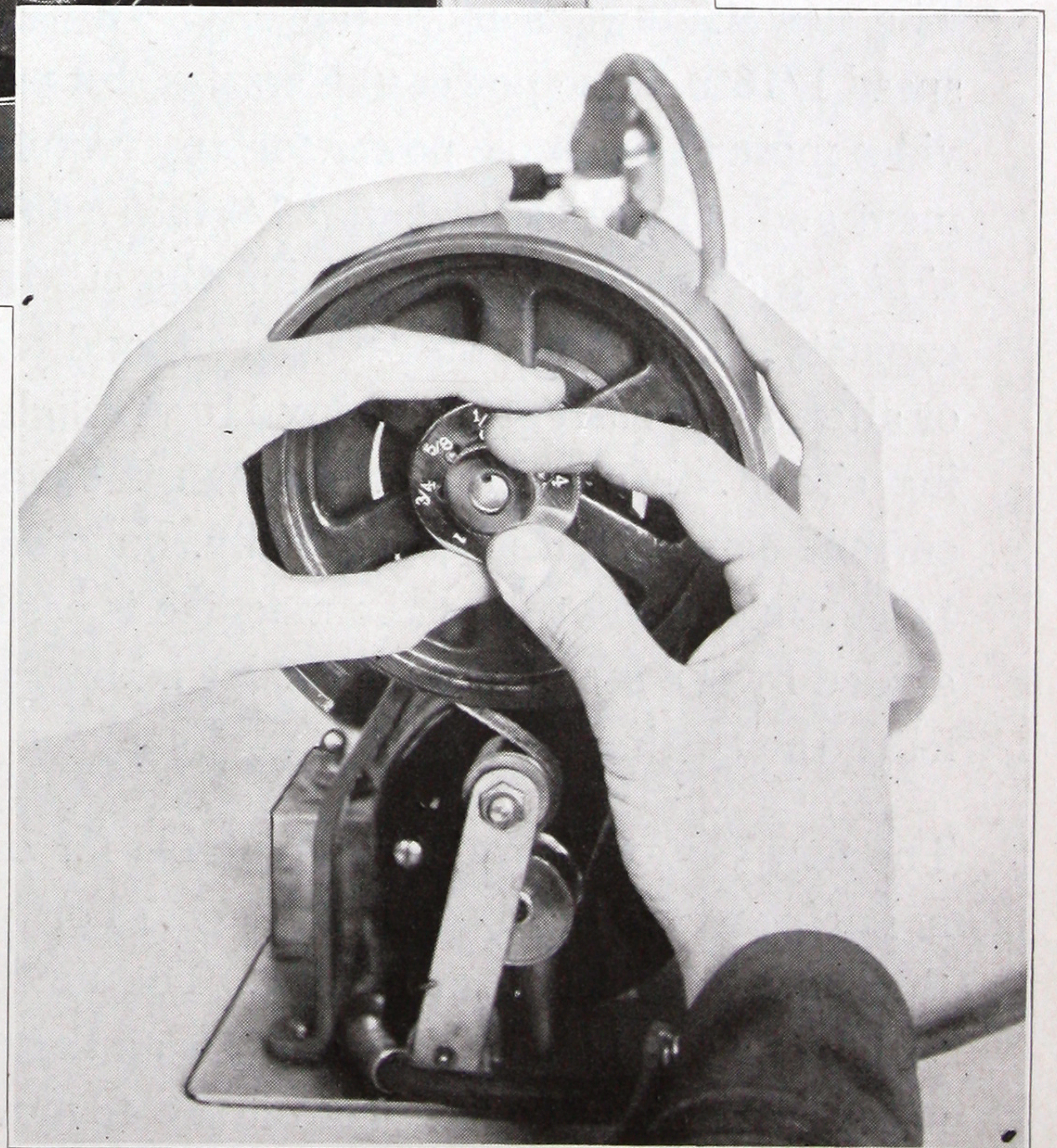
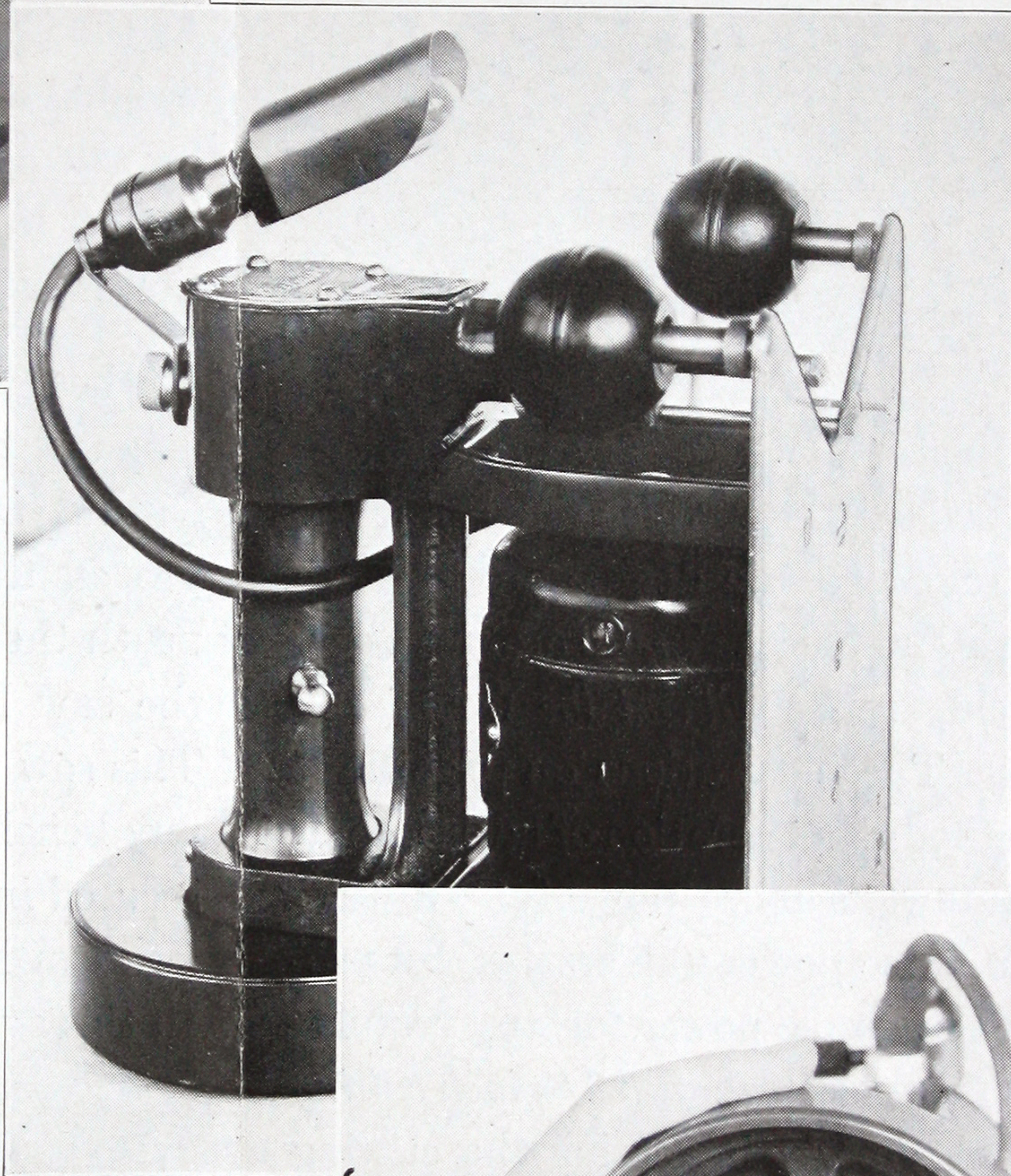
contained. To operate, grasp the handle grips and slide the machine across the material to a position immediately over the design to be cut. The thumb and forefinger of the left hand manipulate the swivel control and guide the chisel accurately into the design while the forefinger of the right hand switches on the current. *It's just as simple as that.*

When not in use the Cutawl may be tipped up on end without turning off the motor, or while the chisel is coming to a stop.

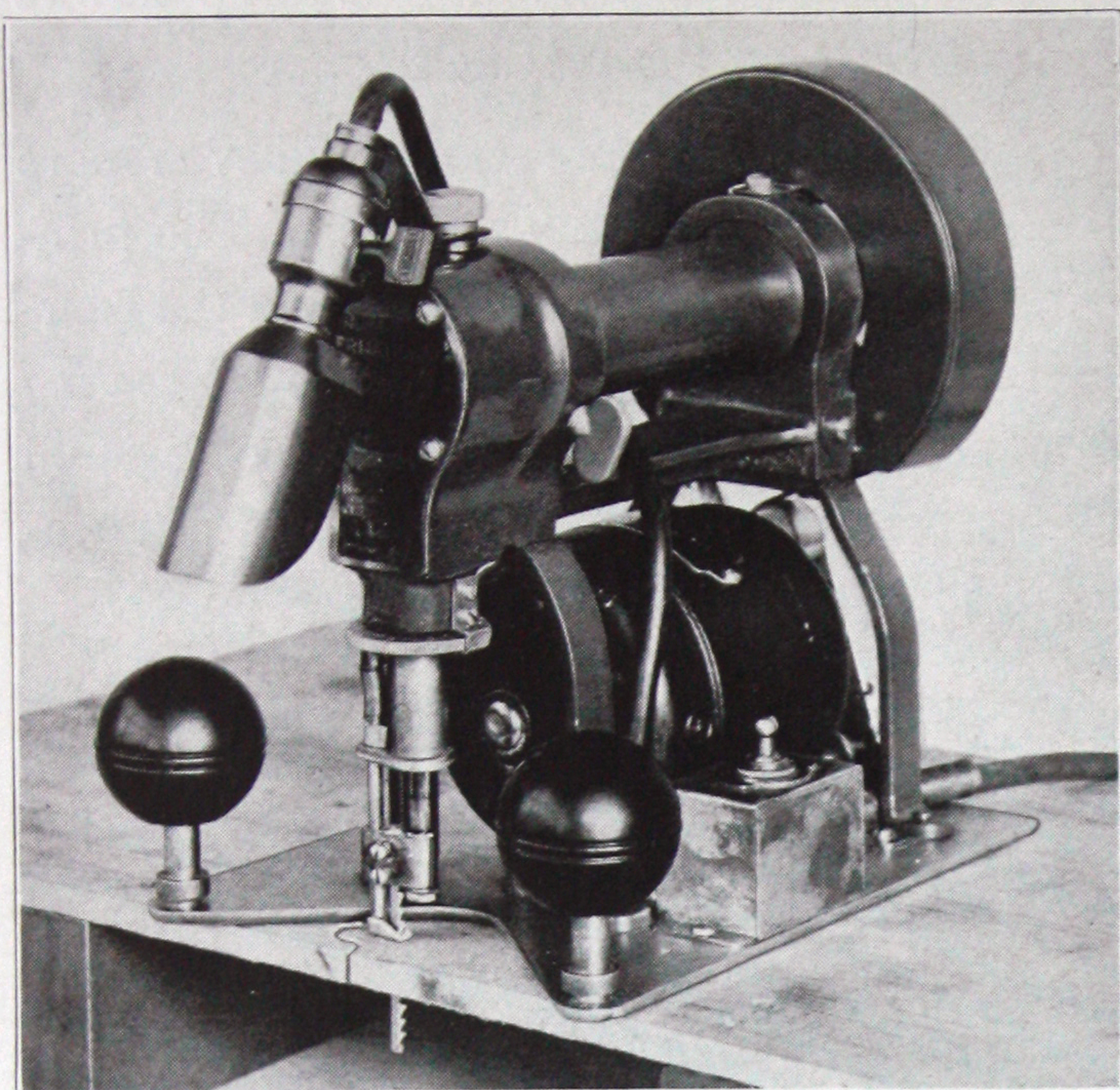
Because it is not attached in any way, except by electric cord, the new Cutawl can be operated in any plane—horizontal, vertical, or oblique. The swivel control enables the operator to start the chisel accurately into the design without removing his hands from the handle grips. The Cutawl slides easily on its base plate of polished stainless steel as it is guided over the pattern. (It weighs but 13

pounds.) An adjustable electric lamp throws light directly on the cutting line.

The new Cutawl is more sturdy and even more trouble-free than previous models. The principal working parts are enclosed, and the bearings and connecting rod are *self-lubricating* from a reservoir requiring only an occasional filling. The tension of the driving belt is automatically maintained to prevent slippage.



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The only adjustments necessary in operating the new Cutawl are those which determine the length of stroke and the degree of clearance between work and chisel. These are most easily and quickly made *without the use of any tools whatever*. The illustrations on page three show the method and operation of adjustment. The new Cutawl is more powerful. A two-speed 1/16th horse power universal motor provides more than ample power for any requirement and makes possible a *full 3/4 inch cutting stroke*, thereby greatly increasing the cutting capacity. This motor operates on either direct or alternating current, from any 110 volt lighting circuit. Motors for other than 110 volt current can be furnished specially, on order. In cutting straight lines the machine is easily guided by the use of a straight edge laid parallel to the cutting line.

The new Cutawl is quickly adaptable for use in *sawing* where the material is too hard or too thick for the chisel to penetrate. The substitution of a saw blade for the chisel is all that is necessary. The swivel enables the saw to move

freely and to follow the design accurately. The two-speed motor allows the operator to switch into low speed and thus slow down the cutting on fine and intricate work, resuming high speed where rapid cutting is practical and desirable. When the Cutawl is used for sawing, the board being cut should be elevated on two parallel strips of sufficient height to clear the stroke of the saw blade. (See illustration.)

As the Cutawl is entirely portable and light in weight, its user will find it practical as a tool for *sawing* designs already secured in place, no matter in what position or angle. This operation is pictured below.

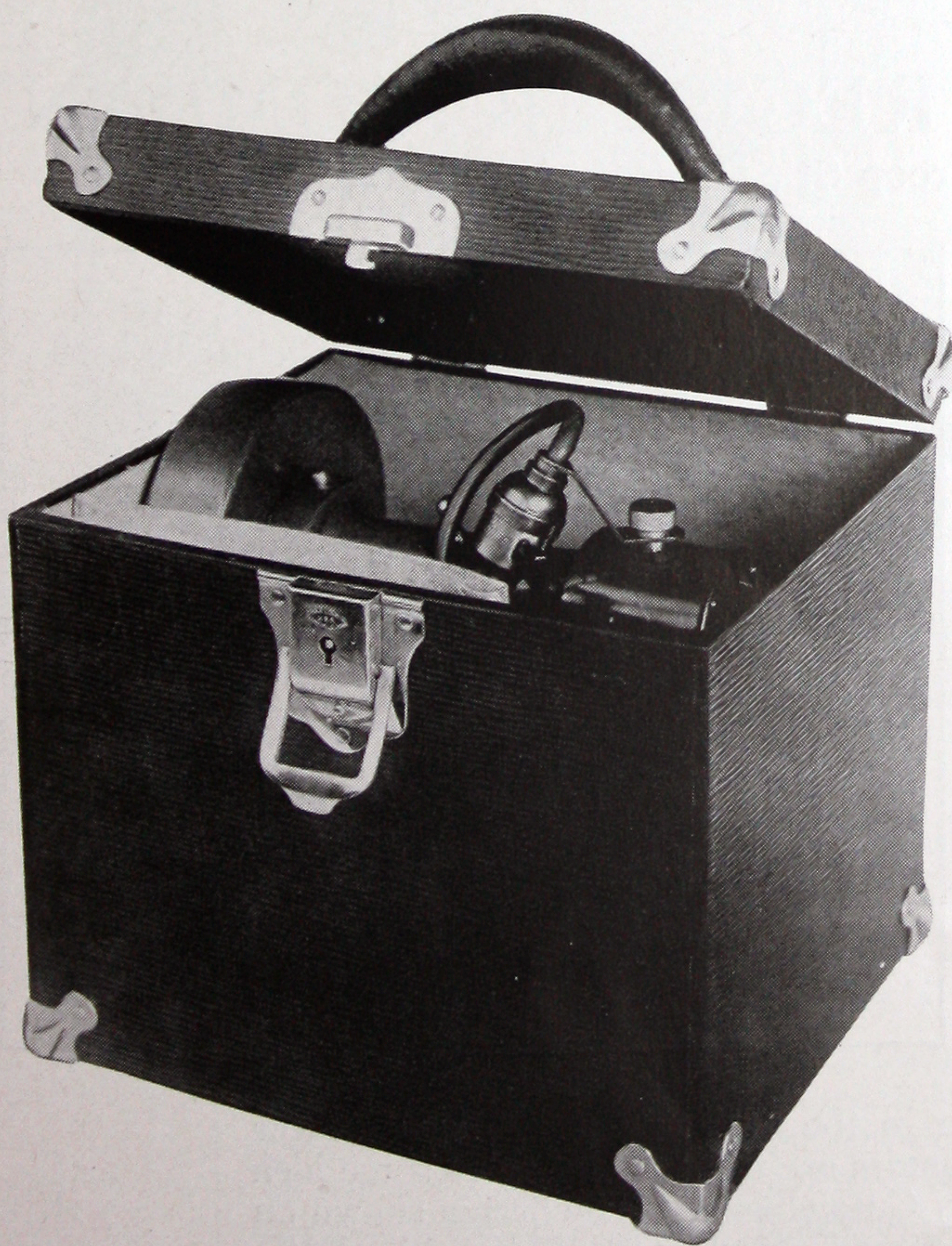
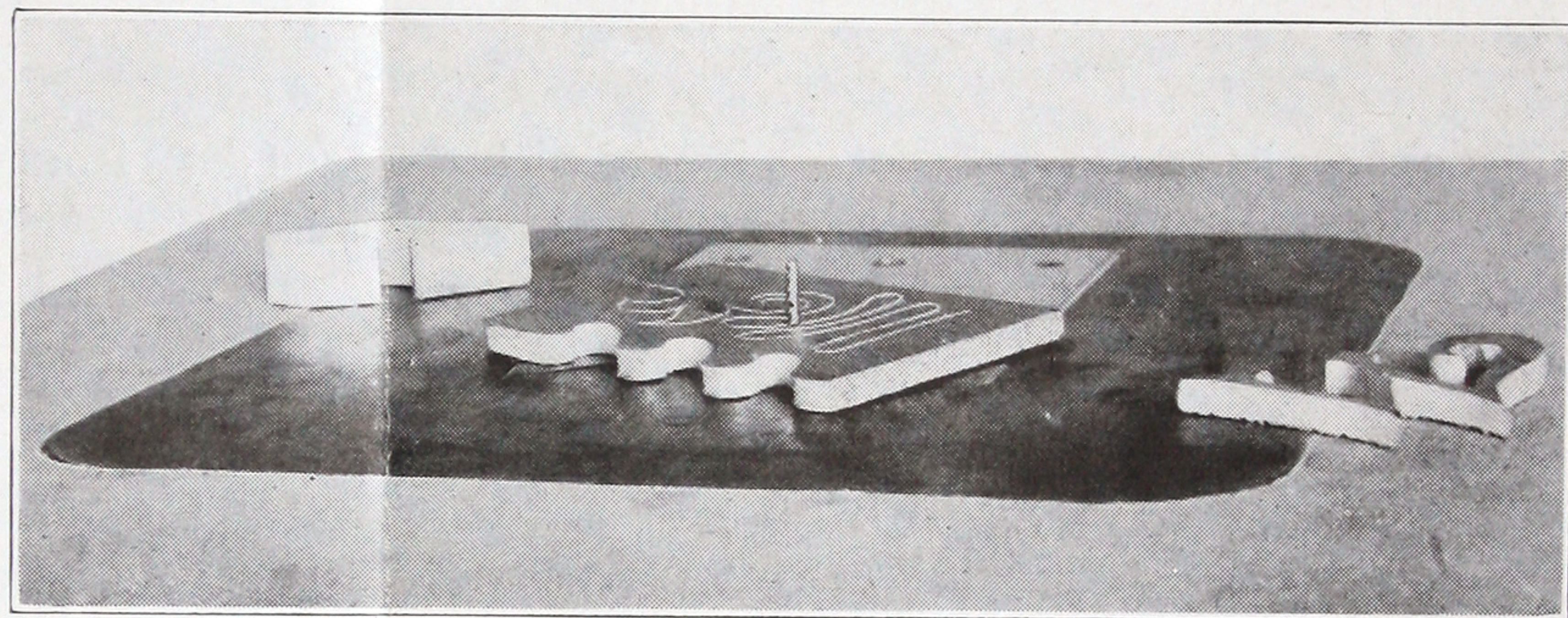
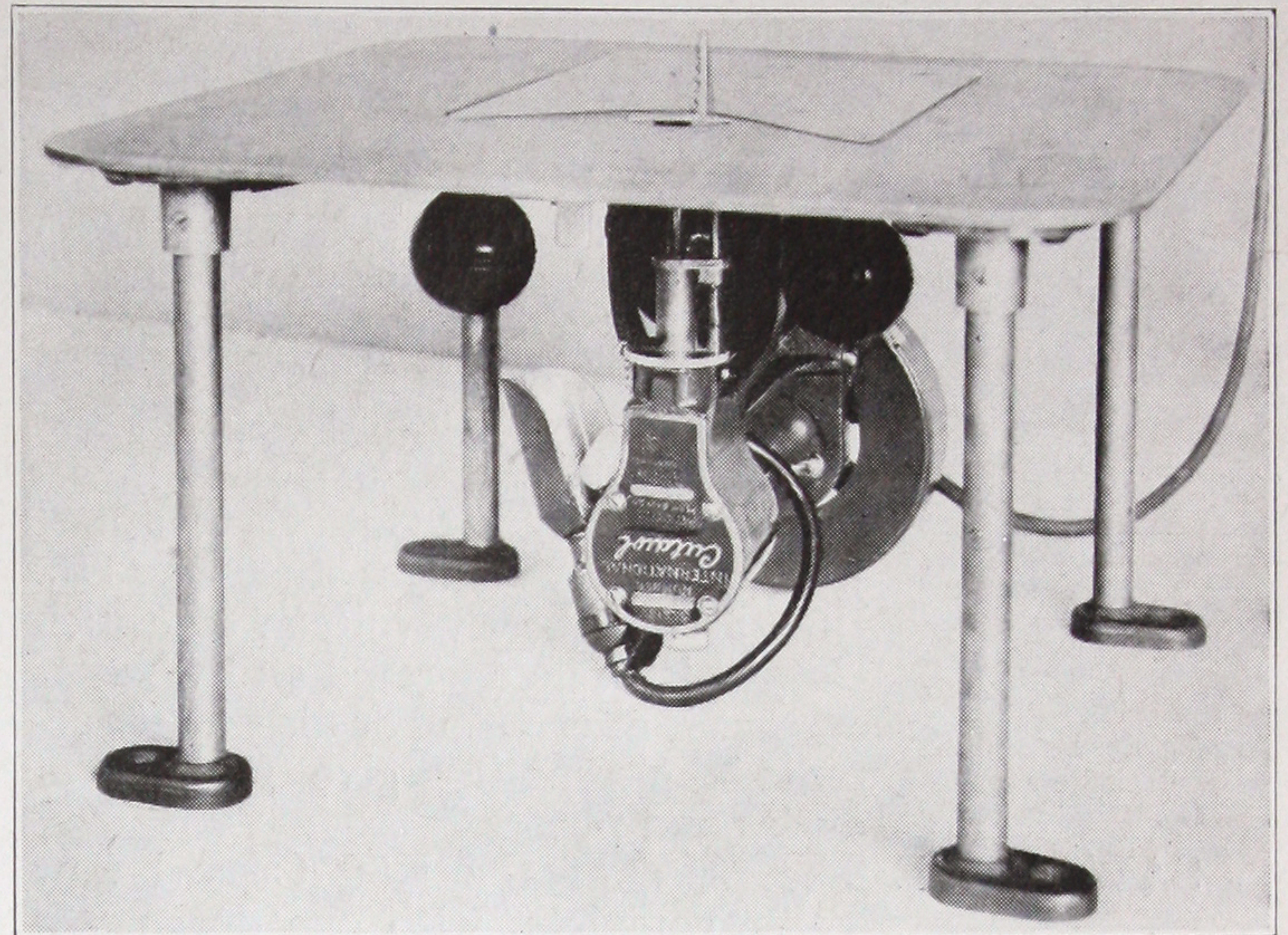
For best results in sawing, however, we recommend that the machine be mounted in the Cutawl Saw Table, as illustrated. By this process the Cutawl is inverted and placed beneath the table entirely out of the way, while the saw blade projects through, for cutting. This saw table may be mounted on the top of any bench, as in the illustration, with the legs secured in place by screws. Or, if desired, the legs can be detached and the top only used. In this event, a hole must be cut in the bench



just large enough to accommodate the Cutawl. The saw table will then lay flush with the top of bench.

In thirty seconds any Model K6 Cutawl can be snapped into place in the saw table. Simply invert the Cutawl, slide it on the two ledges in the top and push the latch in position. The material to be cut is held against the saw blade which swivels freely in any desired direction as the operator guides the pattern. Any design may be accurately sawed with very little motion of the material and *without turning it.*

This swivel feature of the Cutawl, and the convenience of the flush mounting top, are of great advantage when sawing large panels or sheets. An eight-inch hole, for example, may be as eas-



ily sawed in a sheet of material 3 feet wide by 8 feet long as in a piece of the same material 1 foot square. It is our belief that no other saw regardless of size or price, can offer this same advantage.

Cutawl owners find it practical and profitable, in many instances, to take their equipment to the job rather than to bring the job to the equipment. As the machine is light in weight it can easily be carried from one place to another—from shop to home, or from main office to branch office. For this purpose an attractive well-made carrying case is available at a very low cost. Outside dimensions are, width, 8 inches; height, 9 inches; length, 10 inches. Constructed of 3-ply basswood covered with high grade imitation grain leather. Fitted with handle, metal corner protectors and a serviceable lock. Tool pocket within case.

Prices

CUTAWL The price of the K6 International Cutawl complete with 110 volt motor, electric light, three dozen chisels, 12 each of 3 sizes, and one dozen saw blades, 6 each of 2 sizes, is \$135.00 f. o. b. Chicago.

An additional charge of \$5.00 will be made for furnishing Cutawls equipped with motors for voltages other than 110. In ordering specify voltage on which Cutawl is to be operated and whether current is alternating or direct. If current is alternating give number of cycles and phases.

SAW TABLE The price of the K56 Cutawl Saw Table complete, with one dozen saw blades, 6 each of 2 sizes, is \$10.00 f. o. b. Chicago.

CARRYING CASE The price of the carrying case for Model K6 Cutawl is \$5.00 f. o. b. Chicago.

CHISELS The prices of any size chisels, numbers 0, 1 and 3, made of high carbon steel are as follows: \$1.50 per dozen in one to four dozen lots; \$1.25 per dozen in five to eleven dozen lots and \$1.00 per dozen in gross lots.

SAWS The prices of any size saw blades, numbers 11, 12, 13 and 14, are as follows: \$2.00 per dozen in one to four dozen lots; \$1.75 per dozen in five to eleven dozen lots, and \$1.50 per dozen in gross lots.

TERMS

Net cash 30 days, or less 2 per cent for cash if paid within fifteen days from date of shipment to those of established credit rating. Others should furnish satisfactory trade references, remit in advance, or order C. O. D.

GUARANTEE

We guarantee the International Cutawl against defects of material and workmanship for one year from date of shipment.

THE INTERNATIONAL REGISTER COMPANY

Established 1891 15 South Throop St., Chicago, Ill. U. S. A

Sizes and weights when packed for shipment

Cutawl boxed $8\frac{1}{4}$ x $9\frac{1}{2}$ x $10\frac{1}{2}$ inches.
Weight 17 pounds.

Cutawl in Carrying Case and boxed 10 x 12 x 13 inches, weight 24 pounds.

Carrying case boxed, 10 x 12 x 13 inches, weight 12 pounds.

Saw table boxed $21\frac{1}{2}$ x 15 x $15\frac{1}{2}$ inches, weight 18 pounds.

Following are some materials which have been largely and successfully used:

Upson Board Cornell Board

Beaver Board Celotex

Compo Board Homasote

and, also,

Felts Leather Cardboard

Tissue Paper Stencil Board

Insulite Masonite

The illustrations of various displays shown in the following pages, which have been furnished us by our customers whose names are there shown, give some idea of the variety and style of work produced by Cutawl users. The design shown on the cover of this circular is a photograph of some Cutawl work produced by P. T. Blackburn, formerly of Hollywood, California, now of Denver, Colorado.

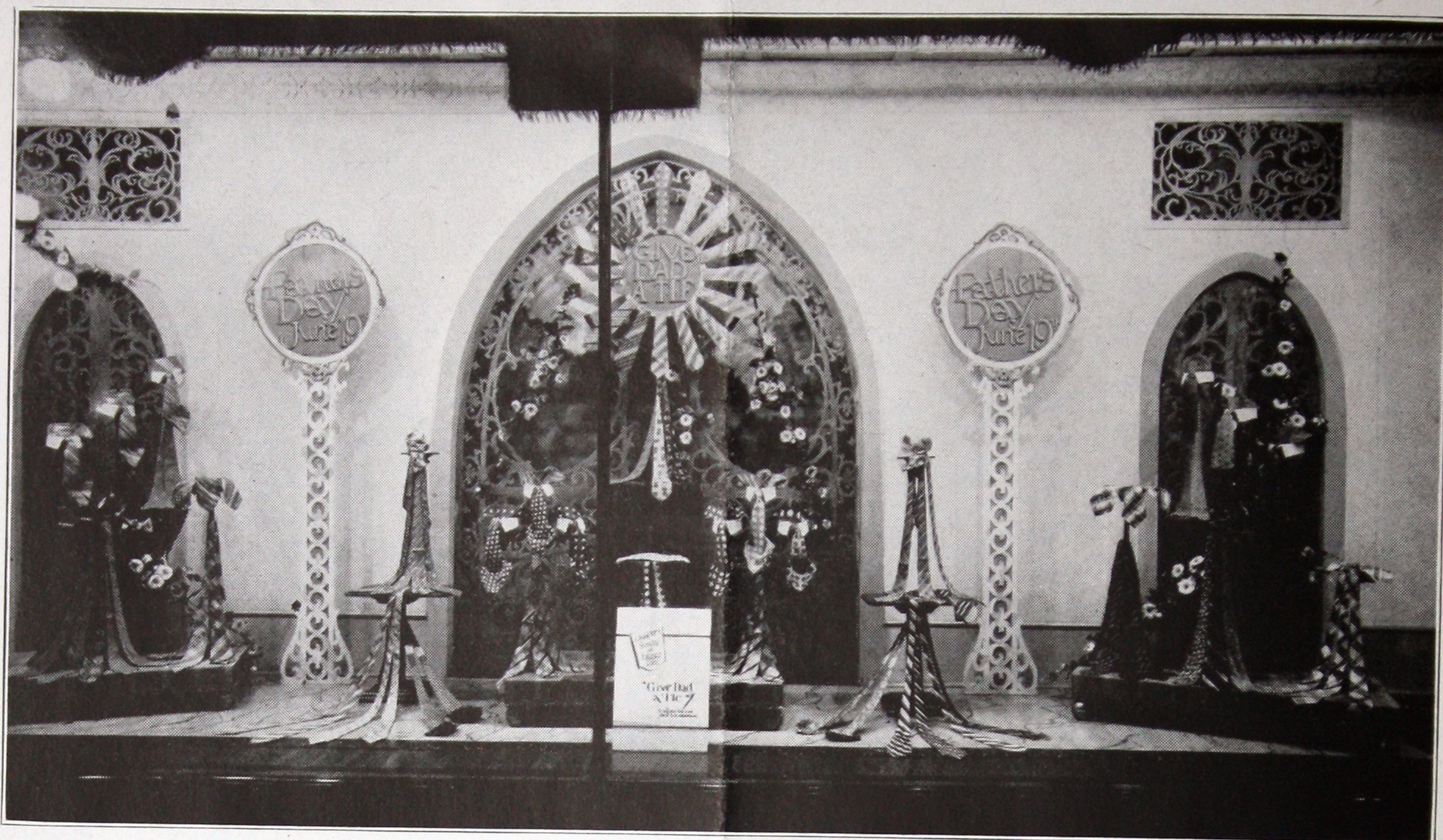


THIS very beautiful and most distinctive window design was made by Charles C. Vance, Display Manager for the C. E. Jones Shops, Fairmont, W. Va., who expresses the firm opinion that "the delicate tracery of the work would have

been impossible to achieve on anything except the Cutawl." Festoons, chains, jewel mountings and floor design were all cut from beaverboard and, except for the jewels, the window was entirely produced by the Cutawl.

Some Unique Products of the Cutawl

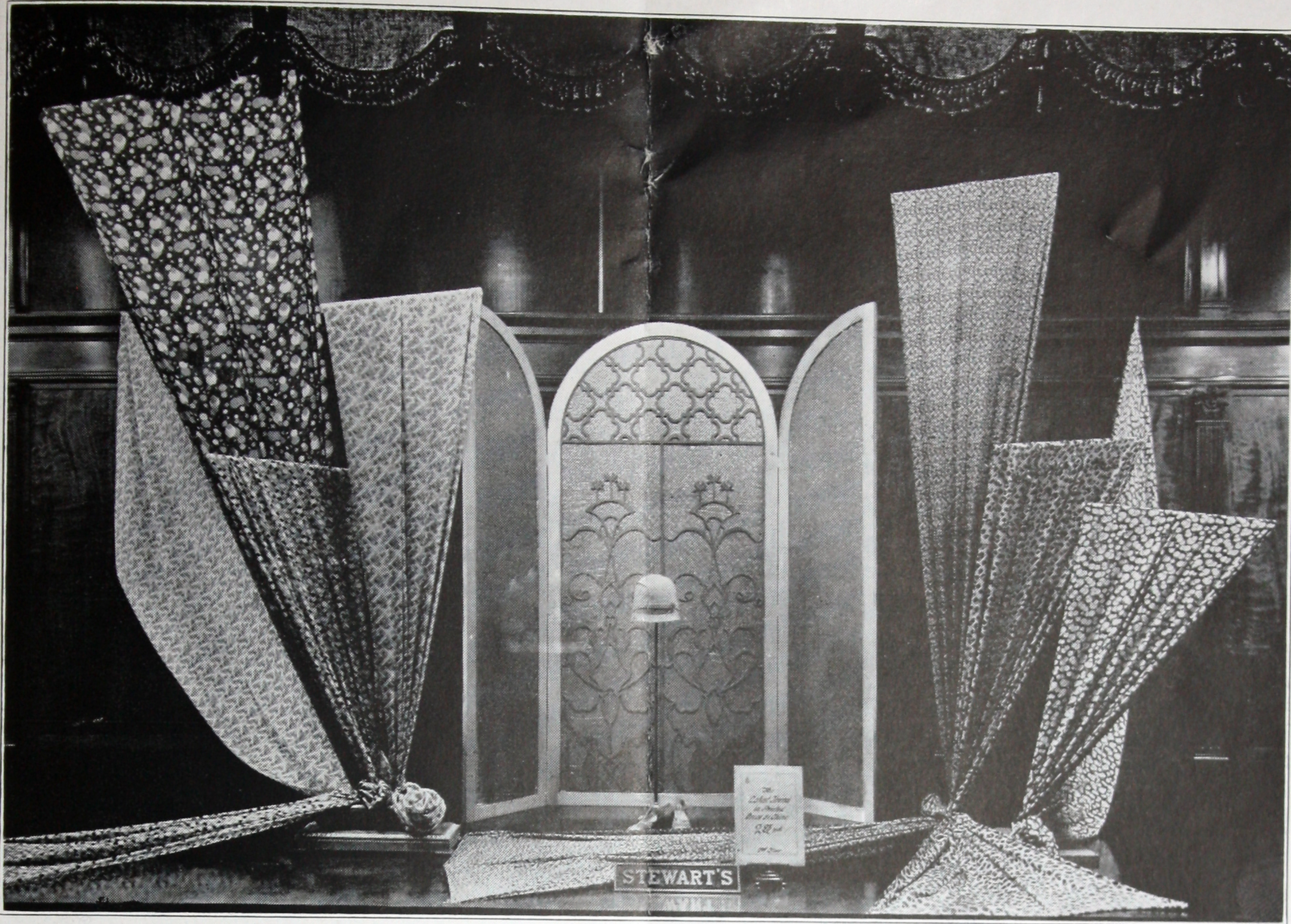
Mr. Vance writes regarding his Cutawl: "The machine has been used to produce screens, panels, floor blocks, valances, ledge pieces, stencils, cornices, bases, flowers and beaverboard mannequin cutouts. Once, in a piece of direct-mail advertising we glued on one of the pages of the booklet a silhouette figure of a girl in a raincoat cut from the raincoat rubberized fabric. Thousands of these were sent out and without the aid of the Cutawl the idea would have been impossible. At another time we supplied blazers for a senior class of a university, cutting the monogram from felt with this handy machine."



THIS window is one of several designed and constructed by Bruce Phenix, Display Manager for Perkins Bros. Co., of Paris, Tex. Mr. Phenix says "Our Cutawl work has made quite an impression on the public. People are always asking us where we get our scrollwork cut." In this particular design all lettering except the show card, all scroll or grill work, the standards at each side of the center, and the main center piece were all cut on the Cutawl.



CEDAR RAPIDS folk look to the windows of The Killian Company for new and distinctive displays, for which M. H. Luber is entitled to all the praise he receives. He, in turn, passes it on to the Cutawl. This corner window designed and constructed by Mr. Luber is unique in that he says "without the Cutawl a background like this could not be made." It is built entirely of Insulite board—a material that may be new to many display men—and every part of the design executed by the Cutawl. Mr. Luber also designed and executed the "pipe organ" Music Week Display which won First Prize in the 1927 Cutawl Display Contest.



THIS modernistic yard goods display is one of the many exquisite designs which have been attracting attention to the windows of The Stewart Dry Goods Co., of Louisville, Ky. The triple screen decorative center piece was made with a Cutawl by the First Assistant Displayman, Hubbard Toombs. To quote from Mr. Hershey's letter accompanying this photograph "The perfect work with the Cutawl shows very skillful handling and could only be accomplished with a Cutawl."



THE delicate tracery of the center design, in this window, indicates the unlimited possibilities with the Cutawl. The originator of this design, M. F. Hershey, Display Manager for Stewart's, Louisville, Ky., has used the Cutawl for four years. In his words, "No window display work shop is complete without the Cutawl. There is but one Cutawl; no other machine can do its work." Mr. Hershey's displays evidence not only his artistry but also his skill with the Cutawl.



“**T**HE JONQUIL”—This cutout was polychromed and finished in the rich shades of the lily foliage.

“The Rose”—Polychromed, and finished in Rose Foliage Green and pale gold, highlighted.

“The Spirit of Spring”—Polychromed; painted in a light green border with deeper shades of green in trees and foliage. Deer were snow white in striking contrast. Entire panel highlighted in pale gold.

These gorgeous designs are typical of the work being done with the Cutawl by H. W. Dennis, Display Manager for L. L. Stearns & Son, Williamsport, Pa. Careful scrutiny of the pattern furnished conclusive evidence of the accuracy of cutting which the Cutawl makes possible.



THE two views on this page afford excellent opportunity to judge the value of the Cutawl in executing designs for interior decoration.

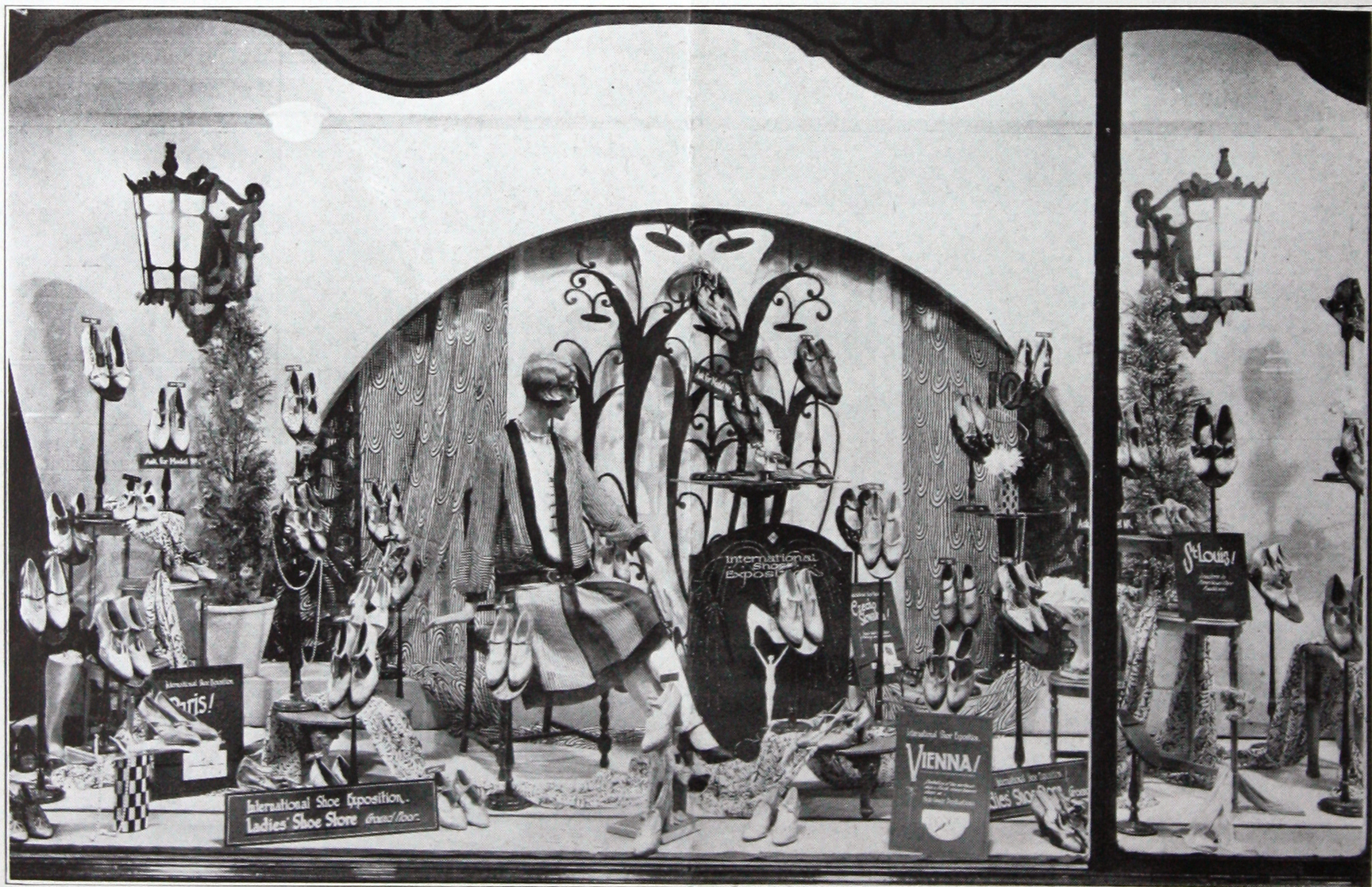
The upper view shows the general effect on the main floor of the department store of Lauerman Bros. in Waterloo, Iowa. Each artistic piece was cut by the Cutawl.

The view to the left gives a clearer conception of the precision which is one of the distinguishing characteristics of Cutawl performance. These designs were originated and made by George C. Weitze Co., of Waterloo, Ia.

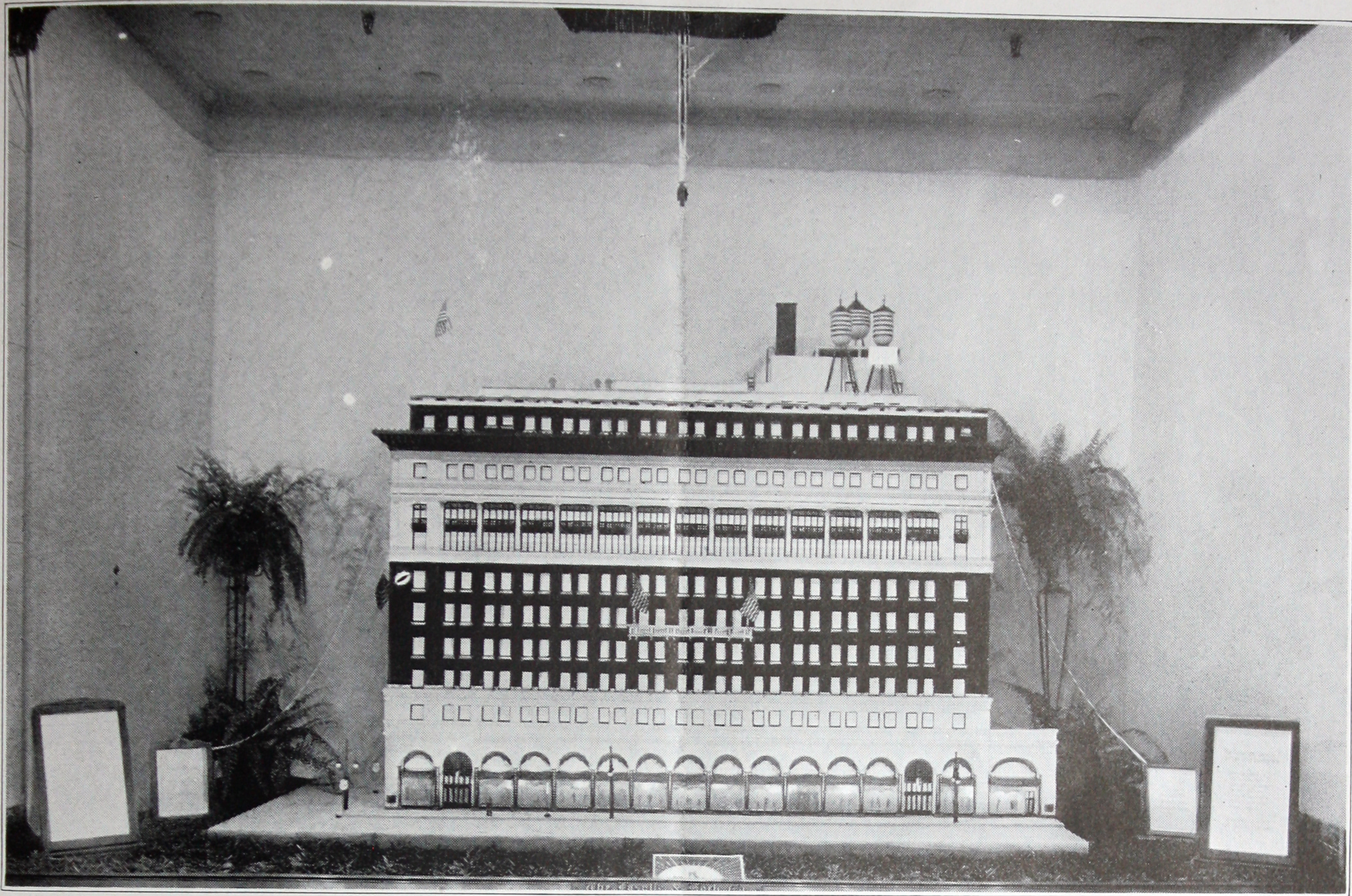




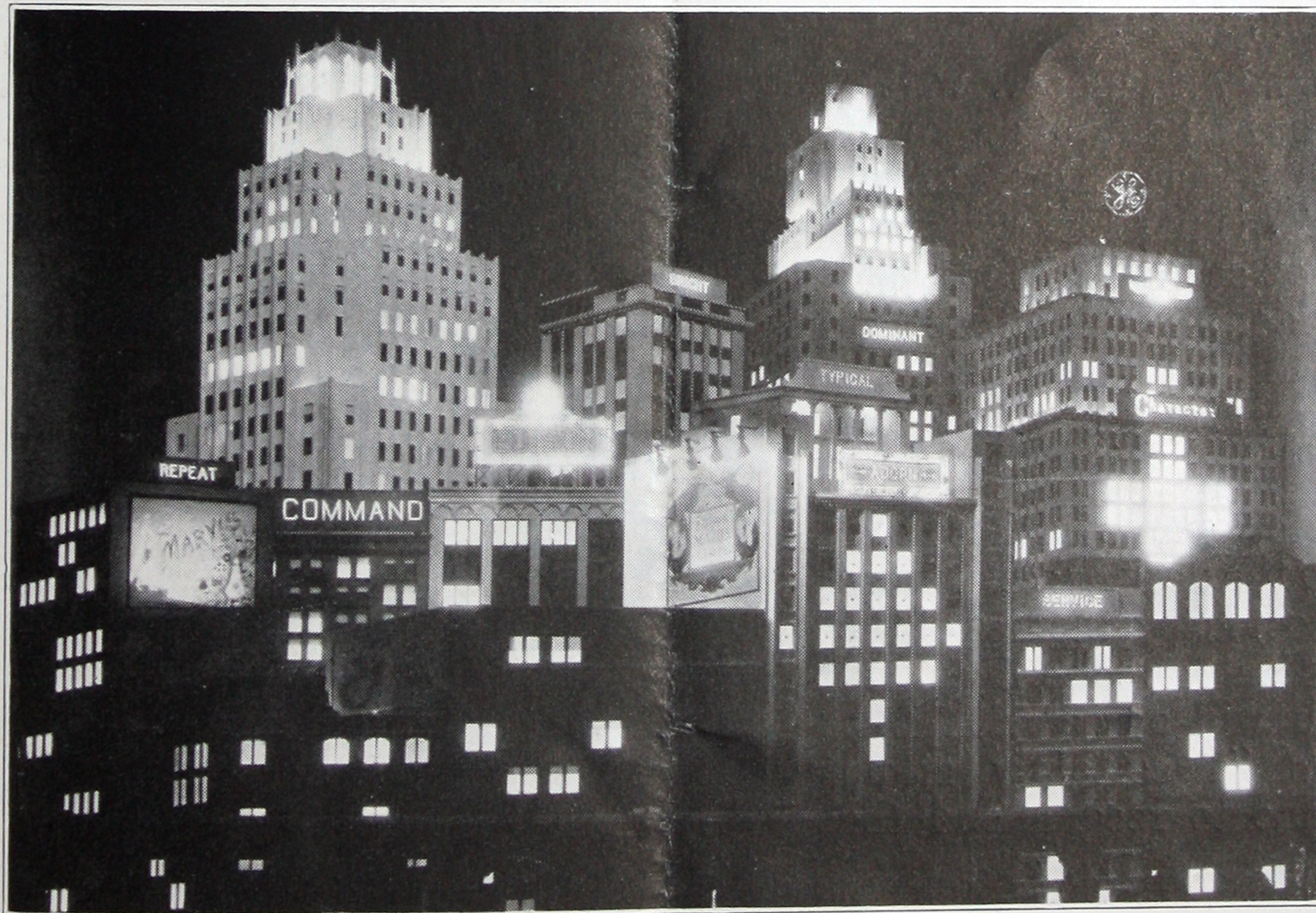
To THE admirers of beauty in far east Japan the Cutawl is bringing a new and most novel artistry in window designs. And the display men of that romantic country are as adept in their use of the Cutawl as they are alert to its almost unlimited possibilities. The window illustrated above was exhibited by the Matsuzakaya Department Store at the Exhibition held in Tokio in April, 1928. The artistically designed panels were cut by the Cutawl.



EVEN in far off Australia, the Cutawl is winning laurels for its delicate and accurate work. Mr. B. Milcahy, Head Window Dresser for Myer's Emporium, Ltd., of Melbourne, Australia, is sincerely enthusiastic as he writes "Our experience justifies us in stating that the Cutawl has made possible the incorporation of much more cutout work in our designs with a consequent improvement in effect and saving in cost. In every instance we have found that elaborate and intricate designs present none of their former difficulties to our display men, with the Cutawl at their command."



ILLUSTRATING another one of the many different uses to which the Cutawl may be put, this miniature building—an accurate reproduction of the La Salle & Koch store in Toledo, Ohio,—was made entirely of Upson Board and cut by the Cutawl. It attracted so much attention when shown in their store that it was later placed on exhibition in the main corridor of the principal hotel in Toledo.



THIS most remarkable piece of work was executed by Berthold Audsley, in charge of making special displays for the Edison Lamp Works of the General Electric Co., Harrison, N. J. The size of this group is 14 feet wide by 12 feet deep. Several of the buildings are 11 feet high. All of the buildings were cut out by the Cutawl. "I can safely say," writes Mr. Audsley, "that I could not have constructed this piece of work if it had not been for the help of the Cutawl. The machine is a wonder."

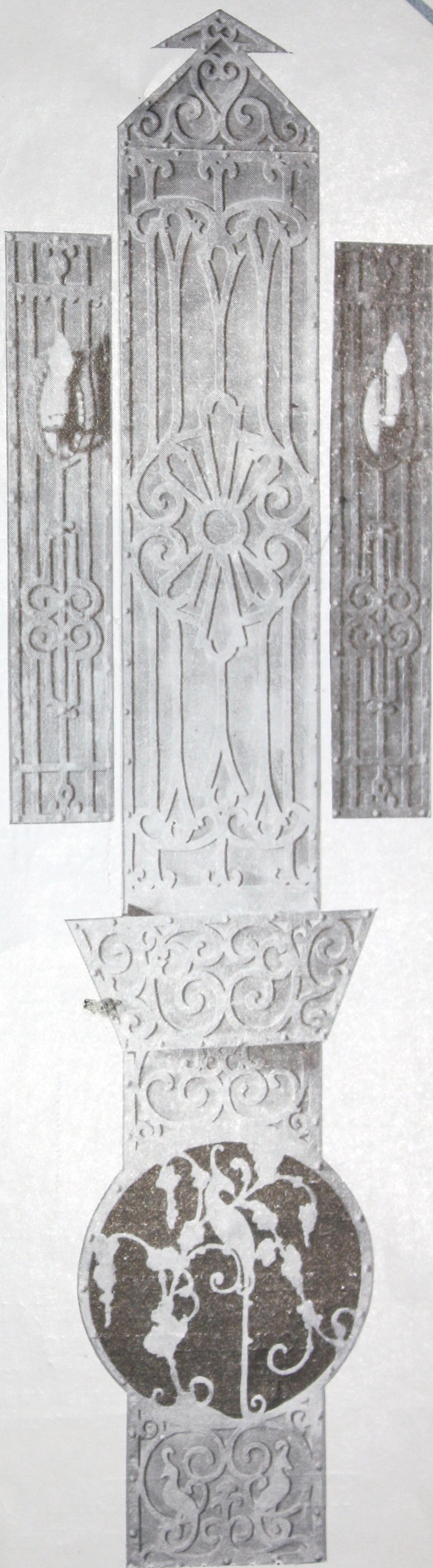


STILL another use for the Cutawl and its skillful performance is shown in this photograph of the decorative panels designed for use in the upper section of the store front of Dancer-Brogan Company, Lansing, Mich.

J. S. Clark, Display Manager, writes that "the patterns and cutouts were all done in our own Display Department on the Cutawl. This particular display was made up in 42 sections, 7 feet high and 18 inches wide, making altogether about 1,000 feet, filling up a space which was always bare yet not shutting out too much light."

Notice how the store-name initials have been worked into the designs; scrutinize carefully the almost lacey fineness of the pattern—the intricate precise lines and curves—and you will agree with Mr. Clark who says "I certainly stand ready at any time to recommend the Cutawl."





Here we find the good use to which a Public Utility puts the Cutawl. Providence Gas Company, of Providence, R. I., enliven their window displays by settings such as the one above illustrated. Stuart Bratesman, their Display Manager, reports that in addition to the unique and novel displays executed by the Cutawl "the majority of our displays have motion of some sort in them. We have found that this will attract people to the window." There seems to be no limit to the character and distinctiveness of work possible with the Cutawl.

Grocery stores, too, have discovered that the Cutawl has a place among their equipment. The view to the right is of a decorative treatment built around the posts in the Model Grocery Co. store, at Pasadena, California. P. A. Harrold, Display Manager, gives the height of this post trim as 10 feet, with the width at bottom 16 inches, while at top it is 32 inches. The light box is open at top and bottom and contains two 40-watt lights surmounted with colored gelatine sheets. The decoration was painted to represent a wrought iron effect, rough finished.



These two views serve to show the ease with which *two complete signs or displays* are made by the Cutawl by only one cutting of the design in two layers of wallboard at the same time. The stroke is adjusted so that the chisel cuts through the top layer and penetrates the lower just deep enough to *score* an outline of the design on it. The core of the design, or lettering itself, is removed from the top layer and mounted on the lower layer using the

score mark to give accurate placement. This produces a raised design, or "relief" lettering (see right hand view).

The remaining part or *outline* design of the upper layer may now be backed up with a plain layer of board which produces a *depressed* lettering, identical in form and character with the other design. If two different colored boards are used in cutting, attractive two color displays are obtained.

Distinctive Features Which Make the Model K6 Cutawl Supreme In Its Field

1. **PORTABLE**
Wholly free and self-contained; slides easily over work on polished stainless steel base-plate.
2. **LIGHT AND COMPACT**
Utmost capacity of performance in minimum size machine; weight only 13 pounds.
3. **UNLIMITED RANGE**
Cuts in any plane—horizontal, vertical, or oblique.
4. **POWERFUL**
Two-speed motor, with 3-way switch for high, low and off positions; switch easily operated with one finger.
5. **DEEP-CUTTING**
Stroke adjustable from $\frac{1}{4}$ inch to $\frac{3}{4}$ inch.
6. **ACCURATE CUTTING**
Swivel control enables operator to guide chisel accurately to line with two fingers while hands control operation of machine.
7. **DUST-PROOF**
All working parts enclosed, greatly reducing wear.
8. **SELF-LUBRICATING**
Oil-tight crankcase with ball bearings for main shaft.
9. **QUICKLY ADJUSTABLE**
All adjustments easily, quickly made *without use of tools*.
10. **NON-SLIP BELT**
Automatic Belt Tightener and cork pulley prevent belt slippage.
11. **ILLUMINATED CUTTING LINE**
Adjustable electric light eliminates all shadows on cutting line.
12. **CONVERTIBLE FOR SAWING**
By replacing chisel with saw, harder and thicker materials can be cut up to 1 inch in thickness.
13. **REDUCED PRICE**
Cutawl now sells for \$135.00!

THE INTERNATIONAL REGISTER COMPANY

15 South Throop Street Station C Chicago, Illinois, U. S. A.

Cable address REGISTER CHICAGO, Western Union code.

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