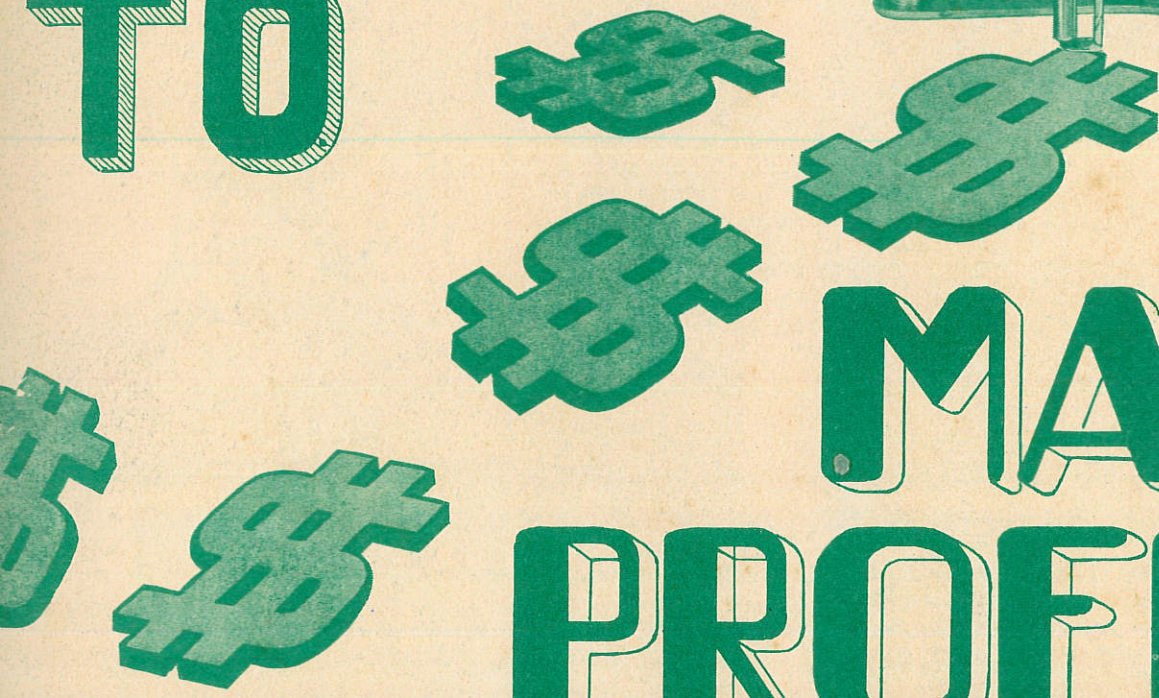
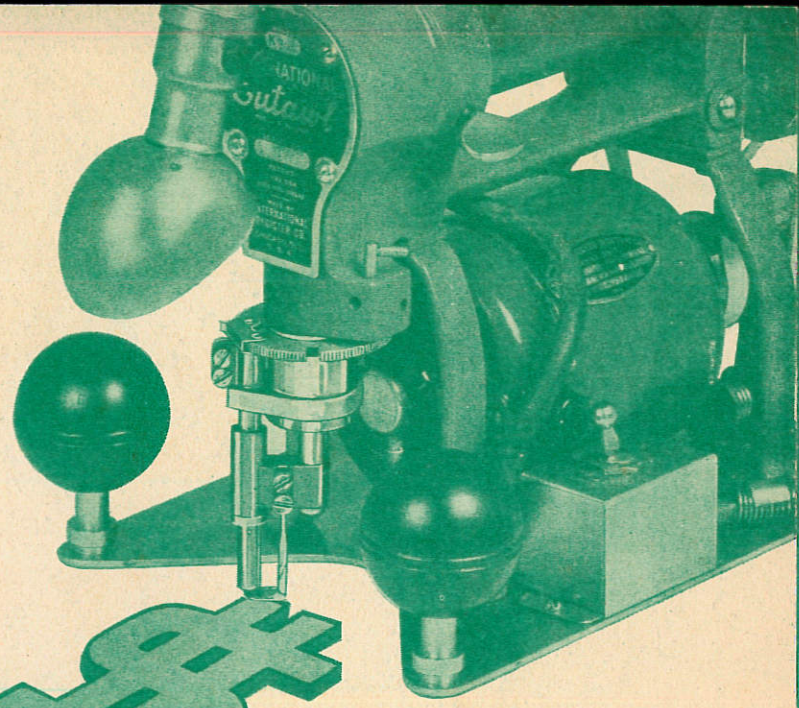


**HOW
TO**



**MAKE
PROFITS**

WITH THE

Cutawol

Practical Suggestions ON HOW TO SELL Cutawl WORK



DONT WAIT FOR BUSINESS

YOUR MARKET

The shop or studio that has a Cutawl finds practically every business in its community a prospect for cut-out work. Listed below are typical businesses which exist in any community. Check over their needs and see for yourself how they mean work and profits for you once you are equipped to give them what they need.



GO AFTER IT

RETAIL STORES - Practically every retail store in town can use your services. The larger stores are consistent buyers of cut-out decorations. You can get the business of all which do not have their own Cutawls. The smaller stores which are without display departments of any kind are in the market for complete window trims, temporary decorations and interior displays. They also require floats, booths, signs and many other incidental display items.

MOTION PICTURE THEATRES - Motion Picture Theatres have found that the use of elaborate, striking and colorful decorations consisting largely of cutouts, pays them big dividends in increased business. In consequence, they are in the market for decorations for every new attraction. Lobby, marquee and entrance are regularly decorated, while the interior of the theatre and the stage are frequently dressed for special events. This steady outlet for quantity work is an ideal source of income for the sign shop which has the necessary equipment to supply the extensive cutouts which are standard for this type of advertising.

TAVERNS AND NIGHT CLUBS - Taverns and night clubs have recently become excellent markets for the higher class products of the sign shop. Experience has shown that people like new surroundings in which to dine and dance. In consequence, many taverns and night clubs have adopted the policy of changing their interior decorations frequently. This again provides the sign shop with an excellent in-

come if the equipment is available to produce the cutout oddities and sets which are so much in demand.

MANUFACTURERS - Many manufacturers furnish customers with a wide variety of sales helps such as window display and cutout signs. They also use special exhibits in their own show rooms and for trade expositions and conventions. The ability of the Cutawl to cut 3 layers of wallboard, 7 layers of 80 point cardboard and corresponding thicknesses of other materials at one time, makes it ideal for turning out work of this kind in quantity.

DECORATE YOUR OWN SHOW WINDOWS

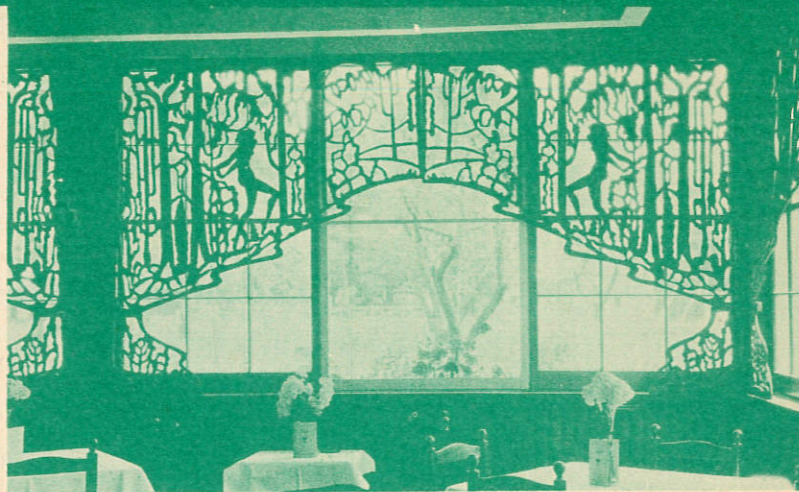
Shops which have a show window should take advantage of this valuable advertising space, not only to promote their own business, but to demonstrate to their customers the possibilities in cutout work. If you do not have a display window, you should make your show-room serve this purpose by exhibiting the best examples of your work. Keep your show-room clean and attractive.

We show at the left a window display used in the shop of the Parkview Sign Service, 3230 W. Madison Street, Chicago. This display not only brought in business but was later sold, after a few changes, and installed in a nearby store.

SELL *Cutawl* CUTOUTS - MAKE MORE PROFITS



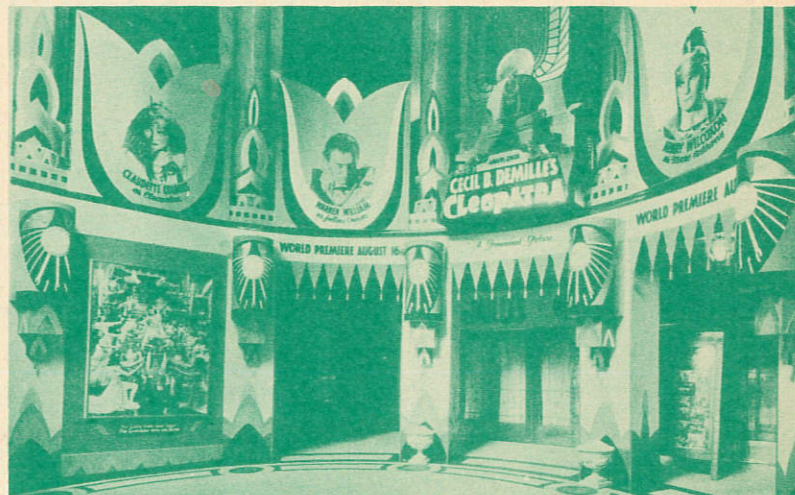
These elaborate cutout decorations for the famous Surf Club, Miami, Florida, were made with the Cutawl by the Art Studio of the Surf Club.



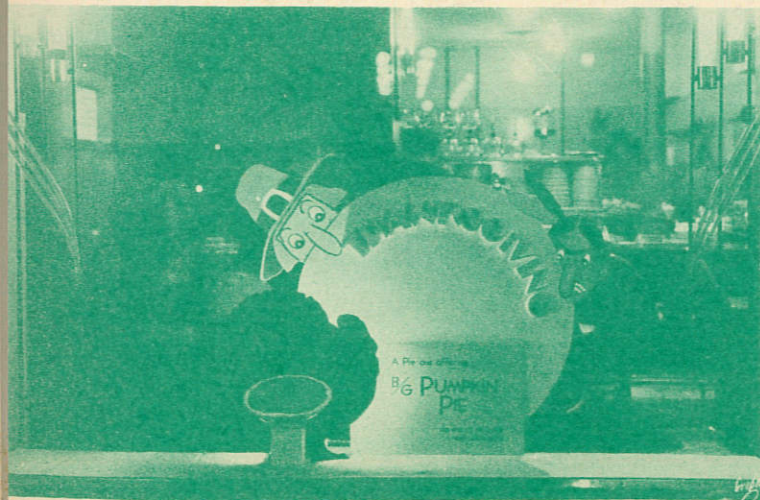
Mr. Edward F. Davis of Auburn, N.Y., used a Cutawl to produce this restaurant decoration. He says "The profit on just one job often pays for the Cutawl".



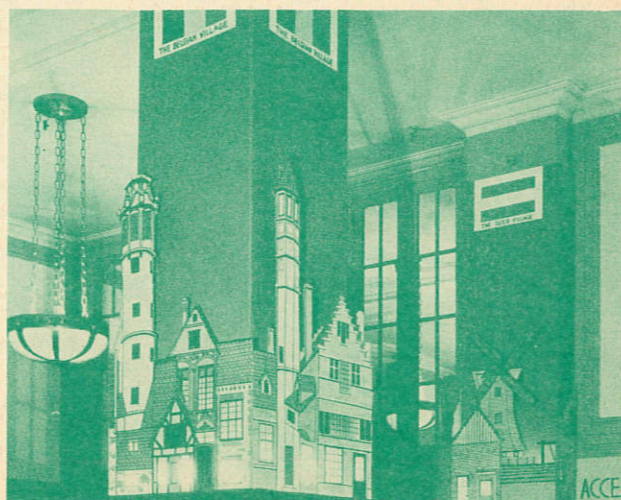
Duke Wellington of New York made the cutout enlargements of screen characters, and cut out box letters of players' names and of the picture as illustrated above. He's a great Cutawl booster.



Another example of Cutawl work by Duke Wellington, New York City. The elaborate interior setting makes use of large photographic blow-ups, cut out and mounted on colossal cutout panels.

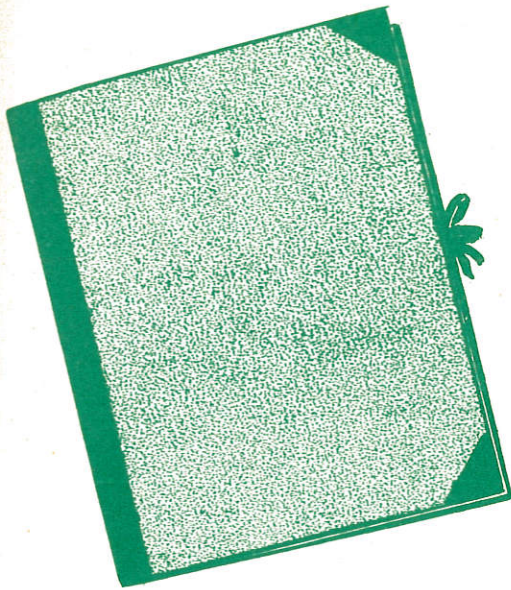


A cutawl was used to make this window display for one of the sandwich shops of B. G. Foods, Inc., Chicago. Notice the unusual illuminated effect.



This interior decoration made with the Cutawl was used by Charles A. Stevens & Sons, Chicago. Villages of all nations was the theme and decorations covered walls and posts.

YOUR SALES PLAN



Have a Portfolio to hold your Samples.

PROSPECT LIST

It is very helpful to make up a list of all stores, theatres, manufacturers, clubs, hotels, restaurants, taverns, night clubs and other prospects in your territory. This list will give you a good idea of your opportunities for business and enable you to make an intelligent and thorough canvass. Make a point to spend as much time as possible calling on accounts because this is your basic means of getting business. If you are too busy with work to make many calls it is time for you to get more help. The more people you employ the more profit there will be for you.

SALES KIT

In making your calls have something to show the prospect. An excellent plan is to have a good sized portfolio in which to carry some or all of the following:

PHOTOGRAPHS

Have photographs taken of the more outstanding examples of your work, particularly show windows, theatre displays, manufacturers' exhibits and room interiors. These photographs not only show the quality of your work but they will suggest how your prospect can use similar methods of increasing his business.

DRAWINGS

Make up nicely drawn and colored sketches of ideas feasible for use by your clients. A good idea is easily sold. For your better prospects it may be wise to make appropriate sketches for their use. Figure out the cost so that if the party is interested you can close the sale quickly. Sketches help make sales because it is easier for the prospect to buy if you have something tangible to offer. We publish in "Cutawl Helps" every few months many new and original ideas for window displays which you can use in making your sketches. If you prefer you can show the drawings just as we print them.

MINIATURE MODELS

One of the most resultful means of securing business is to make miniature settings, cutout with the Cutawl, and painted in actual colors. These can be made in knockdown form and set-up when talking to the customer. Miniature models are also very helpful to show your customer after receiving your order and before you start work on the actual job.

PRINTED ILLUSTRATIONS

From our literature and catalog, and from the various window display magazines, such as Signs of the Times, theatre magazines and trade papers, you can procure illustrations of Cutawl work which you can mount on loose pages to place in your portfolio. This will show prospects what is being done by leading firms all over the world to increase their business. Some prospects will be interested in having you duplicate or make slight variations of the displays you show them. Keep your kit up to date. Throw out displays as they grow old and add new ones.

AUGUST FUR
SALE



The FUR SALE is an important sales event for August. On a dark blue background apply the cutout letters, bear and ice in white. Scatter crushed mica on the word "SALE".

Make Sketches to show your Customers.

NEVADA 5053

WINDOW LETTERING
SHOW CARDS
BANNERS

PARKVIEW
SIGN SERVICE

NEVADA 5053

TRUCK LETTERING
NEON SIGNS
POSTERS

ART WORK
INTERIOR
DECORATING
SILK SCREEN

SIGNS
SHOW CARDS
POSTERS
CUT AWL

A YEARS PROGRAM

A study of this program will suggest ideas that can be sold in season to retail stores, theatres, restaurants, manufacturers and others.

JANUARY

1st - New Year's Day.

Elaborate decorations in places of entertainment.

Retail Stores feature "White" sales, winter merchandise, Southern Resort Wear and Luggage.

FEBRUARY

12th - Lincoln's Birthday.

14th - Valentine's Day.

22nd - Washington's Birthday.

Retail Stores feature "Sewing Week", February Clearing Sales and advance showing of Spring merchandise.

MARCH

17th - St. Patrick's Day.

Retail Stores feature Spring Openings, (the most important Spring event), Household and Furniture Displays. Raincoats and umbrellas for April.

APRIL

1st - April Fool's Day.

Easter usually comes in this month and is important for featuring styles, candies, gifts, foods, favors, etc.

"Clean Up" and "Paint Week" is of national importance.

Stores feature everything for the home previous to May Moving Day.

MAY

First week of the month - Baby Week.

Second Sunday in the month - Mother's Day.

30th - Memorial Day.

Retail Stores feature Outdoor Wear, Garden needs, Outing Goods, Fur Storage, Straw Hats, June Wedding Gifts and requisites.

JUNE

14th - Flag Day.

Weddings and Graduations are highlights in this month.

Stores feature summer cottage needs, sportswear and outing goods. Luggage for summer travel. Vacation needs.

JULY

14th - Independence Day.

Stores feature Mid-Year Sales, Beach Wear and accessories, Warm Weather Wear, Vacation needs, etc., etc.

AUGUST

Stores feature August fur sales, School books and supplies, August bedding sales, Toilet requisites.

SEPTEMBER

First Monday - Labor Day.

Stores feature previews of Autumn styles, yard goods and school supplies.

Fairs and Carnivals open up at this time and should be taken advantage of in securing business for your shop.

OCTOBER

12th - Columbus Day.

21st - Apple Day or Apple Week.

31st - Halloween.

Stores feature Formal Fall Openings, Football Season, Hunting Season, Heavy apparel, rugs and home furnishings.

NOVEMBER

11th - Armistice Day.

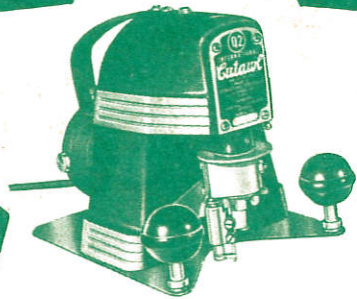
Last Thursday of the month - Thanksgiving.

Stores feature table linens, china and glassware, silverware, foods, heavy apparel, kitchen equipment, and first showing of Christmas goods.

DECEMBER

25th - Christmas Day.

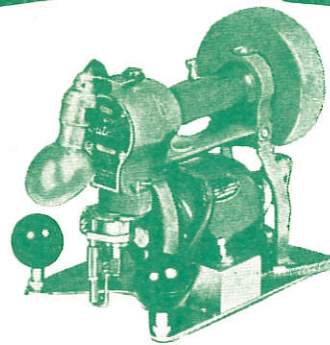
This month is the most active in merchandising of the year. It should be your banner month too. Practically every store in town will need decorations and signs. Theatres will make a special effort to get business and Hotels, Restaurants and other places of entertainment will want special decorations to attract the holiday crowds.



The
Q2

Cutawl

A low-priced model developed to meet the need of sign shops, department stores and theatres which do not have sufficient volume of cutout work to justify the purchase of the K9A Cutawl. Motor driven—Built-in light—Well balanced—Enclosed mechanism—Fast, accurate cutting—Quiet—Uses standard Cutawl chisels.



The
K9A

Cutawl

The all-purpose model for heavy-duty constant demand work. Faster and more powerful than the Q2. Cuts up to 1¼ inches of wood or three layers of wallboard. Motor driven—Two speeds—Adjustable stroke—Adjustable light—Air blast to remove dirt—Well balanced—Quiet—Fast, accurate cutting—Uses standard Cutawl chisels or saws.

With the CUTAWL you can cut out decorations of any size from minute settings to mammoth creations that cover an entire building. The Cutawl cuts continuously as you slide it over the work. To move from one cut to another merely lift the machine, move it to the next position, place it on the work and start cutting. This unbroken continuity of operation makes the Cutawl the speediest and handiest cutting machine ever produced.

The Cutawl cuts practically all materials used in display work, such as wallboard, wood, metal, cloth, cork, cardboard, linoleum, rubber, etc. The work can be placed in any position on a bench, an easel or the floor. Pieces too large for cutting on the floor can be mounted on the wall for cutting.

The small size and light weight of the Cutawl make it as easy to handle as a portable drill or any other portable electric tool.

INTERNATIONAL REGISTER COMPANY
15 SOUTH THROOP STREET **CHICAGO, ILLINOIS**