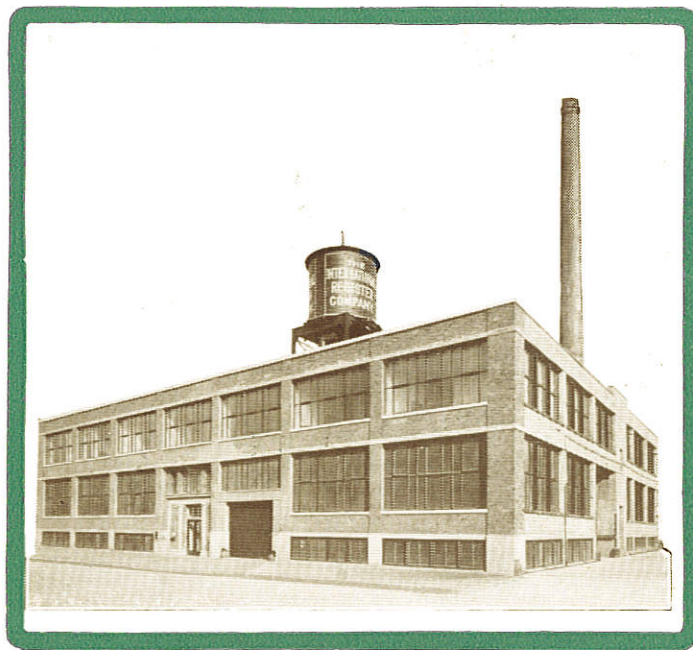


THE INTERNATIONAL
CUTAWL'S

Catalog and

Displays

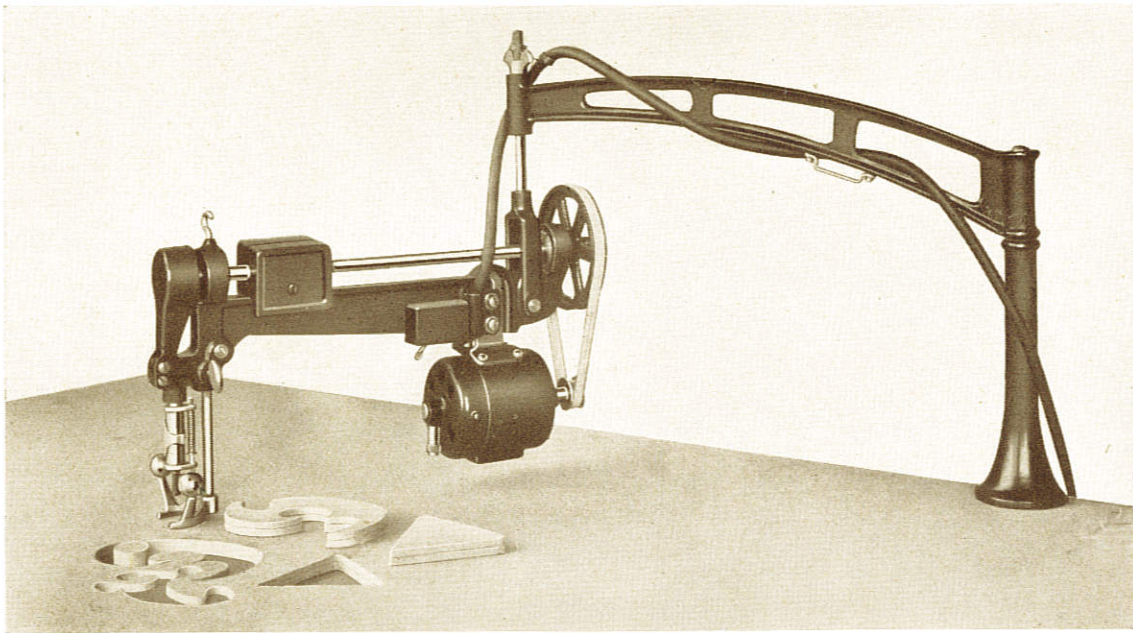


THE INTERNATIONAL REGISTER COMPANY

15 South Throop Street, Chicago, Illinois

THE INTERNATIONAL CUTAWL

The high speed, electrically driven machine that banishes the drudgery of hand cutting from the Display Man's Workroom



CUTAWL WITHOUT EXTENSION ARM

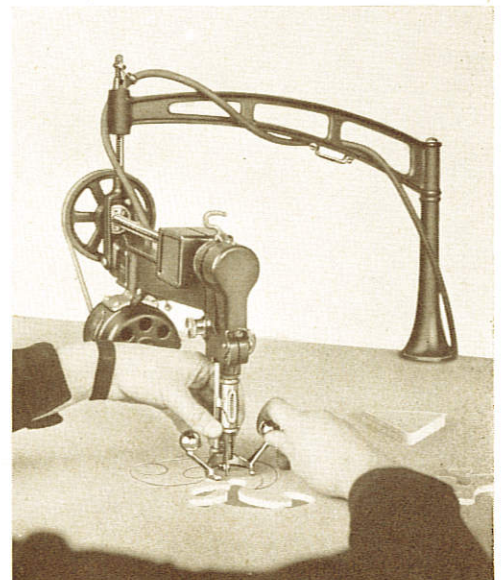
—Doing, in a few hours, the laborious work formerly done by hand or jig saw

The CUTAWL is a sturdy, motor-driven machine that is as simple and easy to operate as an ordinary sewing machine. In principle, the needle action of a sewing machine and the awl-cutting thrust of the CUTAWL are somewhat similar.

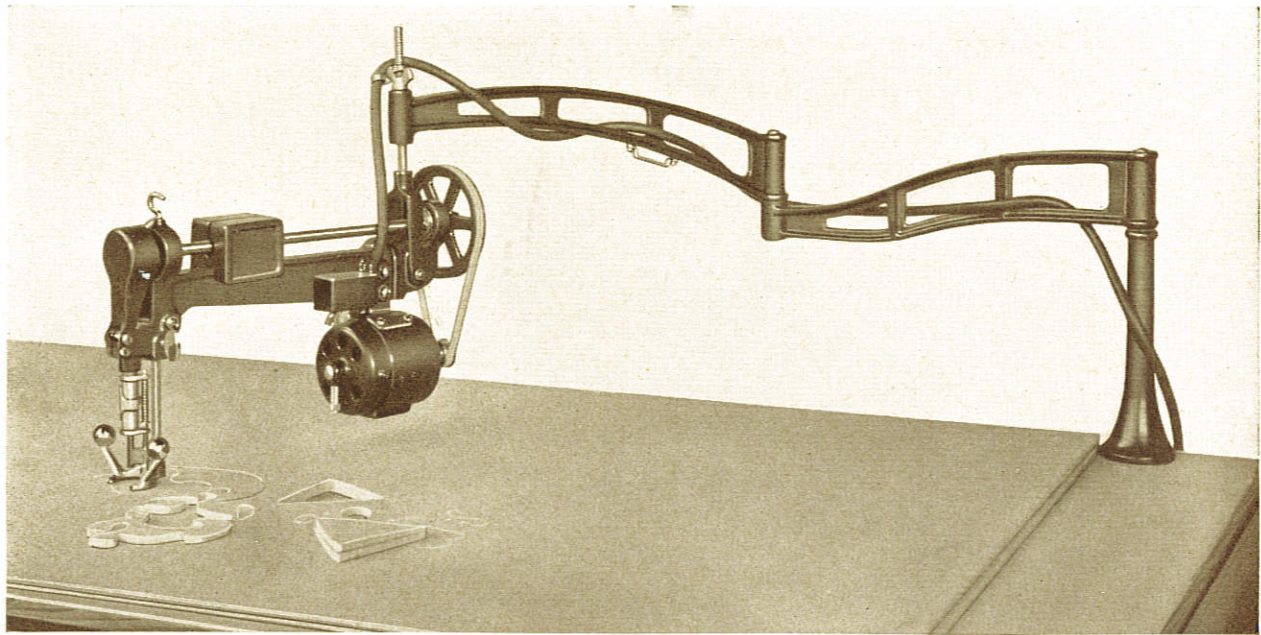
The arm of the sewing machine is stationary. The arm of the Cutawl travels in all directions—extremely flexible—and allows a cutting radius from the center of the pillar, up to 28 inches. With the extension arm attached, this cutting radius is increased to 44 inches.

The CUTAWL is provided with a 1/20 Horse Power universal motor, operating on either Direct or Alternating 110-volt lighting current, and is sold complete with clamp for table, switch, cord, lamp socket plug, and three dozen assorted cutting chisels. Made with interchangeable parts and finished in fine enamel and heavy nickel.

The net weight of the Cutawl, with extension arm, is 24 pounds; when boxed, ready for shipment, the weight is 35 pounds. Box dimensions 10x13x19 inches.



CLOSE-UP OF CUTTING MECHANISM



CUTAWL WITH EXTENSION ARM

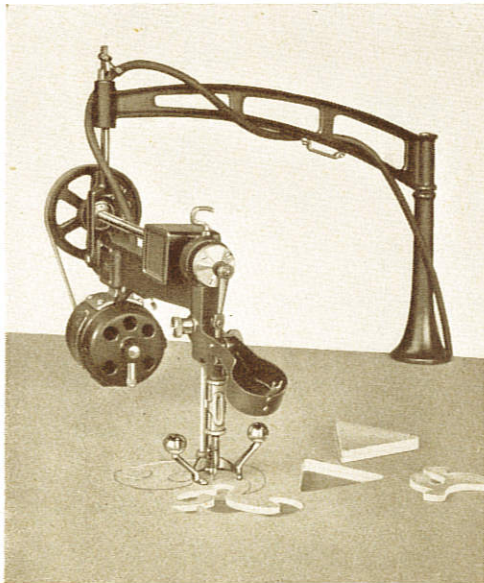
The CUTAWL begins to save money for you from the first day you put it in operation

With its aid you can cut any design as easily as you can follow a line with a pencil. Scrolls, grills, fretwork of any and every description for fixtures or backgrounds; round, oval or special floral or conventional shapes are all produced with the Cutawl at a tremendous saving in labor and costs.

Background effects that could not be made without days of slow, tedious labor with jig saw or chisel—the Cutawl will do, quickly—with edges all smoothed and polished, ready for paint or lacquer—at a labor saving that will pay for the machine in a short time.

DEPENDABLE—and so simple any boy or girl can operate it after a few hours practice—

It makes no difference whether you use cardboard, paper, tissue, leather, felt, three-ply veneer or Upson Board—the Cutawl, with its tiny, yet sturdy chisel, will follow your design and give you a clean-cut, *finished* job.



CLOSE-UP OF CUTTING MECHANISM WITH SAFETY COVER DOWN TO PERMIT ADJUSTMENT OF STROKE

(3) ACCURATE The perfect control and flexibility of the Cutawl's operation permits a true and even outline of any character of design. No time lost in changing position. Curves, sharp corners and intricate outlines are all the same to the Cutawl. It is absolutely accurate.

(6) CUTS RAISED LETTERS The flexibility and free operation of this machine makes its use well suited to the needs of sign and poster specialists. For distinctive cutouts of letters, figures and Aplakay work of all kinds, the Cutawl is a time-saver and money-maker of prime importance.

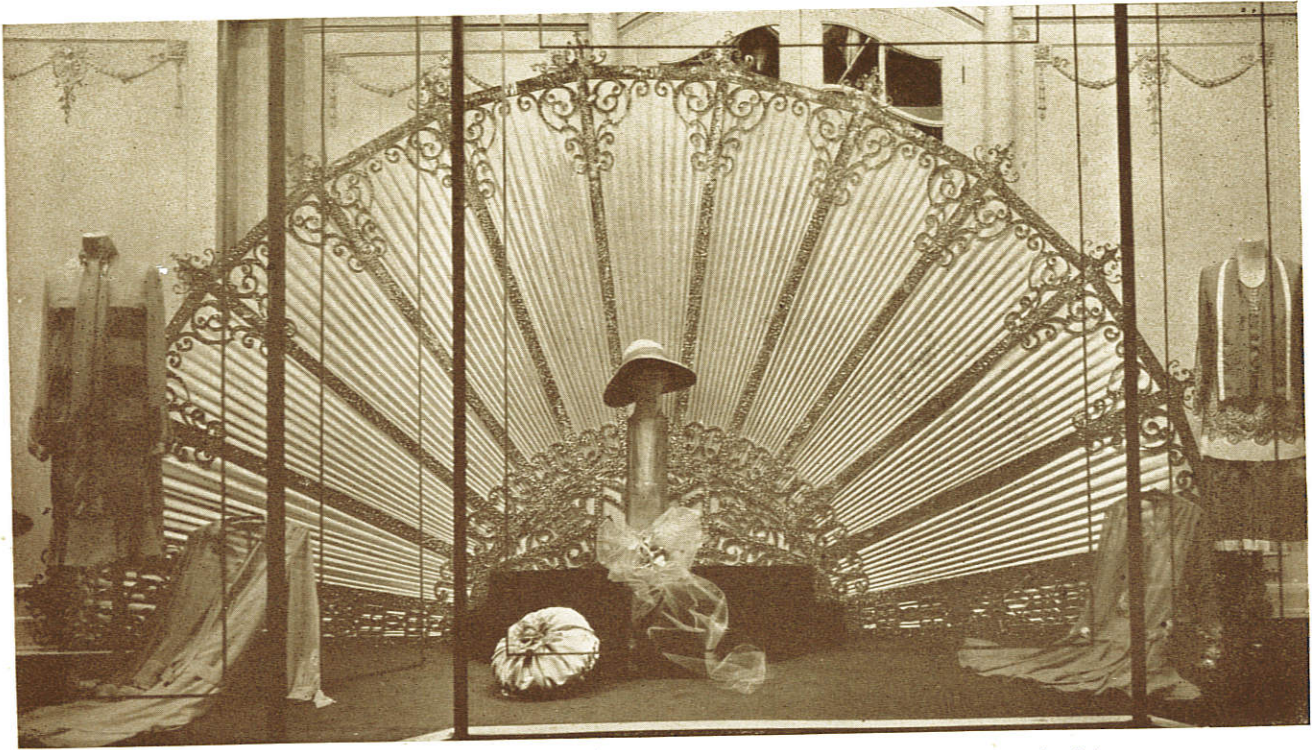
(1) FAST Its cutting chisel making 2,000 strokes a minute, will follow and cut out your designs with accuracy and finish.

(4) CUTS CLEAN The quick, powerful strokes of the sharp cutting chisel always insure a perfect, smoothly finished edge. The very action of the cutter smooths and burnishes the edges of each opening the Cutawl makes—saving time ordinarily required for sandpapering.

(7) SAFE IN OPERATION The latest model has the stroke adjustment and connecting rod mechanism entirely enclosed by a protecting cover which is easily removable to make desired adjustments. The small illustration on this page shows this safety cover.

(2) ADJUSTABLE To cut many different materials from half-inch wallboard to many thicknesses of tissue or paper. Flowers, stencils, show cards—(many layers at a time) are all quickly done by merely adjusting the stroke to the character of the job in hand.

(5) CUTS "ISLANDS" The Cutawl leaves the surface of the design at each stroke. This avoids the necessity of drilling special "starting holes." With a Cutawl, you simply begin cutting *anywhere*. An advantage every display man will immediately recognize.



Window display background awarded first prize by the Judges at the Convention of the International Association of Display Men in Chicago in June, 1926, in the International Register Company's window display contest. Designed and produced with the Cutawl by Mr. M. M. Hower, Display Manager for Hower & Seaman, Inc., Muskegon, Michigan.

Every Display Man is interested in the Amazing Results of the Service of The International CUTAWL in Producing Distinctive Window Displays

The progressive display man has been aptly described as an artist-merchandiser. By artistry, skill and the very nature of his experience, he attracts trade. By the clever attractiveness of his displays he sells merchandise.

"Accurate, Efficient and Economical"

"Your International Cutawl is in my opinion the greatest machine ever invented for working on wallboard, thin leather, felt, cardboard or paper.

"My CUTAWL has paid for itself many times over in that the window displays made with its aid have created such a sensation that the people were attracted to our show windows—then they became interested in the merchandise displayed and the ultimate result was an increase in sales, with many new, profitable accounts added to our ledger.

"Before I purchased my CUTAWL there were many occasions when I wished to make elaborate designs for backgrounds, but was forced to simplify them on account of the utter impossibility to cut the patterns out with a saw or knife.

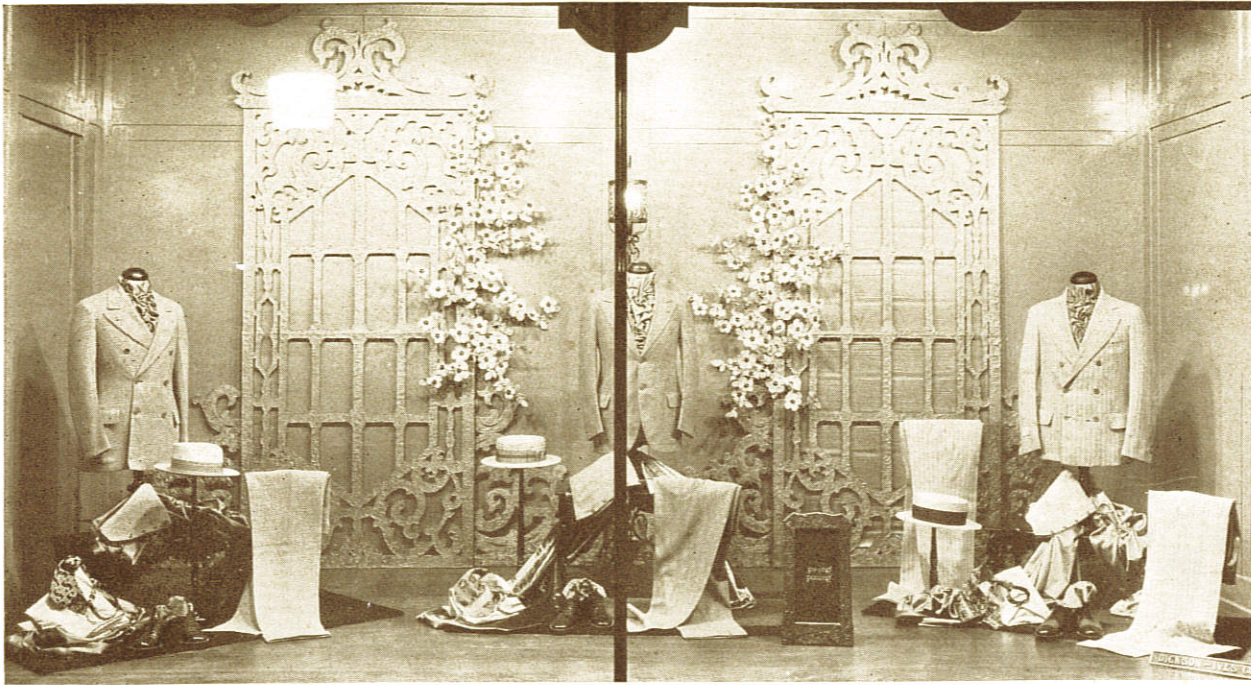
"Now, no matter how elaborate or intricate I wish a design to be, there is always the assurance that it will be cut out accurately, efficiently and economically with the International Cutawl."

M. M. Hower, Display Manager,
Hower & Seaman, Inc.,
Muskegon, Mich.

Display men are, therefore, naturally interested in technical details and tools of their profession. For this reason men in this highly specialized business are attracted and fascinated by the CUTAWL and the unusual background results made possible by its use in the Display Department work-room.

The Cutawl commends itself to everybody who appreciates speed, accuracy and finished cutout work, which are so necessary to every character of display backgrounds.

On this and the following pages, then, you will find illustrations of unique and original creations which have been produced with the aid of this machine.



A display by Mr. C. Walter Johnson, Display Manager for Dickson-Ives Co., Orlando, Florida. Scroll work, gates and lamp all done with the Cutawl.

Cutout work of this character can only be done quickly, easily and economically with a CUTAWL

This is what Mr. Johnson, Designer of the above Background, says:

"The Cutawl is 'a wonder.' I do not see now how I could get along without it. I used it for all the backgrounds and individual units in my fall displays, and also for making every trim in my Christmas settings.

"It is remarkably simple to operate. My seven-year-old son cut a house out of wallboard nearly as well as I could have done it myself.

"You are welcome to use my endorsement if you care to, for I believe you have the best device introduced to display men in the last twenty-one years, the length of time I have devoted to displaying merchandise."

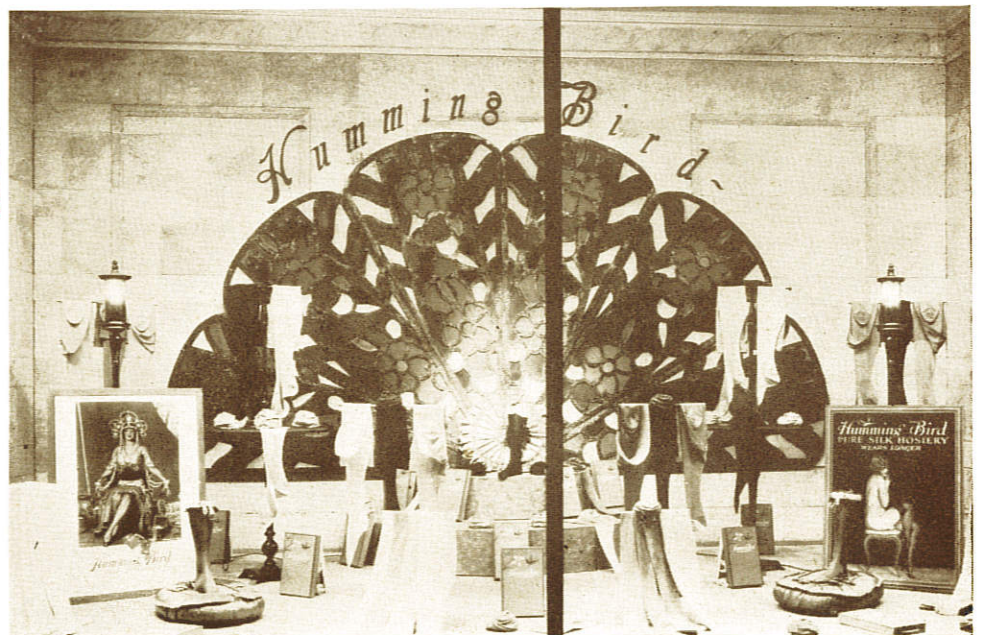
C. Walter Johnson, Display Mgr.,
Dickson-Ives Company,
Orlando, Fla.

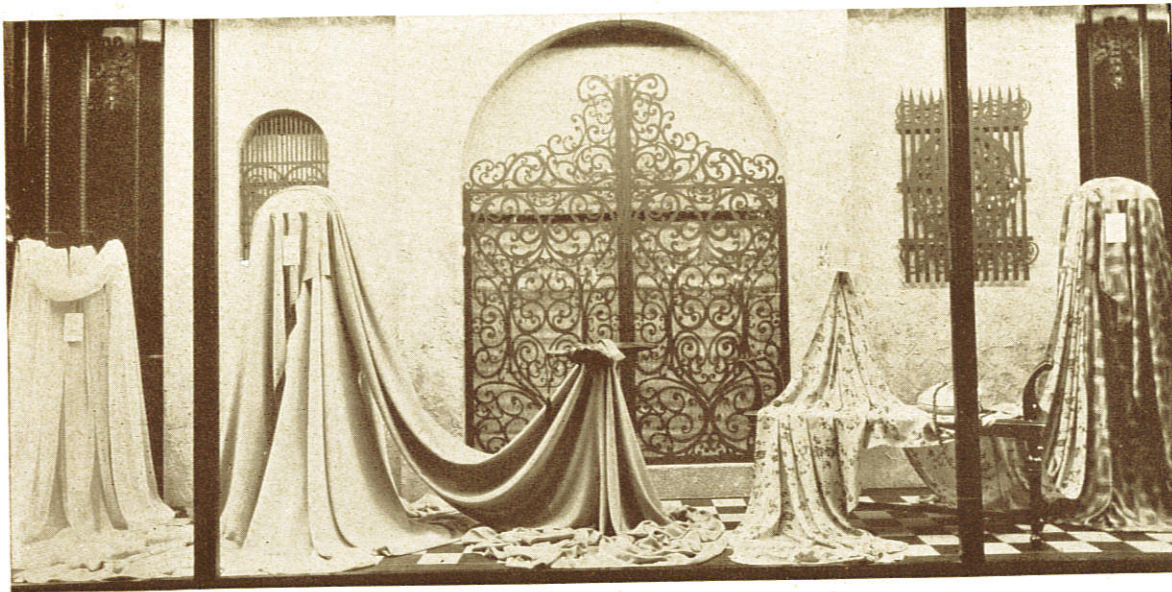
"I consider the Cutawl as much a necessity as my saw and hammer," writes the Designer of this Display.

"I have come to consider the Cutawl as much of a necessity as my saw and hammer, and believe it impossible for any display man to keep up to date without one. In fact, I do cut-out work for nearly all of the other local men, and have earned back the initial cost of the machine several times over."

W. Myron Eberly, Display Mgr.,
Coyle & Richardson, Inc.,
Charleston, W. Va.

Most backgrounds represent vast areas of material. They must be strong. They must match up perfectly and not warp out of shape when assembled. Whether they be laid out in sections on Upson or other wallboard, the designs to be cut out must be cut without breaking the delicate outlines. Every experienced Display Man knows that such work cannot be efficiently done by hand saw methods. The risk of breakage is too great. The Cutawl, with its long reach, flexibility and high-speed, is the only machine we know of that will do such intricate work economically.





A very beautiful window display Background, Designed and Produced with the Cutawl by Mr. Ernest M. Fox, Display Manager for Kaufman's, Harrisburg, Pa.

Not in all his 23 years of Experience as a Display Man has Mr. Fox found anything so valuable as the CUTAWL

It is not unusual for a man in the Display Profession to spend days and weeks at a time, patiently designing and creating background effects of unique and unusual character. Before the advent of the Cutawl it was customary to do the actual cutting by hand saw, scroll or jig saw; a slow, tedious, costly operation. To ruin a half completed job by an unavoidable slip was a common thing. And to satisfy *himself* and his appreciation of the fine points of background construction the Display Man made a fresh start—and with rare patience kept at it until the job was finally completed. Every Display Man has produced under these common difficulties. Mr. Fox himself has done so. Is it any wonder, then, that he writes so enthusiastically of the Cutawl's service in saving him all this drudgery and labor of cutting out such backgrounds as this by hand?

"I cannot say enough for the wonderful things it will do—"

"The Cutawl is a wonderful little machine in that there are unlimited possibilities to be obtained with it and its rapidity is a big item as a time saver.

"I am glad I bought the Cutawl and I cannot say enough for the wonderful things it will do."

Lee J. Smith, Display Manager,
The John Topp & Bro. Co., Columbus, Wis.

"The Cutawl is a Wizard for Work"

"The CUTAWL is a wizard for work. We have had ours in use over three years and like it more every day. By its use we have been able to create some very beautiful window and interior pieces.

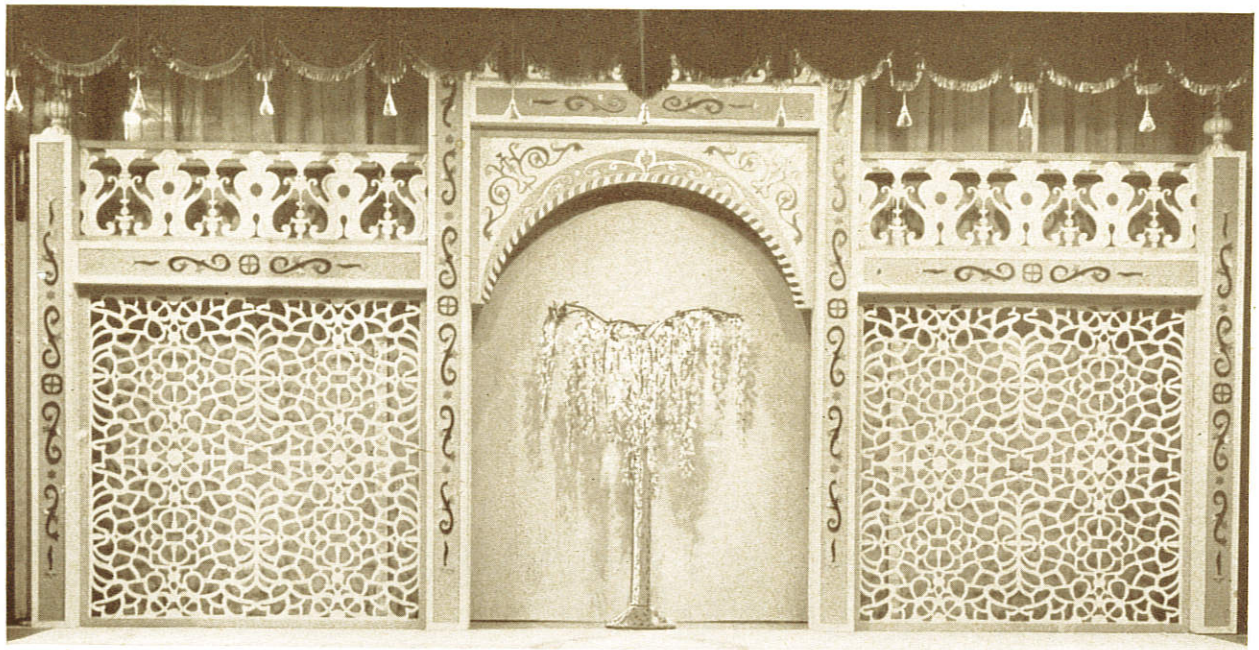
"Its operation is very simple and the up-keep comparatively nothing. In my 23 years of display work I have never found anything so valuable to the display profession."

Ernest M. Fox, Display Manager,
Kaufman's, Harrisburg, Pa.

Another pleasing Background produced with the aid of the Cutawl by Mr. Lee J. Smith, of John Topp & Bro. Co., Columbus, Wisconsin.



This close-up photograph of a Bon Marche Window Display Background gives much of the intricate detail represented in the series of windows illustrated below.



Without the aid of the tireless CUTAWL, few men would attempt to produce a Background such as this

Perhaps one of the most remarkable series of window display backgrounds of the year was that used by the Bon Marche Dry Goods Co., of Lowell, Massachusetts. This design, as pictured above, is a typical Cutawl result. It was created by a Display Man who has faith in the Cutawl's ability to quickly cut out great areas of wallboard and do it accurately. Few men would knowingly undertake to produce a background design of this character by hand. Hand work would be too slow, too tedious, and too costly to carry the work to a successful completion (especially for an entire store front as was done in this instance), as it would have required many weeks of hard work.

Read the Letter from Mr. A. S. Lemieux, who designed and produced this remarkable series of Backgrounds

"This is reproduction of the Taj Mahal taken from the magazine Asia.

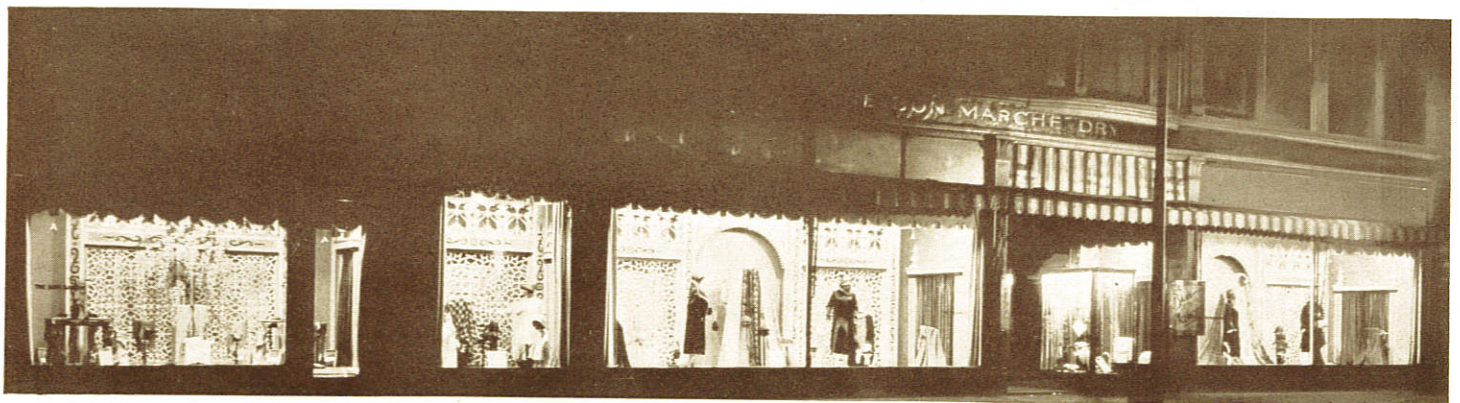
"The background is made of wallboard on wood frames, all scrolls and designs were cut out with the Cutawl. The black scroll on the pillar was cut out and glued on.

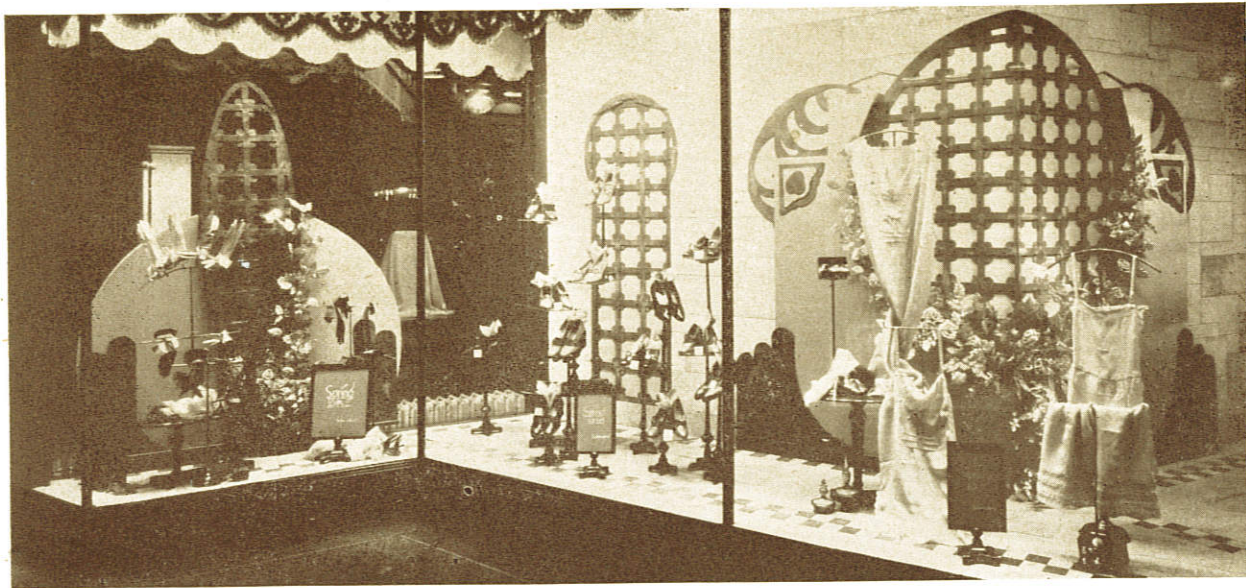
"The arch is made of four layers of wallboard, each layer representing a design and glued together, some to appear carved, others raised. Above the arch is the same as side of the arch. The screens on both sides are cut out of extra thick wallboard and these pieces are

6' 4" by 6' 6", two pieces glued together in the center. This design, I think is a very good reproduction of the original and so is the railing above.

"The pillars are 9" x 9" x 12' in the center, and end pillars are 9' high. The colors are, background azure blue trimmed with cream and light yellow. The screen cut-out design foundation is cream, decorated with light yellow and black, the black scrolls have different colors at tip of scrolls."

A. S. Lemieux, Display Manager,
The Bon Marche Dry Goods Co., Lowell, Mass.





An Attractive Example of Cutawl Work done by Mr. W. A. Bergy, Display Manager, Schroder Bros. Co., Battle Creek, Michigan, whose letter is given immediately below.

Wins Mardi Gras Prize for the Best Float---All of Which Was Produced with the Aid of the CUTAWL

“Truly a Boon to the Display Department”

“I wish to express my appreciation for the ‘International Cutawl.’ Without it I would be very much at a loss many times to carry out ideas and keep within a reasonable allowance. It is truly a boon to the display department.”

W. A. Bergy, Display Manager,
Schroder Bros. Co.,
Battle Creek, Mich.

It is sometimes hard for one to realize their own need for a machine to do work that has been done after-a-fashion by hand. Mr. R. L. Percy admits that he had no idea his firm would spend the money for Cutawl equipment. But it proved its real worth quickly and conclusively. Its user built an advertising Carnival Float, using Upson Board and the Cutawl. The unusual character of his design captured the grand prize. Read the letter.

“I Was Honored by Winning First Place”

Mr. Percy's Letter Follows

“When you left the CUTAWL on approval I had no idea the firm would buy it. During fifteen days I built a float of Upson board for the Mardi Gras Parade. Prizes were awarded for the best floats and I was honored by winning first place.

“It was very easy to convince the firm of the value of the CUTAWL because I made the float without the use of carpenters, thus being a labor saving as well as a material saving machine.

“Since then I have used it for three months. I do not see how I did without it the fifteen years of my display work.

“I will recommend the CUTAWL as the most useful article a display man can have in his department.”

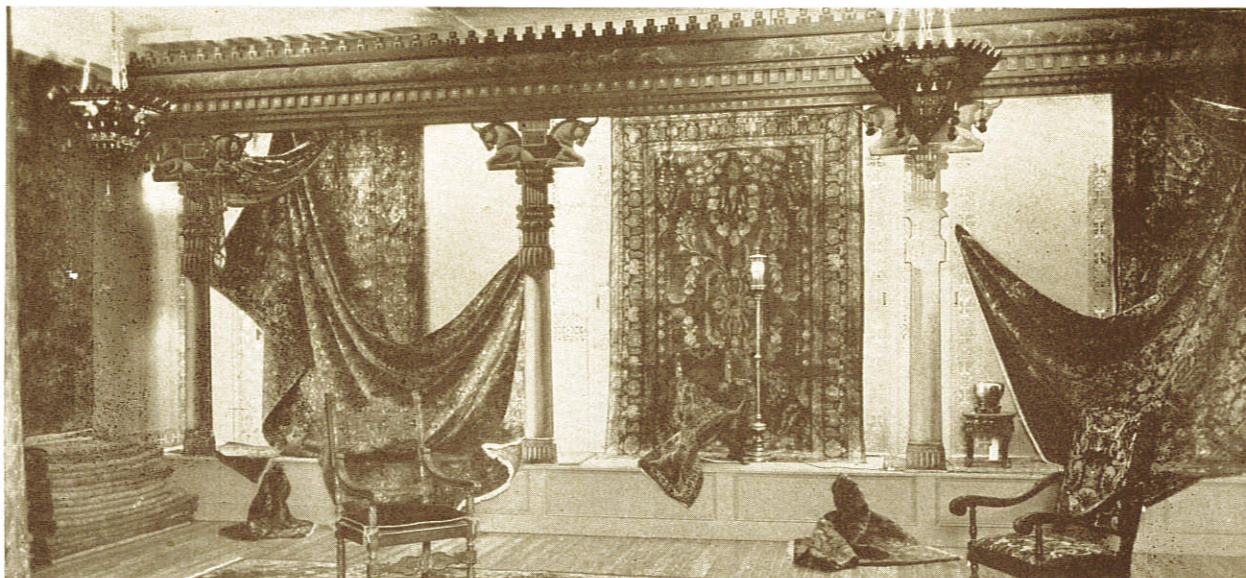
R. L. Percy, Display Manager,
Wm. H. Block Company,
Indianapolis, Ind.



This is the Carnival Float Designed by Mr. R. L. Percy, of Wm. H. Block Company, Indianapolis, Indiana. Done with the Cutawl.

(Taken down and re-erected as a window display.)

This Unique Department Setting by Mr. J. R. Patton, Display Manager for L. S. Ayres & Co., Indianapolis, Indiana, is a splendid example of what can be done.



Putting Persian "Atmosphere" and Splendor into a Special Interior Setting for Oriental Rugs

"The photos representing a recent piece of display work by aid of the Cutawl are being forwarded to you today.

"This setting for interior display of oriental rugs has filled a long-felt want in giving our oriental department the proper atmosphere. It is the most attractive section now on our fourth floor.

"The structure is 31 feet long, 12 feet high, and 4 feet deep. The top cornice and columns are of wood, which is hand painted. Back

of these are four 12 feet by 1½ feet cutout Persian designed grilles. These provide the customary open work found in all Oriental structures and add the realistic atmosphere of the Orient. Three very large hanging lamps (one not showing) were hung forward on the ceiling and were in Persian design and colorings made with the Cutawl."

J. R. Patton, Display Manager,
L. S. Ayres & Co., Indianapolis, Indiana.

There is practically no limit to what one can accomplish, with the CUTAWL to do all the laborious work—

It is just such work as that reproduced on this page that reveals the real value of the Cutawl.

Many an ambitious, resourceful Display Manager has been "turned down" by the store management on the cost of the Cutawl equipment because nobody but he himself appreciated exactly *what* the machine would *do and save*.

The transformation of the L. S. Ayres & Company's oriental rug department as pictured on this page, demonstrates the far-reaching scope of the Cutawl's value in a very conclusive manner.



This Unique Background was Designed by Mr. M. F. Hershey and produced by the CUTAWL

"I have used the Cutawl in our Display Department for three years. It has proven to be the most valuable equipment in our workroom. We have found it easy to operate, a pleasure to work with and it is altogether satisfactory.

"I am more than glad to recommend the Cutawl."

M. F. Hershey, Display Manager,
The Stewart Dry Goods Co.,
Louisville, Ky.



This interior view of the Elder Store at Dayton, Ohio, gives a good idea of the vast amount of work represented in its special Christmas Season Decorations.

Give an Ambitious Display Man the Help of the CUTAWL and let him create Special Fixtures as Required

Each changing season brings new display requirements to every store no matter how large or small it may be. Window backgrounds to plan ahead, design and produce on schedule time. Interior merchandise trims and fixtures to provide—all means an almost endless amount of work to the man in charge. And it is this "pressure" of changing seasons that stresses the need of the Cutawl's aid.

After Two Years' Use of the CUTAWL, Mr. Berry Writes:

"What we think of the Cutawl after continuous use for two years is almost beyond expression. We could have used 3 Cutawls in our work, but found that the reliable little Cutawl turned out work so fast and in such a clean-cut way that it was unnecessary.

"We find the Cutawl to be the most reliable and efficient tool we have in our studio and can highly recommend it to any decorator from any standpoint of pleasure of working to profit.

"We sincerely hope that every user of Cutawl is as well pleased as we are and invite any prospects to visit our studio and see this wonderful machine in operation.

"The writer cannot tell you very much about that beautiful display we installed in the Elder Store, but we do know that they have been very much pleased with every piece of Cutawl work we have created for them, and I will state that our orders with them have doubled."

C. T. Berry,
Cull Berry Co., Dayton, Ohio.

Provide Cutawl equipment. Banish the drudgery, labor and wastefulness of *hand labor* and you will find that the Cutawl will pay back its cost over and over again in a year's time in the saving of time and material costs.

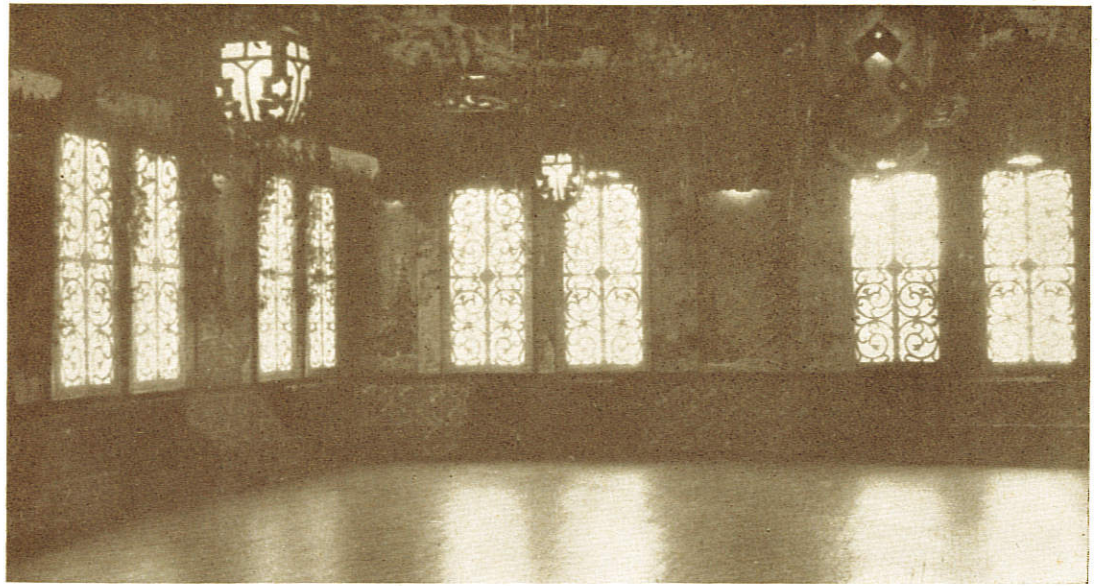
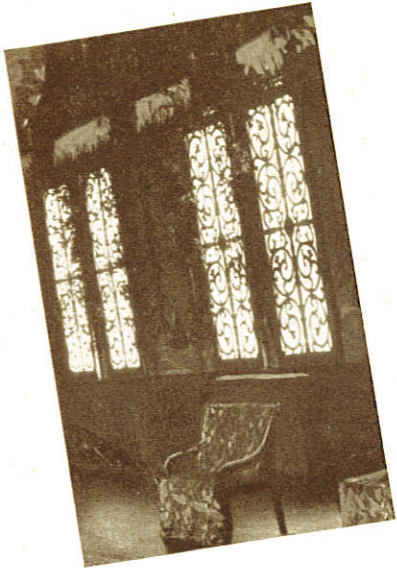
The Surprising thing about the CUTAWL Service is that men are finding New Uses for it Every Day—New Ways of Saving Time and Money

Any number of unique and original creations in the line of store fixtures are often the outgrowth of dire *necessity* itself.

Display Men are not always near enough to the sources of store fixture supply to command *immediate* service.

This week's fixture problem must be met and solved *this week*. No time can be wasted in long distance correspondence. The "Trim" must be complete, ready and *up* on time.

It is under conditions such as these that Display Men often do their best work. With a Cutawl in the workroom a resourceful Display Man can and will do unusual things, even to the designing and producing of new display or decorative fixtures.



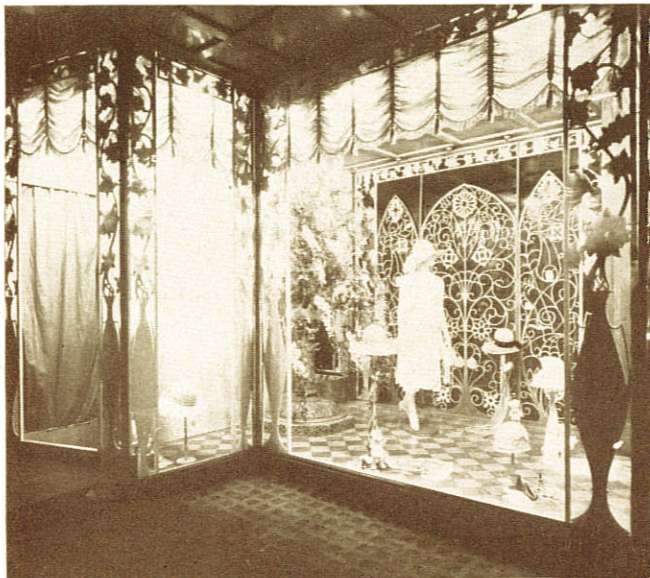
Photographed Reproduction of the Charming Decorative Scheme designed by Mr. R. A. Garver and referred to in his letter below.

Converting bare walls and blank windows into a Fairyland of Beauty. (See Illustrations above)

One of the most beautiful decorative transformations imaginable is this, created by a Cutawl enthusiast, which is described in his letter below:

"I send you a photograph showing Decoration for the Annual Dance of Alpha Pi Fraternity, Dover, Ohio. Every outside window had Grille Work Cut-outs (done with the CUTAWL), of wall board 48x96 inches, gilded, and imitation parchment paper pasted on the back, with drop lights behind, giving an effect of looking into other lighted rooms. Large but subdued lights in the dance hall gave a very lively effect. Smilax was used and every doorway was decorated with 'Overdrapes' of cut-out work made with the 'CUTAWL.'"

R. A. Garver, Garver Studios, Strasburg, Ohio.



These lovely Backgrounds were created by Mr. E. C. Jones, of Fairmont, W. Va., the one at the left being awarded Second Prize in the recent Cutawl Display Contest.

DISPLAY MEN—men who have Won International Recognition—acknowledge the value of the CUTAWL

Wherever the Cutawl is used it is awarded the unstinted praise of its user. The following letter is from the Second Prize Winner of the International Cutawl Window Display contest, who created the background at the left.

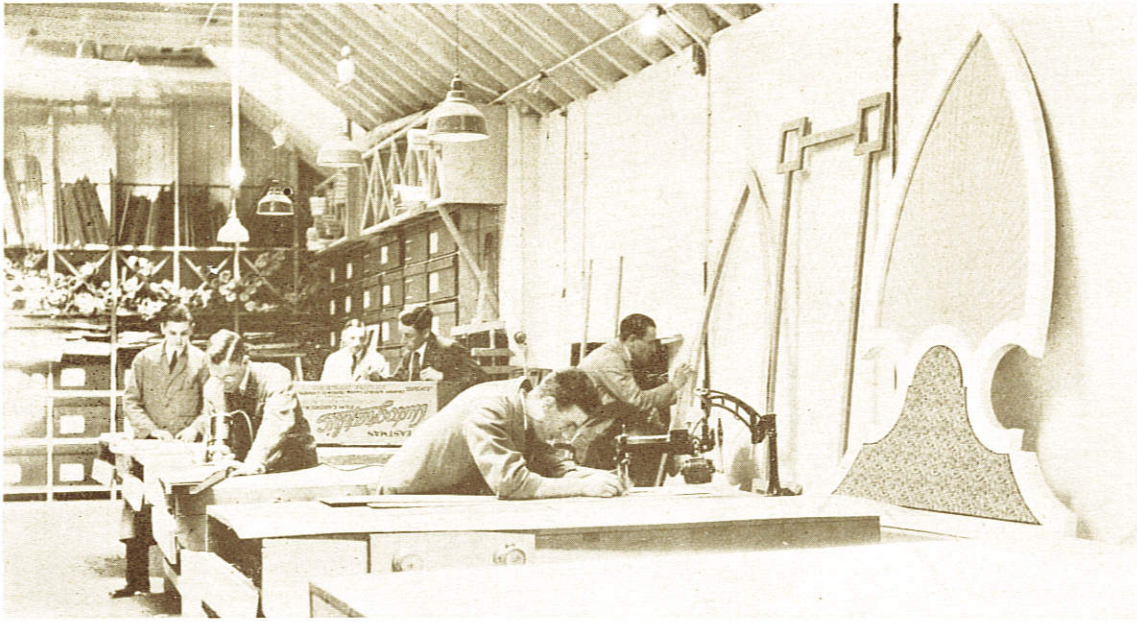
"The CUTAWL, an Invaluable Aid"

Says Mr. Jones:

"Every bit of the decorative work in this photo was done with the CUTAWL.

"The CUTAWL has proven an invaluable aid to us; we couldn't get along without it now. It opens so many new avenues, making it possible to do so many things that by hand-cutting would be too slow and expensive."

E. C. Jones, Publicity Director,
The Jones Shops, Fairmont, W. Va.



This illustration shows a corner of the workroom of Kodak, Ltd., Display Department. The Cutawl equipment used is seen in the foreground.

The Display Department of Kodak, Ltd., London, England, Demonstrates the value of the CUTAWL in a practical way

Wherever time and labor-saving are wisely considered as factors of cost, you are pretty certain to find equipment in use that will keep production costs at the minimum. The above view of the Display Department Workroom of Kodak, Ltd., showing the International Cutawl in use, is typical of the uses large concerns are finding for this equipment.

Read This Interesting Letter from Mr. Ernest Willson

Display Manager of Kodak, Ltd., regarding this new-found use of the Cutawl

"It is true as described in the August Number of Display, that we have been using the Cutawl for cutting wood. The mention of wood may be somewhat misleading. The wood for which we have made use of the Cutawl is 4 mm. ($\frac{5}{32}$ inches) three-ply.

"We appreciate your remarks respecting wall-board, insofar as wall-board means pulpboard such as Beaver Board, and we know that one can cut two thicknesses of this board at one time. It is not possible, however, to cut more than one of the three-ply at a time.

"For a number of years we have been in the habit of using Essex Board, which is in many ways similar to Beaver Board, but of a tougher substance. However, we have now given up the use of pulpboard in favor of three-ply for the following reasons: Firstly, it is now possible to obtain ply-wood in larger lengths and widths. Secondly, as we send displays to dealers throughout the country it sometimes happens that the background is sent by slow freight train, and is subject to damage by damp atmosphere, and ply-wood withstands this to a greater extent than pulpboard. Thirdly, ply-wood can be bought at a price competitive with pulpboard, and being very much lighter in weight, the saving in freight charges is considerable.

"We can do, of course, exactly the same with ply-wood as with the other board with the Cutawl machine, and we treat the board in various ways by painting, bronzing or papering.

"We have found the Cutawl a very efficient machine. It has enabled us to produce many effects which would not have been possible with the old-fashioned pad saw.

"We are confident that there are innumerable uses to which we can put this machine, and shall be glad to supply you with photographs of any stunt in which the Cutawl has lent a hand.

"It speaks well for the mechanism when I say that we have cut a considerable amount of ply-wood, which, of course, is a severe test, the wood being so tough and brittle, and have not yet broken a single chisel.

"It may interest you to know that as result of the article in Display, we have had quite a large number of visitors to see the machine in operation.

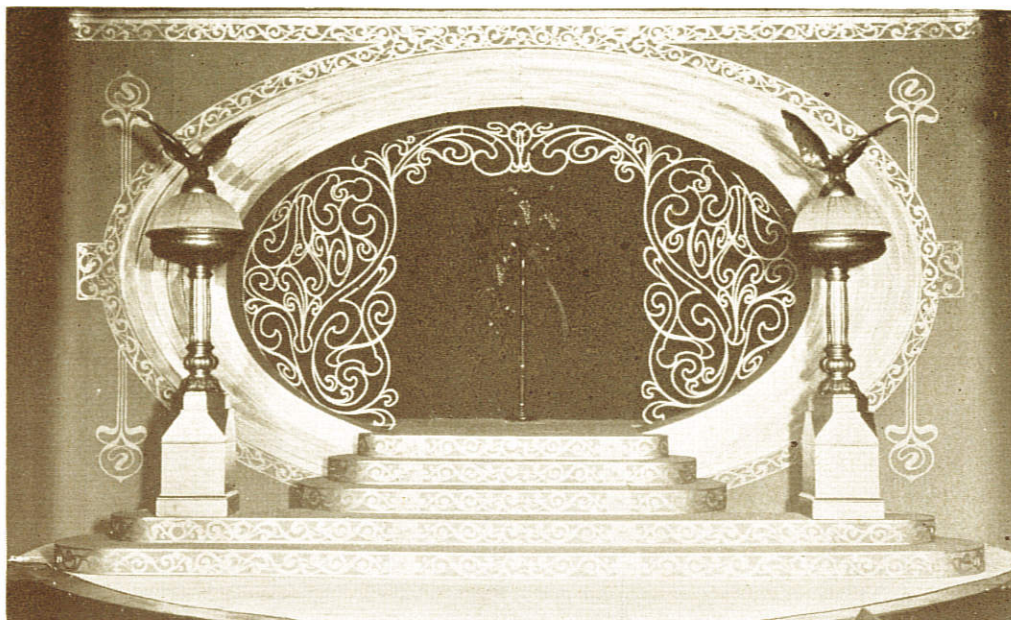
"We trust the foregoing remarks will be of interest to you, and shall at any time welcome any suggestions that come to your knowledge respecting the use of the Cutawl."

Ernest Willson, Display Manager,
Kodak, Ltd., Kingsway,
London, W. C. 2, England.

Mr. D. Fred Botts, Assistant Manager of the Hershey Department Store, Hershey, Pa., who designed this background, says:

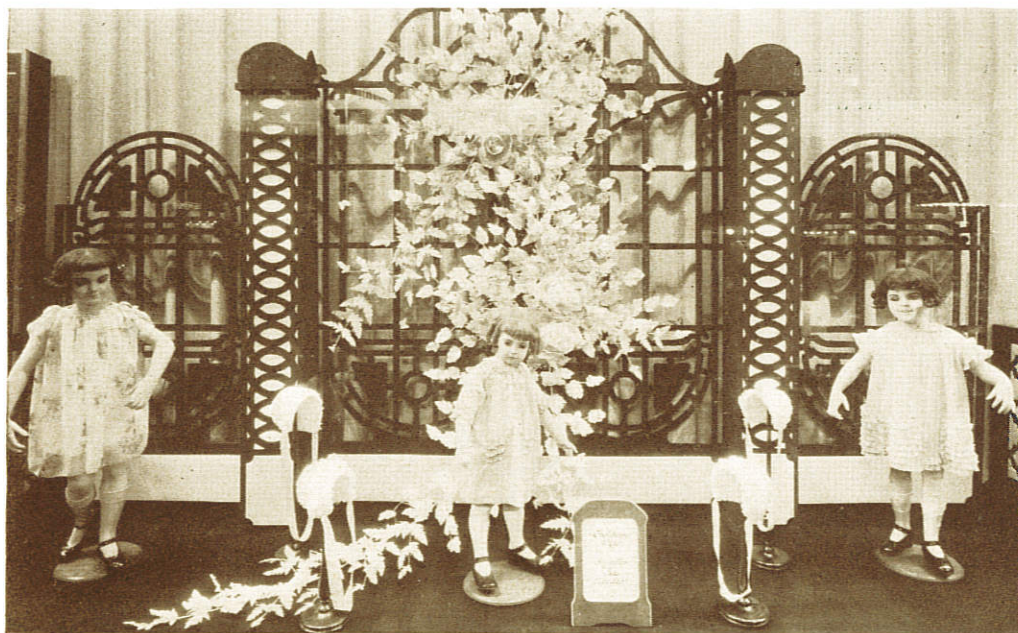
"Our handy International CUTAWL has been the greatest asset to our department and has solved the many hundreds of difficulties which most displaymen have encountered for years. That is the executing of clever ideas in cut-out work with utmost simplicity to the height of perfection. We have used this machine very hard for about four years with most anybody operating it from time to time, yet it has not shown the least sign of wear. This is, indeed, a real asset, because since we have made the purchase it has not cost us a penny to keep it going other than the small amount of electric juice it consumes.

"Under separate cover, we are mailing a photo of our last fashion show backgrounds which will show some neat cut-out work."—Hershey Department Store, Per D. Fred Botts.



This Special Background for a Fall and Winter Style Show Was Produced with a CUTAWL

The Display Man of any up-to-date store has almost any number of special events to be prepared for besides the general run of window displays. All this is extra work, yet no detail in the designing of "settings" and backgrounds can be neglected. To do his best work and create original effects that are a credit to his own artistic ability, as well as a credit to the store, the aid of a Cutawl is indispensable. Imagine the time and effort that would be required to produce a background like that above by jig saw methods. Read what the designer of this display has to say about the Cutawl.

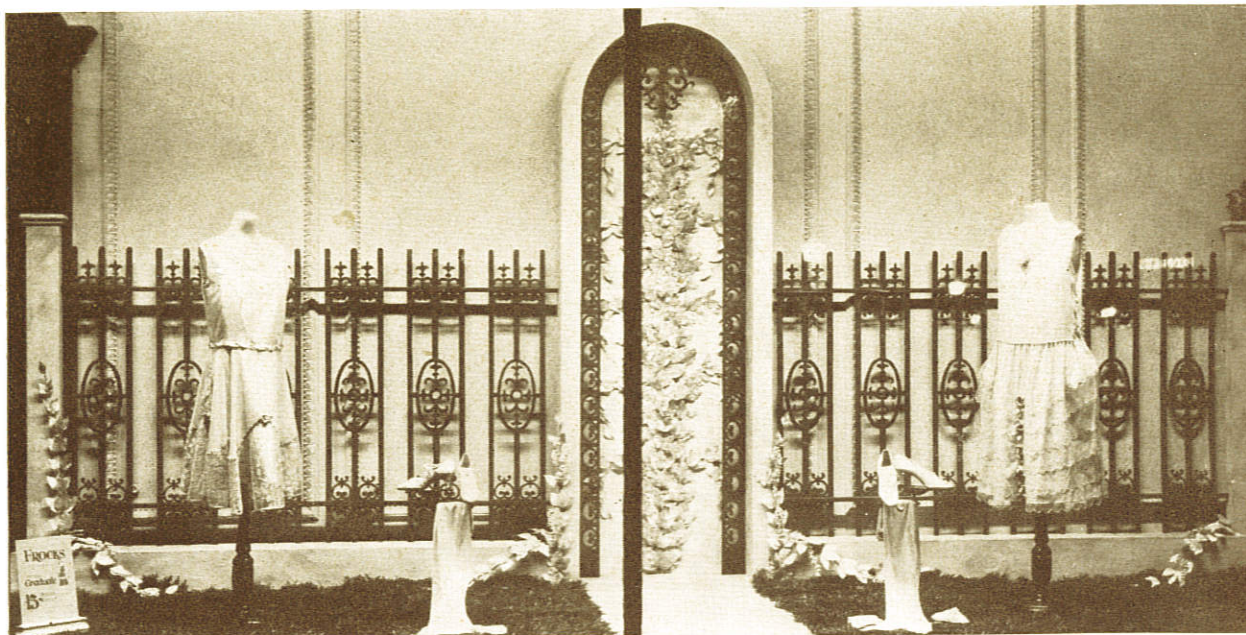


"Of Greatest Help in getting-up New and Original Backgrounds," writes Mr. Clark.

"We realize that we are a little late in answering this letter, but this is the first opportunity we have had to get a picture of what I think is a good example of the work this little outfit will do. We are sending you under separate cover a photograph of one of our Spring displays, and hope it will meet with your approval.

"As for the Cutawl machine, I think it is one of the greatest helps to any display man in getting up new and original background ideas. We certainly think a lot of it, and the work that it has produced has caused a lot of favorable comment in our city."

J. S. Clark, Display Manager,
J. W. Knapp Company,
Lansing, Michigan.



An interesting display by Mr. M. H. Luber, Display Manager for The Killian Co., Cedar Rapids, Iowa.

It isn't anything unusual for the CUTAWL to Pay for itself in a single season—a fact well worth considering

Operating costs in the average display department are mostly for payroll, materials and stock fixtures. International Cutawl equipment when installed can be depended upon to reduce labor and material costs and pay back its own original cost in a surprisingly short time.

Mr. Luber, who designed and produced the above background, has this to say regarding the cost of the Cutawl:

"Paid for Itself Twice the First Opening Season"

"The Cutawl is the best machine I have in the display workroom. I have made any number of background pieces and settings with it which I would not have been able to make any other way.

"This equipment paid for itself twice the first Opening Season."

M. H. Luber, Display Manager,
The Killian Co.,
Cedar Rapids, Iowa.

Another interesting Use of the CUTAWL is found in the cutting of Topographical and Forestry Survey Maps

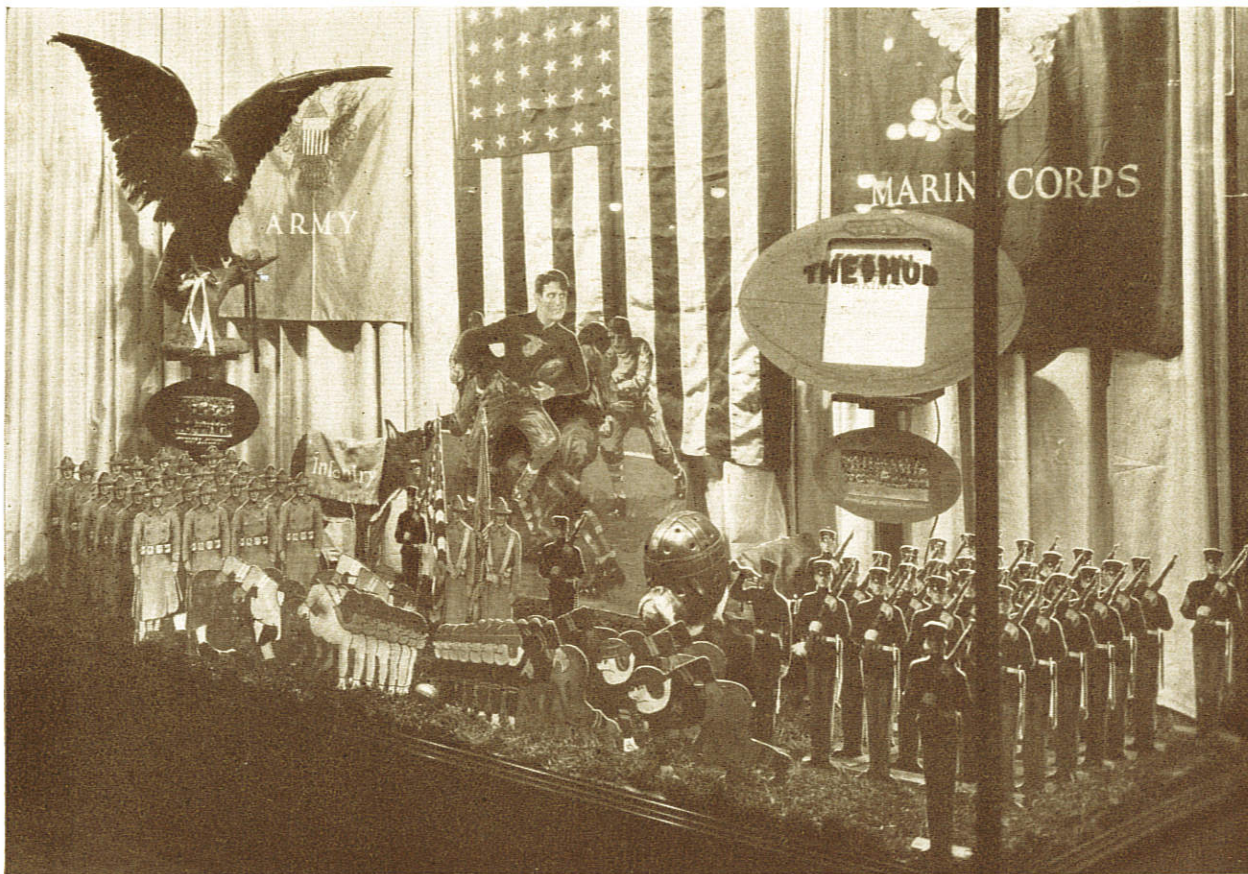
This use of the International Cutawl is interesting and suggestive, too, of still other new uses this versatile machine may be put to. When the Cutawl was ordered and delivered to Brown & Brown, Inc., Forest Engineers, we had no idea of the use they expected to make of the equipment. In view of this fact the following letter and photograph are of special interest:

"We purchased the Cutawl to make a relief map of some 8000 acres of timbered lands, of which we had recently made a topographic survey.

"It worked splendidly. We were very much pleased with it. We have made other relief maps with a jig saw and find there is no comparison between the efficiency of the two methods, the Cutawl doing the work so much more quickly, pleasantly and less expensively."

Brown & Brown, Inc.,
Forest Engineers, Portland, Oregon.





Foot Ball Season
Feature Display
made entirely with
the Cutawl by Mr.
Ed. Winter for
H u b Clothing
Company, Savan-
nah, Ga.

In the Specialized Field of Theatrical and Advertising Sign and Poster Art—*The CUTAWL* is Almost Indispensable

This Feature Display was produced with the Cutawl

"I designed and made this display for the Hub Clothing Co. of this city featuring the Armistice Army-Marine football game.

"All figures were made from regulation Recruiting Station posters, mounted on wall-board and cut out with the Cutawl—then mounted in three squads each. The Marine bulldog mascot's eyes flashed green at intervals as did also the lettering above.

"The large center football picture shows a Marine with the ball, with the Army ready to tackle. A nail was driven into the knee as a pivot, a rubber band was run from the back of the head down to the lower left of the back of the cutout, then a cord was run from the back of the head thru a pulley to the guard of an electric fan (blade removed). The oscillation of the fan drew the figure to the right and the rubber band drew it back to the left, which made the figure move in a running manner. (The fan, etc., were entirely concealed behind the cutout.)

"Saturday I cut twenty-five letters at one time from cloth. Daily I handle cutouts for three theatres. I have some photos of grille doors that I made for the Hub Clothing Co., for whom I dress windows, that are unique in the way of finish. They are finished in imitation hammered bronze, the effect being obtained by using plaster paris in stucco form painted brown and then highlighted with dull antique bronze. I would have sent you these, but I was afraid that you did not want too much stuff from one man, altho I am always working up something new with my Cutawl."—Ed. Winter, Commercial Artist, Savannah, Georgia.

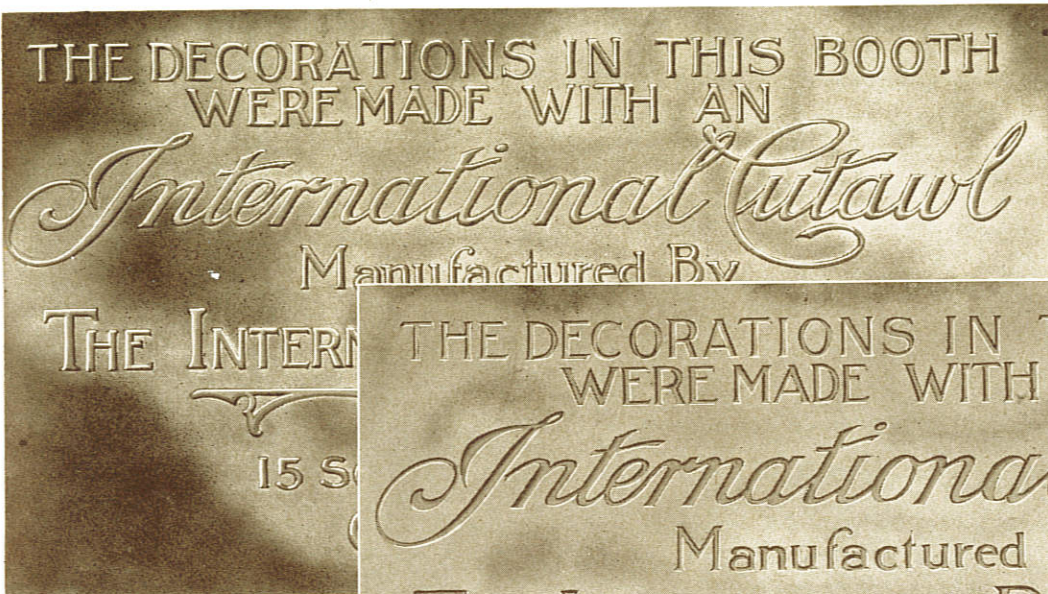
No one appreciates the importance of speed and distinctiveness of results better than do busy poster and display sign specialists. Poster design is important, but the speed and method by which it is produced in the finished sign or poster is especially important.

The one sure way of obtaining uniformly striking effects, of increasing the studio's output and profits, is to employ the Cutawl and let *it* do all the required cutting-out, instead of attempting to do this by hand. No equipment you can buy will add so much to the efficiency and money-earning certainties of your studio as does the Cutawl. Its use saves time—prevents waste of material and boosts profits.

Commercial Sign and Poster Artists Who Aim to Increase Output and Profits

are outspoken in their praise of this high-speed, dependable machine. Many of the leading sign makers, scenic studios and Theatrical Display Specialists already have installed the Cutawl: With its aid, they are accomplishing unusual things. Their work has the snap, dash and originality that buyers of such signs and posters now demand—and your own work can have the same outstanding quality and attractiveness when you employ the same modern methods.

With the Cutawl the most intricate design can be easily and surely followed almost to a hair line. Broad, sweeping effects and delicate Aplakay work are quickly and inexpensively done, whether you use heavy wallboard, cardboard, paper, felt, leather or tissue. The service of this machine in cutting stencils is often important enough, to pay back the cost of the Cutawl on a single job.



The two signs shown here are 63 inches long and 32 inches wide and were made for our exhibit at the I. A. D. M. convention at St. Louis in June, 1925. They were cut with the International Cutawl at one time from Upson Board.

One sign has raised letters, the other indented letters. They were sprayed with a coat of bronze paint.

Signs of this character for indoor use can be produced very rapidly at low cost, and are very effective.

The International CUTAWL is also used for making Inlaid and Raised-Letter Signs

The illustrations on the foregoing pages show what the Cutawl has done for others. Isn't it reasonable, then, to expect that it will do as much or more for you?

The one sure way of satisfying yourself on this point is to get and use the Cutawl on some of your own work.

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.

Prices and Terms

The price of the International Cutawl complete with extension arm, including three dozen chisels, is \$155.00 f. o. b. Chicago.

The extension arm is furnished as standard equipment unless otherwise specified, because it increases the cutting radius of the machine 16 inches.

The price without extension arm is \$150.00.

In addition to the standard equipment of each machine we have two special attachments as follows:

1. An attachment for cutting circles from 3/8" up to 8" in diameter. Price \$5.00.

2. A straight line guide by the use of which a true straight line may be cut to a length of 14 inches at one setting. This guide is easily and quickly moved from place to place on the work and by changing its position a straight line may be cut to any desired length in any direction. Price \$5.00.

Terms net cash 30 days, or less 2 per cent for cash if paid within ten days, to those with established credit rating. Others should furnish satisfactory trade and bank references, remit in advance, or order C. O. D.

Cable address REGISTER CHICAGO, Western Union code.

The International Register Company, 15 South Throop Street, Chicago, Illinois, U. S. A.

ARTHUR F. HOERAUF & CO., 525 Woodward Ave., Detroit, Mich.

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Demonstration and immediate deliveries in Detroit and vicinity