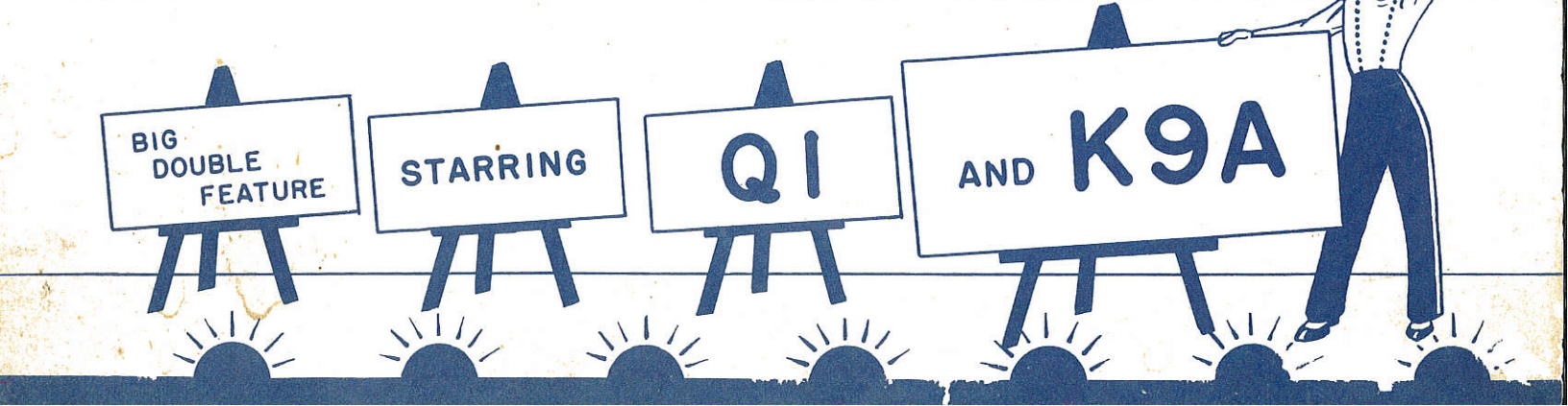
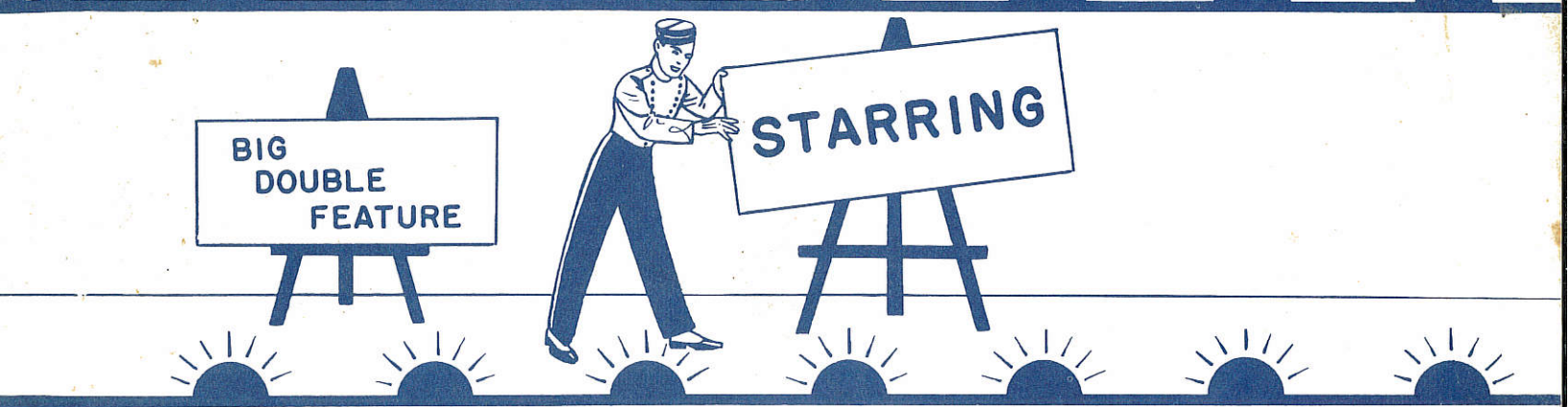
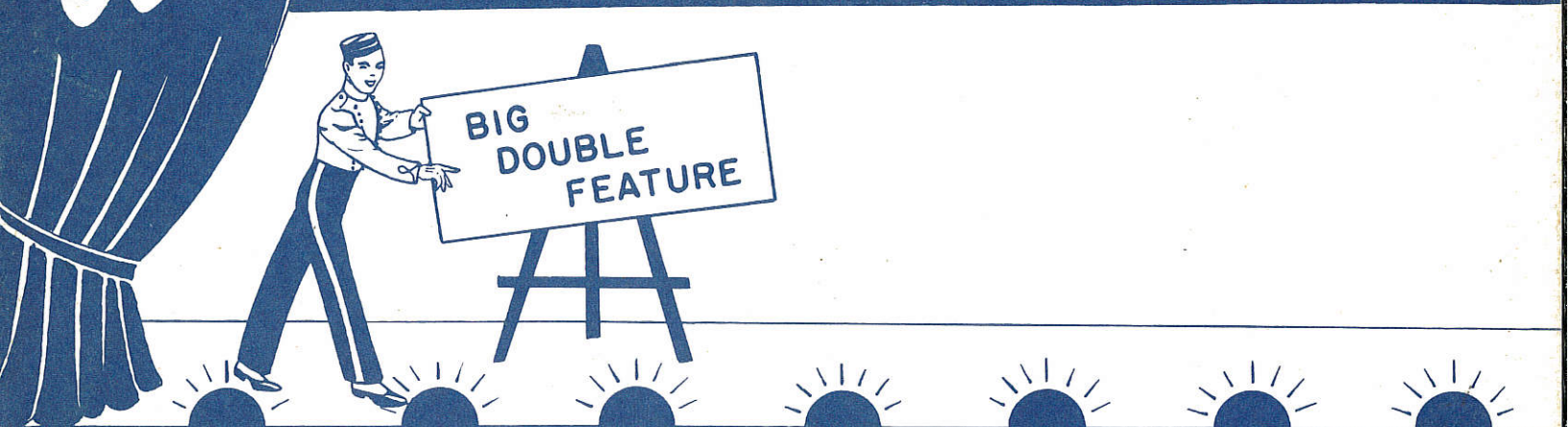
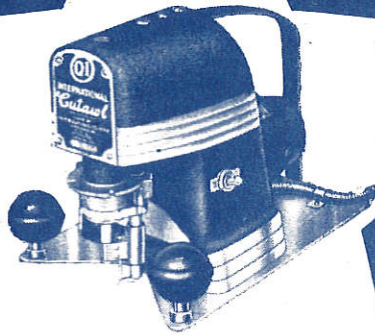


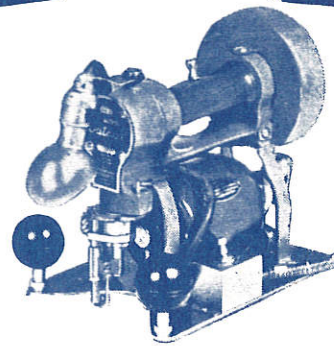
Want Packed Houses?





The
Q1
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—Aluminum frame—Built-in light—Enclosed mechanism—Well balanced—Quiet—Fast, accurate cutting—Uses standard Cutawl chisels.



The
K9A
Cutawl

The all-purpose model for heavy-duty constant demand work. Faster and more powerful than the Q1. 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.

The *Cutawl*

PRODUCER OF THE THEATRES MOST POWERFUL ADVERTISING

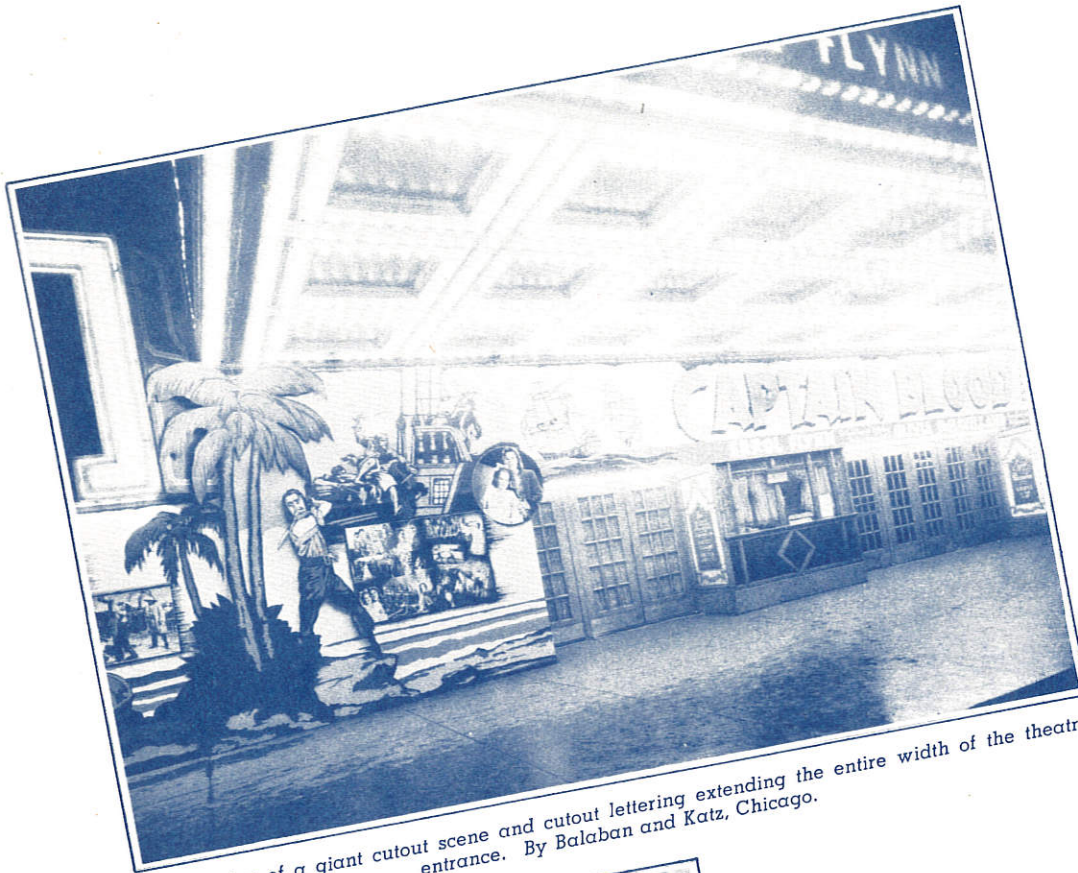
With the CUTAWL you can cut out decorations of any size from minute settings to mammoth creations that cover an entire building. The Cutawl cuts continuously as you slide it over the work. To move from one cut to another merely lift the machine, move it to the next position, place it on the work and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

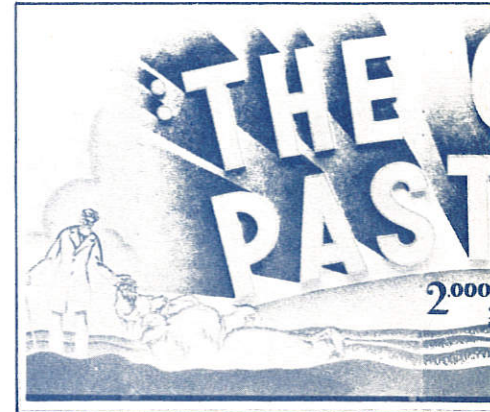
The small size and light weight of the Cutawl make it as easy to handle as a portable drill or any other portable electric tool.

Cutawl

made Displays spell "BO"



Combination of a giant cutout scene and cutout lettering extending the entire width of the theatre entrance. By Balaban and Katz, Chicago.

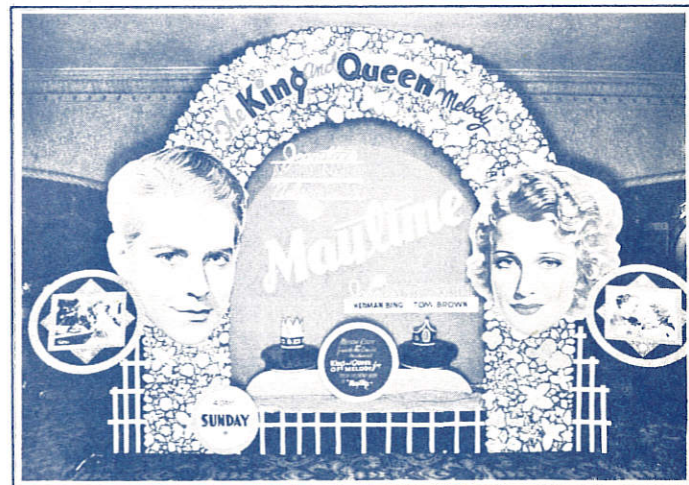


Large entrance sign using cutout ground. All work done in half-inch. By Balaban &

We picture above the type of C. Katz of Chicago, one of America's general rule the entire width of decorated with cutout displays the the interior of the lobby features the coming attractions. The consistency by such leading showmen is called Cutawl.



A triangular hanging display made with the Cutawl by the Stanley Theatre, Jersey City, New Jersey. The "Swing Time" idea of the picture was dramatized by using a motor to revolve the entire display.



Above are pictured two three-dimensional cutout lobby theatres of Grand Island, Nebraska. Some idea of the is realized that they extend

One of the great advantages of cutout figures so many ways. They are especially effective when dimensional or diorama effects which create the very difficult to achieve by any other method.

INTERNATIONAL

15 SOUTH THROOP STREET . . .

PRINTER

"OFFICE SUCCESS" Everywhere



Letters applied on painted back-wallboard. Sign was 16 ft. long. Katz, Chicago.

cutawl work done by Balaban and greatest group of theatres. As a theatre up to the marquee is to feature the current picture, while cutawl made displays to advertise present use of this type of advertising convincing proof of the value of the



All Balaban & Katz Chicago Theatres use cutawl displays similar to the above in their theatre lobbies. Only with the Cutawl can this work be done quickly and inexpensively.



Displays by Earle Engstrom of the Capital and Majestic size and effectiveness of these displays is gained when it is arranged from the floor to the ceiling.

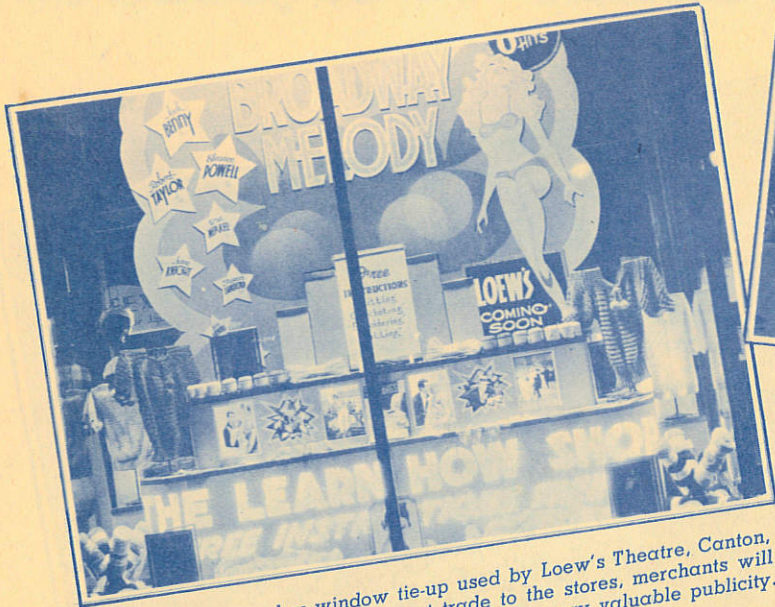
decorations and letters is that they can be used in an arranged in different planes to produce three-dimensional illusion of distance and center interest in a manner



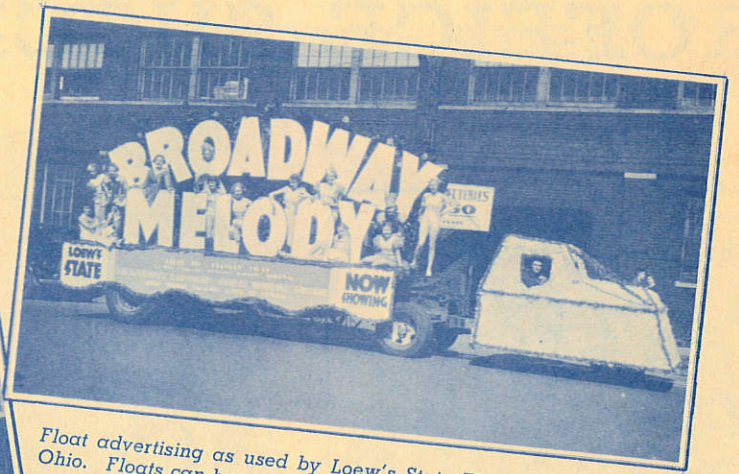
The "Next Attraction" as featured in Cutawl work by the Warner Theatre of Milwaukee, Wisconsin. Other attractions "Coming Soon" are featured along the walls of the lobby. Such attention-getting displays are irresistible and insure continuous patronage for the theatre.

L REGISTER CO.

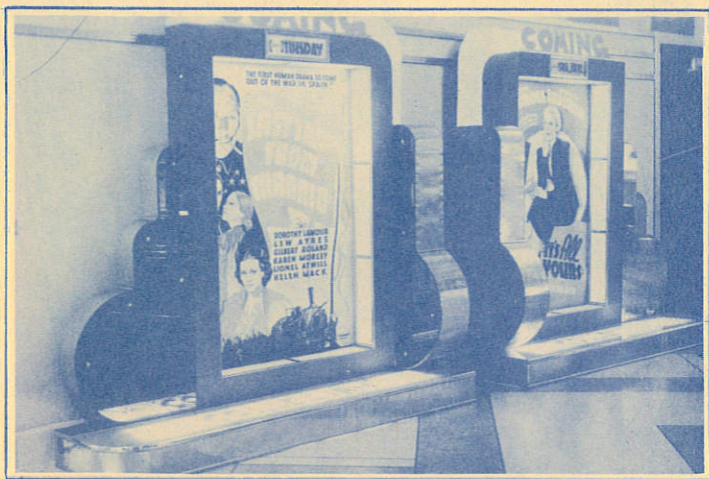
CHICAGO, ILLINOIS



Cutawl made display window tie-up used by Loew's Theatre, Canton, Ohio. Since such displays attract trade to the stores, merchants will gladly cooperate with you and you will gain very valuable publicity.



Float advertising as used by Loew's State Theatre, Cleveland, Ohio. Floats can be used in local parades or as a regular part of your advertising program.



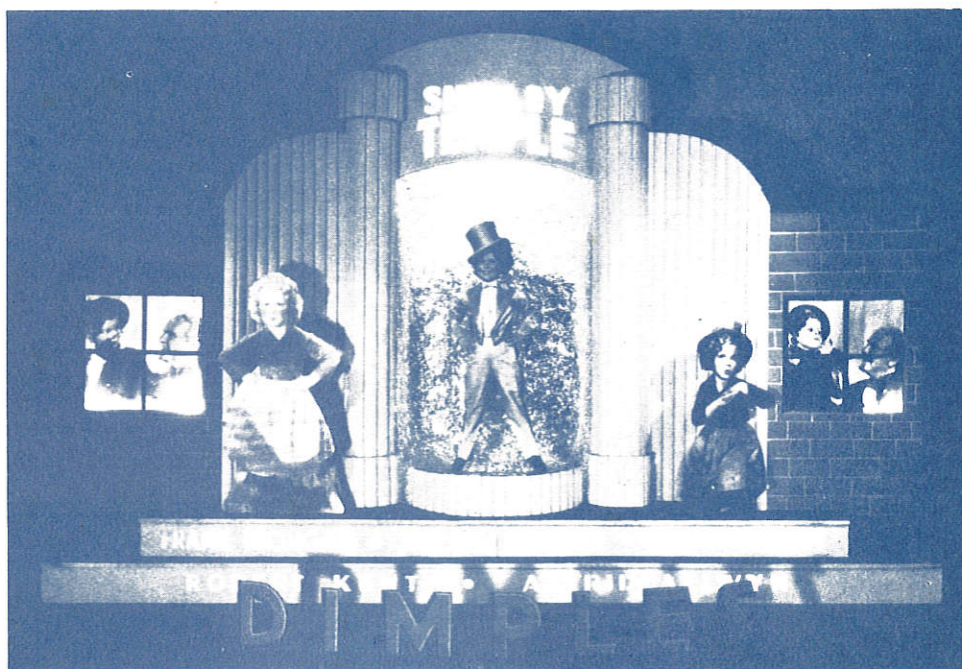
Lobby displays by Forest J. Sorenson of the Collegian Theatre, Ames, Iowa. Mr. Sorenson says, "These displays would have been impossible to make without the Cutawl. It was used in every setting from cutting 1/4 inch wallboard to 1 inch pine lumber. Take it from me, the Cutawl is on a pedestal and can't be beat."

Pictured above are cutout airbrushed heads and a cutout sign made by C. M. Griebenurg for the Elks Theatre, Rapid City, South Dakota. With the Cutawl the theatre in the small town can have "Big Town" displays.

Paramount Theatre, Los Angeles, adapts window display technique to present current attractions

EVER and ever more realism seems to have been one of the main motivating influences which have been responsible for bringing American movie shows to their present high status. Now the wizards of movie entertainment have borrowed a principle from display to make their lobby advertising of current attractions more interesting and appealing than was ever possible by the use of framed posters and billboard effects.

- The top picture shows how the Paramount Theatre, Los Angeles, developed display settings such as are used in show window displays for the presentation of Shirley Temple in "Dimples." Cut-out pictures, life size and in colors present the wonderful little actress in three characteristic poses as she appears in the movie. Two other close-ups are shown through the windows with proper lighting from behind. The center panel, made of Butress board with columns and flanking wings, mounted on floor platforms, has all the appearances of being a regular window display. Note how the illuminated names of supporting star players in the same picture have been carried on the risers of the two step platform base.



- The lower picture shows another lobby display at the Paramount theatre artistically and appropriately presenting life-size cut-out pictures of the principal players in "Ladies in Love," among which as here shown were Janet Gaynor, Constance Bennett, Don Ameche, Loretta Young, with a scenic pose in the center showing Simone Simon. The center panel carries the title "Ladies in Love" in cut-out letters, mounted on the upper part of the panel done over in unconventional hearts design.

