Want Packed Houses?

- Big Double Feature
- Starring QI
- Big Double Feature
- Starring QI and K9A
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 1 1/4 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"

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.

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

Above are pictured two three-dimensional cutout lobby signs at Theatres of Grand Island, Nebraska. Some idea of the effect is realized that they extend...
GREEN URES

letters applied on painted backwallboard. Sign was 16 ft. long.
Katz, Chicago.

Crawf work done by Balaban and greatest group of theatres. As a theatre up to the marquee is feature the current picture, while
outlaw made displays to advertise Soent use of this type of advertising in it of the value of the

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

The "Next Attraction" as featured in Cutawr 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.
Cutawi 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.

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 Cutawi. It was used in every setting from cutting ¼ inch wallboard to 1 inch pine lumber. Take it from me, the Cutawi is on a pedestal and can't be beat."

Pictured above are cutout airbrushed heads and a cutout sign made by C. M. Griepenburg for the Elks Theatre, Rapid City, South Dakota. With the Cutawi 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 Buttres 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.