

MR. MERCHANT: Give us your answer to the following---

- 1—Are you in business to make money?
- 2—Could you use \$50.00 monthly and upward more money than you are now making?
- 3—Would you like to increase the sale of all other goods in your store?
- 4—Isn't your "Line of Merchandise," regardless of the kind of business that you are engaged in, "to make money"?
- 5—Shouldn't you sell Products that are in Demand?
- 6—Are Products that the Public Demands too plebian for you to sell?
- 7—If we gave you a "Guarantee of Sales" for \$547.50 for the first year and a "Guarantee of our machine for one year," would you be interested?
- 8—Would you back your own judgment in a matter of this kind?

FIVE HUNDRED DOLLARS AND UPWARD YEARLY, "MORE MONEY from your business than you are now getting!"

Every man, woman and child in your vicinity is a possible customer—not for one 5 or 10-cent sale, but for hundreds of them during the year.

LET OUR PROPOSITION WORK FOR YOU

You will have an added source of revenue that will enable you "to make \$50.00 monthly and upward MORE MONEY than you are now getting without adding one cent to your present overhead." Not only will our proposition do this for you, but it will ACTUALLY INCREASE the sales on all goods carried by you.

This is not "GUESS WORK" on our part, but is the result of ACTUAL RETURNS being received by merchants who have our MACHINES in their place of business. We have hundreds of letters from DRUGGISTS, CONFECTIONERS, THEATRES, CIGAR STORES, BILLIARD PARLORS, GROCERY STORES, etc., who have accomplished these results in 1924-25 by letting "Our Proposition Work for them."

C. V. CHAMPION & CO. Danville, Illinois.

"Manufacturers of Products That Will Make You Money."

Excerpts— from a in our "Goodness Facts" and what scores of

Our machine will

DRUGGISTS

I have been approached on numerous occasions in reference to popcorn machines and have never favored one for a **First-Class Drug Store**—But—after having operated my **Champion Corn Popper** machine for nearly a year, I wish to say that I have averaged better than \$125.00 monthly **Net Profit**. My customers and fountain sales have been increased fully 50 per cent.

—Riddell's Pharmacy (Mississippi).

Just a word to tell you we have our **Champion De Luxe Corn Popper** installed and are well pleased with results.

—Lewis Drug Co. (West Virginia).

Our motto has always been that "where we can see by spending a few dollars that our returns will be doubled, that this is a very wise course to follow." Hence our reason for purchasing a **Champion De Luxe Corn Popper**. We would consider our machine a good investment from the advertising value alone. We are doing a splendid business.

—Rockstad Drug Co. (Minnesota).

We averaged better than \$3.00 per day all through the winter months just passed.

—Waters Drug Store (Illinois).

Perhaps it will interest you to know that we sold \$109.00 worth of popcorn from our **Champion All Electric corn popper** in three days' time. Our machine is satisfactory and exactly as represented.

—Everybodys Drug Store (New York).

The quality of corn it produces is excellent, the cost of operation very small, and requires very little extra work. It is a "money maker" on chilly days. The cost of the machine is small compared to what it is earning for us.

—Donley-Stahl Drug Co. (Nebraska).

Our **Champion All Electric Popcorn** machine is giving entire satisfaction. We average about \$25.00 weekly. Drug stores, by putting in this machine, have an added profit from a new line.

—Hastings & Hunt, Drugs (Indiana).

CONFECTIONERS

We have worn out three **Butter-Kist** machines and have since installed a **Champion De Luxe** model at about one-third the cost of one single **Butter-Kist**. Our trade states that we "have real popcorn now," and we are doing more business than heretofore.

—Malone Confectionery (Illinois).

We are doing more than \$100 weekly from our **Champion De Luxe Corn Popper**. We have had other popcorn machines but find this the best of any and does not use much electricity. If this letter will help you sell other machines, you are welcome to use it in any way.

—Ye Sweet Shop (Michigan).

We purchased a **Champion De Luxe Corn Popper** for our place of business and are highly pleased with it. We operated a \$1100 machine in our place for several years, but find our **Champion De Luxe** turns out superior popcorn, both in flavor and quality. We are getting new customers daily.

—The Chocolate Shop (Illinois).

In the past 75 days I have purchased one ton of shelled popcorn, 10,000 of the 10c size cartons and many thousands of 5c bags. Our town is small—only 1200 population. In this time my profits from my **Champion Corn Popper** have paid for the machine, all supplies and I have a nice surplus besides.

—Wendell's Place (Pennsylvania).

Here is our record for the five weeks ending February 7, 1925:

700 Cartons of popcorn @ 10c.....	\$ 70.00
3000 Sacks of popcorn @ 5c.....	150.00
125 Pounds of roasted peanuts @ 30c..	37.50
50 Pounds of salted peanuts @ 40c....	20.00

Total\$277.50

Our machine draws trade, and increases sales on all lines carried by us.

—Moultrie Confectionery (Georgia).

Let us tell you of our plan of letting the machine pay for

few of the hundreds of letters files. These are "Honest-to-our customers are doing today (1925).

the same for you!

THEATRES - AMUSEMENT PARKS - MISCELLANEOUS

We are agreeably pleased with our Champion Corn Popper. The machine operates easily and has nothing to get out of order. The cost of electricity is very low. The machine paid for itself in less than three months. Your company has been very nice and straight to deal with in every respect.
—Ideal Theatre (Mississippi).

We have had a number of good nights. Your Champion Corn Popper has run as high as \$58.25 in one night.
—Illinois Theatre (Illinois).

We received your Champion Corn Popper some time ago and have found it a paying proposition. In checking up on our business we have found a profit of \$135 from this machine for the past six weeks.

We have increased our sales to 1000 bags per night.

—The American Legion Band (Wisconsin).

Your Champion All Electric Corn Popper has certainly given excellent satisfaction, and is making us as much money as any other single concession on the grounds.

On one day with no stock prepared in advance we took in over \$40.00 from 4 o'clock in the afternoon until 9 o'clock that night.

—I. & I. Amusement Park (Illinois).

I am well pleased with my Champion All Electric Corn Popper. Have not had a minute's trouble with it. It is a dandy little machine, and hope you are selling lots of them.

—555 Tire and Gas Station (Tennessee).

Your Champion All Electric Corn Popper has proven to be a "money getter" and a splendid investment.

—DeVoto's Coal and Transfer Co. (Mississippi).

This town has less than 400 population. We find the Champion Corn Popper a money maker and a business stimulator.

—First State Bank (Illinois).

We have had our Champion All Electric Corn Popper for several months and have found it satisfactory. We believe it to be the most economical machine made. It surely is a "money maker."

—White's Corner Grocery (Mississippi).

Received my Champion All Electric Corn Popper and am well pleased with it. It is all you recommended it to be. It sure is a "money getter."

—Brown's Book and Stationery Store (Tenn.)

May I take this occasion to thank you for your courtesies in connection with the sale of one of De Luxe Corn Poppers to Mr. Storms. Mr. Storms is totally blind and finds that there is considerable profit in connection with the use of this machine.

—Newton Real Estate Co. (Wisconsin).

In four days we popped and sold 100 pounds of popcorn from our Champion All Electric Pop Corn machine. We are more than surprised at the results.

—Street & Son, Sporting Goods Store (Wyo.)

I have operated a Champion All Electric Popcorn machine since May 30, 1923, and after using this machine for 21 months I have found it O. K. in every way. Averaged from \$3 to \$10 a day against all kinds of competition.

—Auto Shop (Illinois).

Our machine is working perfectly. Six dollars a day. Gentlemen, it's a wonder.

—Minck's Soft Drinks (Kentucky).

The boy is doing fine with the Champion Corn Popper. He clears from \$2 to \$6 each night.

—Flater & Son, General Merchandise (Indiana).

Edward brings in \$60 a week from our Champion All Electric Corn Popper. Last Saturday night he brought in \$20.00. I'll be glad to give you a letter if you wish it.

—Trimm Candy Co. (Tennessee).

Put yourself in your place of business. C. V. CHAMPION & CO.

ATTACHES TO ANY LIGHT SOCKET

Size: 34 ins. Long; 19 ins. Wide; 22 ins. High.

Oak, Mahogany or Silver Grey.

Capacity: 100 5c bags an hour.
Can be placed most anywhere.

POP CORN WITH SEASONING IN IT!



COUNTER MODEL [Silver Grey]

PAYS FOUR WAYS—

Makes New-Found Profits!
Increases Sales on Other Goods!
Sells Roasted and Salted Peanuts!
Advertises!

ATTACHES TO ANY LIGHT SOCKET

Size:

34 ins. Long
19 ins. Wide
56 ins. High

Comes in Oak, Mahogany or Silver Grey Finish

Capacity:

100 5c bags per hour

Most Beautiful Pop Corn Machine Made

Ornamental — and the Biggest Money-Maker being sold Today!

Display space for 50 different kinds of 5c and 10c goods.

Electrically Operated!
Electrically Illuminated!
Electrically Heated!



DeLUXE MODEL [Mahogany]

all
\$28760 { \$50.00 cash. and 6% disc. for cash.
1980 Per Mo.

||| \$38796 { \$75.00 Cash. and 6% disc.
1.608 per Mo.

