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A
Cretors'
Booster



A Cretors Achievement

Something to
Blow About

THE greatest variety of Dependable Corn Popping and Peanut Roasting Machinery produced by any company in the world—is a “Cretors Achievement”, the result of over 32 years exclusive and progressive application to this industry alone.

During all these years the name “Cretors” has been a guarantee of absolute responsibility and excellence of product, of which we are justly proud.

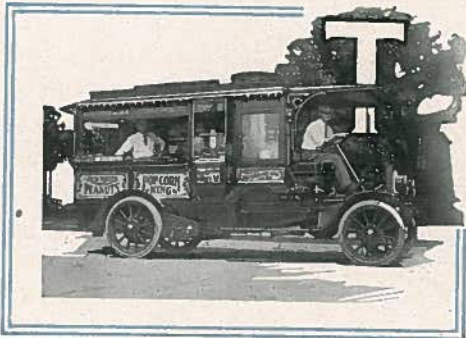
Our single purpose from the early pioneer days has been to produce the most Efficient and *Durable* line of machines that can be manufactured to further the interests of our successful patrons.

Chicago

C. Cretors & Co.

*Cretors Equipment Commands Success—
Why purchase a substitute and invite disappointment?*

Unequaled Variety of Models



THE Cretors' Line of Corn Popping and Peanut Roasting Machinery is the Largest, most Durable and Successful in existence. No matter what price you wish to pay, or style you may desire—we manufacture a machine of proven superiority adapted to your individual requirements and purse.

Each Cretors' Model has been perfected to meet an existing want of the industry, and not as an experiment.



The Standard Line for 39 Years

For over thirty-two years Cretors' Machines have been their own Best Salesmen—and continue to be the standard by which all competing equipment is judged.

Our Method of Marketing

Excessive and unwarranted Selling Prices due to elaborate Advertising and Sales Campaigns are eliminated in our method of marketing, and you receive full benefit of the saving effected.

A large percentage of our customers become first interested through seeing our machines in practical operation throughout the country and observing results, which are far more convincing than any salesman's arguments.

Advertising does not create "value"—it merely tells of it—the true value must be in the article itself. Each Cretors' model represents the greatest value for the money obtainable.

We Offer What Others are Still Striving For

What other manufacturers are still striving to attain we offer you in our Exclusive Assortment of highly successful and popular equipment—designed to meet every possible service—utilizing *Steam* or *Electricity* as "*Motive Power*" and *Gas* or *Gasoline Fuel*.

No matter what your requirements may be, we can supply a machine of proven design and supreme Trade Winning Qualities at a reasonable price.

Perfection—Through Experience

The test of service in large numbers, under all possible conditions of use, is the only real proof of actual merit. Perfection, as exemplified in Cretors' Machines, is the result of over thirty years' patient

and intelligent endeavor, restricted to the development of the needs of our progressive and successful customers. Thousands of Cretors' Machines are in daily use in many parts of the world and have been subjected to all sorts of treatment—thus enabling us to gain "Experience" beyond all others. Without such experience Perfection is impossible.

Cretors "Quality Pop Corn"—The World's Best

It has been said by thousands "who are in a position to know" that Pop Corn as produced by The Cretors' "Original Self-Buttering and Salting" Corn Popper, is the most delicious and evenly seasoned of any in the world today.

This enviable reputation has been attained in only one way, and that is: by having beyond all doubt the best machine—not for one, but for every variety of service.

All Methods Revolutionized

The advent of the Cretors' Self Buttering and Salting Corn Popper in 1888 revolutionized all existing methods, and created a "New Era" in the then insignificant industry.

The wire basket or "screen" poppers then in vogue, with the attendant "greasy sacks," poorly seasoned and unsanitary product, became a back number. The public quickly realized the superior quality of Cretors' pop corn, and demonstrated their appreciation by extending a most liberal patronage. Those who installed our poppers in the past have been well repaid for their enterprise.

No Experiment

"The Cretors' Method" of popping corn is no experiment. *It has stood the acid test of time*—and "*made good*," as evidenced by the success of the many thousands of Cretors' machine owners throughout the country.

No Greasy Sacks



Pouring butter over corn in a bag or sprinkling it over the contents of a case and then mixing it, is an obsolete, unsanitary and most unsatisfactory method.

You, doubtless, have often purchased a bag of pop corn, only to throw it away in disgust after having eaten only a portion of the disappointing contents—*such seasoning as existed was either smeared over the top kernels alone, soaking them with grease, or unevenly distributed, leaving the greater portion dry and tasteless.* The grease from the saturated kernels penetrates the paper sacks, soiling your fingers and clothing. Instead of the appetizing treat anticipated, you have been disappointed, and are not likely to again patronize the vendor.

Cretors "Quality" Pop Corn is Different

Each and every delicious kernel throughout the sack is *seasoned precisely alike*—the last exactly the same as the first. Just the right amount of butter—just the proper amount of *salt*. The crisp, snow-white kernels fairly melt in the mouth and satisfy the most fastidious. *The resistless flavor penetrates all the way through each kernel.*



Cretors' Pop Corn is perfectly crisp and dry and does not grease the sacks or fingers. Why? Because—the flavor is cooked into the heart of each kernel—“Before it Pops.”

Food has a superior flavor if seasoned while cooking—pop corn decidedly so.

With the Cretors' Process, *“Butter and Salt” are placed in the popping pan with the raw pop corn Before Popping.* The revolving stirrer blades keep the corn in constant agitation and all surfaces of each kernel are heated evenly, thereby minimizing waste.

The application of heat under the popping pan causes *each individual kernel* to absorb an “equal amount” of seasoning—and yet remain perfectly crisp and dry when discharged. The unequalled flavor thus *penetrates the entire kernel*, which, when popped, is expanded to the greatest possible extent.

When sufficient pop corn accumulates in the popping pan, the cover raises automatically, *and the kernels are toasted crisp and dry* before falling into the case.

Our “skillet” type of popper not only produces a superior “quality” of corn excelling all other methods—but *pops faster and leaves less waste* than when popped in the customary “dry” manner. With high grade stock most every kernel will pop.

Fire, or the fumes from same, does not come in contact with the corn at any time, hence absolute freedom from all “gas odor” or taste, so general where corn is popped in screen poppers.

No “Hit and Miss” Method

None of the so-called “Automatic Buttering Devices” exploited by competing manufacturers, are capable of producing as evenly seasoned or delicious pop corn as The Cretors Popper. It is impossible for the devices they utilize (dipping in a tank of butter) to come in even contact with each kernel of corn—and *all must salt the corn after popping* by a separate and distinct operation—*which is a waste of time*, and seriously delays the operator in caring for a rush business.

Large or Small Capacity

The Cretors Self Buttering and Salting Corn Popper has the additional advantage of being so designed as to secure the quickest and best possible results from a given quantity of raw corn, and being able to care for a fluctuating trade promptly.

A single popping producing from five to twelve 5c sacks of seasoned corn, can be turned out about “every three minutes from time fire is lighted” (according to model) thus providing “Ample Capacity” to care for a rush business, and yet promptly supply customers with “fresh corn” at hours when trade is light.

No Waiting for Popping Plate to Heat

As before stated, the Cretors Popper only requires about three minutes to complete a popping “from time fire is lighted,” hence, *“there is no annoying wait”* for the popping plate to heat—a serious fault possessed by other machines on the market. *With a Cretors Popper you can turn out several poppings while others are getting ready.*

Ready for Immediate Sale

Cretors “Quality” Pop corn is *“ready for immediate sacking and sale as it leaves the popping pan”*—without further buttering, salting or other manipula-

tion. Our exclusive method conserves time and enables one to handle a large volume of trade with dispatch and all around satisfaction.

Adapted to Either Large or Small Grain Corn

The Cretors corn popper is adapted to all varieties of pop corn without mechanical change of any kind. The large grain "White Rice," small grained "Dwarf Rice," or other varieties, can all be popped to perfection in the same apparatus.

Economical and Sanitary

The Cretors Popper is remarkably Economical in Butter Consumption, even the vapor from the melted butter in popping pan is utilized for seasoning purposes. The amount of waste or unpopped kernels is governed entirely by the quality of the raw pop corn. With a high grade corn most every grain will pop.

The Cretors Popper is most Sanitary.

Quickly Cleaned

The only mechanical parts of the Cretors Popper which require daily cleaning are the Popping Pan and Cover which can be removed and cleaned in a few minutes.

Compare this "simple operation" with the time required to clean and maintain other machines on the market—particularly the so-called "Automa-

tics" which require about two hours laborious attention daily to keep in proper sanitary condition.

Durability and Upkeep

Simplicity, in any mechanical device, is of paramount importance—both as a matter of economy in upkeep expense, and *continuous satisfactory performance*.

Cretors Machines are the very essence of Simplicity: the result of many years painstaking attention to details and elimination of all unnecessary parts.

Compare our product with others, especially of the intricate "Automatic" type—and you will more fully appreciate the many advantages of Cretors Simplicity in Design, which insures Superior Performance and Durability.

Ordinary adjustments, should the same become necessary, can readily be made by the operator himself—without the assistance of specially trained factory experts.

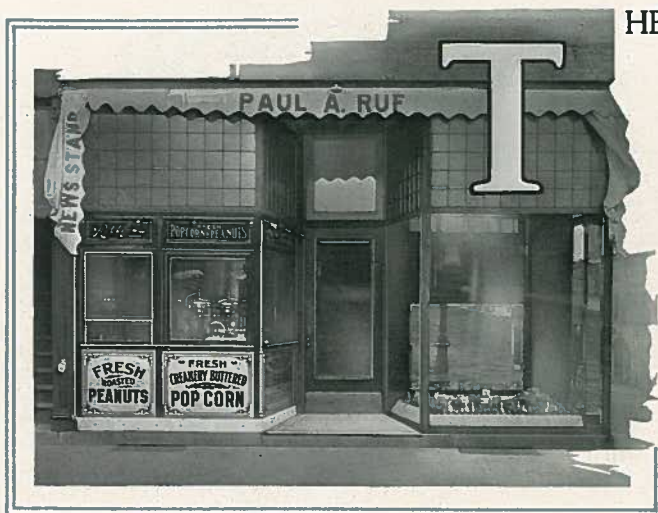
Durability—Cretors Machines are famous for their "long life" which is governed absolutely by the care they receive. We often supply parts for, or remodel machines of our make which have been in use for 15 or 20 years, and still continue in satisfactory service.

In purchasing a Cretors Machine, you are investing in a product of proven superiority—

Why purchase a Substitute, and invite Disappointment?



Pop Corn Profits—For You



HE "possibilities" of the Pop Corn Business with "Cretors Equipment" affords one of the most Attractive and Lucrative Investments in existence today. Still in its infancy, but growing with mighty strides, the industry is of such National importance that progressive merchants (or individuals) in every locality—should avail themselves of the Exceptional Profits pop corn sales produce.

With Cretors "Quality" Pop Corn, sales are quickly and easily made—each individual purchase though small, rapidly mounts into dollars—CASH, not charge accounts—and *the percentage of Profit is enormous.*

Universally Popular

Cretors' Pop Corn is the most pleasing of any in the world. No other novelty gives such a degree of enjoyment and satisfaction for the money. Relished by all, young or old—rich and poor alike, *during all seasons of the year*—it wins instant success everywhere, and practically *sells itself.* The tempting aroma of corn popping in creamery butter travels far, coaxing customers blocks away.

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Best Treat for the Money

The public spend 5c for a bag of Cretors' Pop Corn more cheerfully than anything else—customer receives big value for his money, and machine owner attractive Dividends. Both are highly gratified.



Exceptional Food Value—Adds Pleasure to Life

The U. S. Department of Agriculture says: "Among the things that add pleasure to life, pop corn should be given a prominent place. The crisp, flaky pop corn is dear to the children's palate and affords a pleasant and healthful treat for the entire family. Pop corn has considerable value as a food, and when properly prepared for the table it is superior to many of the breakfast foods on the market."

Another authority, in comparing the food value of pop corn with other standard foods expressed in units, states: "Eat More Pop Corn—It's Healthy, and excels in energy producing units many of the foods we use daily. One pound of pop corn contains approximately 1800 heat or energy units. One

pound of Round Steak contains about 900 energy or heat units. One pound of Eggs contains about 700 heat or energy units. One pound of Milk contains about 300 heat or energy units."

Thus you see pop corn is of exceptional food value; especially when prepared by The Cretors Process which pops the corn in butter, thereby imparting additional energy and an unequalled flavor.

Always in Season—Ahead of Soda Fountain

Pop corn has a ready sale *throughout the entire twelve months of the year.* Always in season, it has a tremendous advantage over Soda Fountains and many other kindred lines of business, which require a far greater initial investment, and yield a much lower rate of income during their limited season—which at best, only extends over a few months of each year. The advantages of the Pop Corn Business are self evident.

Big Returns on Your Investment

Do you know of any other commodity *having an equal market,* which will produce anywhere near the same margin of *net bankable profits as Pop Corn?* We do not.

3½ Cents Profit on Each Bag Sold

The profit on each 5 cent bag of Cretors Pop corn sold, should average about



3½ cents—therefore each Dollar in Receipts means from 60 to 70 cents *clear profit* after deducting cost of stock and other operating expenses as shown in approximate profit schedule on this page.

Are you making anywhere near this percentage of clear and bankable profit in your present line of business? We assume you are not, as most merchants are satisfied with an average profit of around 25% on the goods they sell. Here is a proposition of unusual merit, *capable of earning 250% profit on your stock investment*—which as a Money Maker, has many important advantages over most any other legitimate line of business.

The amount of daily sales naturally depends upon the location and type of machine used—but the following example will serve as an illustration:

Profit Schedule on Basis of \$10 Sales

Sales—25 Poppings (single 12-inch popper) averaging 8 five cent sacks each—
Total 200 bags popped corn.....\$10.00

Cost—22 lbs. Shelled Rice Pop Corn @ 4c.....\$0.88
Creamery Butter and Seasoning (butter @ 38c per lb.).... 1.00
200 1 lb. paper sacks..... .20
Fuel and Sundries..... .17

Net Average Profit on 2.25
\$10.00 sales..... **\$7.75**

Think of it: 300% Profit on your Stock Investment. Out of Each Dollar in Receipts, 60 cents to 75 is clear—bankable profit—can you equal it?

Annual Profits \$700 to \$3500

Owners of Cretors Machines are actually earning from \$700 to \$3500 or over, *annual net profits* from the sale of pop corn and peanuts. These machines are being operated in every conceivable location—many in high-class stores, where the management regard their Cretors Popper as the most productive investment in their establishment in proportion to its cost and space occupied. Thousands of others operate Cretors Machines as a separate and agreeable occupation, offering an independent and highly profitable source of income.

Sells Itself

Cretors Pop Corn is of such Tempting Fragrance and Delicious “Quality” that it practically “Sells Itself”—people come blocks out of their way to secure it in preference to all other.



Each savory kernel is seasoned “just right” *all the way through*; once you sell a bag of Cretors Pop Corn to a customer, he or she “gets the habit,” and becomes a regular patron and booster. You hold the trade against all competition as no other corn is so consistently good.

Demand is on the Increase

The popularity of “Cretors Quality Pop Corn” is Nation wide, and its sale is increasing at a phenomenal rate. Millions upon millions of bags are being sold annually—the profits from which have been the foundation of many a tidy fortune.

Read These Letters

C. Cretors & Co.,
Chicago, Illinois.

Gentlemen:—

Wish to say the machine I purchased last Fall, has proved itself a gold mine, and has given entire satisfaction; it is one of the inside models.

Any one thinking of buying a machine will certainly make a mistake if they don't buy a Cretors.

Since I have been in this location, there has been several other makes of machines started up, and all have been failures, *there is nothing to it, you can't take the business away from a Cretors with any other make on earth.*

The smell of the corn popping in butter is what fills your cash register with nickels.

If you want to practice “Safety First” buy a Cretors.

Respt.,
E. D. Byers.

Kansas City, Mo.

“ I was in the hospital five weeks last winter, but have run my wagon 541 days—don't run on Sundays—and have taken in \$6,793.70 cash ”

Dodge City, Kans. G. F. Hoyt.

Davenport, Iowa, April 20th, 1916.

C. Cretors & Co.,

Gentlemen:—

Your favor of April 15th received, and in reply will say that I have been in the Peanut and Pop Corn business for eight years; during that time have bought four \$1,000 "Cretors" Wagons and operated them myself. They have given perfect satisfaction, and I consider the "Cretors" popper the only one on the market today for efficiency.

Thanking you for past favors, I am

Respectfully,

112 Commercial St.

J. T. Morey.

1468 Front Street, San Diego, Cal.

" . . . I do not know of any business into which a man could enter with better prospects of success and less chance of failure. The work is pleasant and profit sure."

W. C. Scott.

Mr. Scott has operated several Special Model "D" Wagons in the past, and now owns one of our Automobile Machines which is the finest and most elaborate Peanut and Popcorn Machine in the world at this date.

Popular Bluff, Mo.

C. Cretors & Co.,
Chicago, Ill.

Gentlemen:—

There is no machine made that can compete with your "Automobile." I take in picnics 50 miles away. Have cleared as much as \$100 in a single day with mine, and would not take \$5000 for my machine and quit the business.

T. I. Cunningham.

Jackson, Tenn.

C. Cretors & Co.,
Chicago, Ill.

Gentlemen:—

It is not necessary to send me testimonials regarding Cretors Machines as I have owned three. The second-hand machine of your make I now operate is *sixteen years old*, and the best that can be said for Cretors Machines is not too good. It takes the Cretors Machine to deliver the goods and make the money. I intend ordering a double popper machine from you soon.

John A. Hudson.

C. Cretors & Co.,
Chicago, Ill.

Gentlemen:—

" . . . my sales for eight days, October 10th to 17th inclusive amounted to \$366.30.

W. E. Young.

The above letters are but a few taken from among hundreds of like tenor in our files.

"Thousands Say The Same"



Merchants

NEW PROFITS which are "VELVET" for YOU



ACH person passing your store is a likely pop corn customer. Why continue to let this *extra business* "get by" you? Pop corn sales mean "new and additional" profits for the merchant, and they are easily secured.

The limited space a Cretors Machine occupies will show the greatest proportionate profits of any equal area about the store, and in many instances more than pays the rent.

Pop corn, prepared "The Cretors Way," will prove itself a most attractive and profitable addition to your present business. Relished by everybody, "*during all seasons of the year*," an opportunity is here afforded you to "*materially increase your store receipts*" by installing a Cretors Machine of such model as best adapted to your location.

During the past, we have demonstrated to thousands of enterprising merchants throughout the country that a Cretors pop corn and peanut machine is a most essential and valuable "side line," offering an unprecedented margin of profit.

Additional Profits for You

It behooves you to secure full advantage of your location—you positively can not afford to ignore the daily, bankable profits a Cretors Machine will earn for you. Other merchants are gratified with results in locations perhaps not half as good as yours.

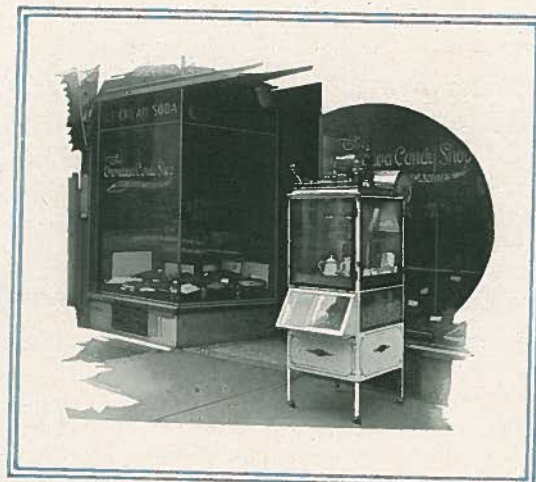
Mr. Paul Ruf, who operates one of our Store Front machines in connection with his Confectionery and Ice Cream Parlor at Monroe, Wis., recently wrote us saying: "I sure will have a record year; I sold 2200 bags of pop corn on July 4th—Some business for one day."

The M. E. Comerford Amusement Co., prominent Moving Picture Theatre operators in Pennsylvania, voluntarily write us:

"We have been using several of your Pop corn Machines in our theatres for the past few weeks and we find them great money makers *and an attraction to the theatre*. We have . . . machines also, but find Cretors give the best satisfaction."

The Union Pacific Coal Company of Cheyenne, Wyoming, were so well pleased with the first Cretors Machine sold them that they placed an order for four more, their superintendent of stores saying: "I am pleased to advise you that the machine shipped to us at Hanna, Wyoming, is giving the best of satisfaction and so far is a money maker for the Candy Departments."

We have hundreds of voluntary letters such as the above, on file in our office. Owners of Cretors Equipment are enthusiastic "Boosters" and always



willing to speak a good word for our machines, as they can conscientiously do so.

The Market Is Established

Pop corn customers are passing your store constantly—a Cretors Machine will halt them, and the tantalizing aroma of the corn "*popping in butter*" will coax the nickels and dimes from their pockets in an astonishing manner. Sales are quickly made and "*your profits start immediately*" upon the installation of a Cretors Machine. No waiting, "*each day brings its cash dividend*."

Everybody enjoys Cretors "Quality Pop corn," Crisp and Flaky, each delicious kernel "Seasoned Alike" it fairly melts in the mouth, affording a pleasant and healthful treat relished by all *throughout the entire year*. Observe the amount of money now being spent for pop corn in your vicinity (doubtless of inferior quality) and determine to secure your share of this popular and growing business.

Only a nominal investment in non-perishable stock is required—you turn your money rapidly.

Each dollar in receipts—means from 60 to 70 cents net bankable profit—Can you beat it? See profit Schedule on page 6.

Unless machine is worked to its full capacity constantly, there is no need of extra clerk hire—and should same become desirable, you can well afford it, as the capacity of even our smaller models more than justifies the expense.



Extra Profits May More Than Pay Your Store Rent

Analyze the possibilities a Cretors Machine affords you: the "extra profits" it will earn "may more than pay your store rent." Of exclusive and attractive design, it will harmonize with the most elaborate surroundings, and is a credit and "big advertisement" for any establishment.

Cretors "Quality Pop corn" has a ready and profitable sale wherever people trade or congregate: *in locations just like yours.*

Be Progressive—start right by installing a Cretors Machine "now" and cinch the cream of the latent pop corn business existing in your town—let the other fellow have the "skimmed milk."

Among the large and diversified list of locations where Cretors Machines are being successfully operated we mention the following:—

- | | |
|--------------------------|-----------------------------------|
| Confectionery Stores | Moving Picture Theatres |
| Fruit Stores | Lunch Rooms |
| Tobacco Shops | News Stands and Periodical Stores |
| Pool Rooms | Bathing Beaches |
| Fair Grounds | Pop Corn Shops |
| Amusement and Ball Parks | 5 and 10 Cent Stores |

- Commissary Stores
- Delicatessen Stores
- Drug Stores
- Carnivals

- General Stores
- Grocery Stores
- Athletic Fields
- Department Stores

As well as many other desirable locations such as Transfer Corners, Waiting Rooms, etc., all of which afford excellent opportunities. Cretors Machines are built in a large variety of models suited to store locations, utilizing Electricity or Steam as motive power and Gas or Gasoline as fuel.

Worth Its Cost as an Attraction

Enormous sums are spent producing attractive window displays, with the object of interesting the public and bringing new customers into the store. "Motion Displays" are the most attractive, and a Cretors Machine located in the window, or on the sidewalk in front of your store "is worth its cost as an advertisement alone." Occupying but little space, the attractive design and "moving mechanism" of the machine commands the attention of every passer-by,—and the appetizing aroma of the corn "Popping in Butter" is well nigh impossible to resist.



Those who stop to look are tempted to buy, not only the Best Corn in town, but *their attention is drawn to other goods you sell.* Thus the original "Pop corn Customer" spends a considerable sum in your store for other articles before leaving.

A Cretors Machine will attract more attention to your store than any other advertising novelty you can install, and has the additional advantage of being a "big producer" as well.

Annual Profits \$1200

Each Dollar in Sales of Cretors Pop corn means from 60 to 70 cents net profit to you—about 3½ cents on each bag sold. Stop and realize what this means. Assuming your sales average only 100 sacks daily, this amount of business would show you a profit of about \$3.50 daily or over \$1200 per annum—

which is but a moderate estimate, as many of our customers do much better.

Expand Your Business

This is all *extra profit* and a "*real opportunity*" for you to expand your business, and participate in the wonderful success enjoyed by owners of *Cretors Machines* throughout the country.

After your trade once tastes Cretors "Quality Pop corn"—*no other will do—it sells itself.*

You take pride in selling a superior article, no matter what it may be and will be surprised to see how many "*new customers*" a Cretors Machine will bring into your store through the unequaled popularity of its product.

Make room for a Cretors Machine and enjoy the daily harvest of nickels and dimes it will bring you.

Figure the proposition as you will, the *pop corn business is a winner* as evidenced by the success achieved by thousands of Cretors Machines in daily use throughout the country, in every possible location.

This is no new, mysterious, or experimental venture—but one of the liveliest and most dependable investments of the day—offering an unprecedented margin of profit.

A vast number of our customers have earned a competency through the sale of pop corn alone—*surely a most desirable "side line" and investment* for the retail merchant from every standpoint.

Order a Cretors Machine today on our liberal *Installment Terms* and see for yourself how quickly it will earn its cost, and become a most valuable addition to your business. Each day's delay means the loss of profits which should be going into your bank account.

A Cretors Machine will popularize your store.



Pop Corn Sales—For the Individual



SHOULD you invest in a Cretors Peanut and Pop corn Machine as an individual occupation, or engage in some other mercantile line? A few words on this subject may prove interesting and assist you in your decision.

Compare the cost of our Improved Special Model "D," and that of a moderately equipped grocery or other store and the "net profits" to be derived from each.

How much clear and bankable profit would you expect to realize from a grocery store with a total investment of \$1200? What would be the amount of your stock—rent—insurance—clerk hire, *credits—bad accounts—dead stock*, and other fixed expenses? You would be tied behind the counter long hours and subject to the whims of every customer. When business is dull, your expenses go on just the

same; you must buck competition, etc. Suppose you are compelled or desire to make a change in your location: a serious and expensive delay is unavoidable unless you sacrifice your stock, fixtures, etc.

Now, with a Cretors Machine conditions are radically different. You have little or no rent to pay for choice locations; no clerk hire, no dead stock, and only about fifteen dollars necessarily invested in stock at any time, consequently the same does not deteriorate.

No Bad Accounts—Your business is on a *cash basis*. When you go home your expenses stop. With a store you are confined to one location, the *people must come to you*; while with a Cretors' Machine you can follow the crowd to whatever point the best business can be done.

Your Business is Portable—Presuming you wish to move to another town, you are not bound down by a lease or other restrictions; you simply load and ship your machine to the desired location, and can resume business there *within one hour after arrival*, while with a store a serious and expensive delay is unavoidable.

If a Druggist or Confectioner invests upwards of \$1,000 in a *soda fountain* and derives satisfactory returns on say six months' business, why can not you do far better with one of our large machines, which costs less, and may be operated at selected locations *the entire twelve months* with a greater percentage of profit?

For the Man of Limited Means—we know of no investment which will even approach our machines in the following respects: Percentage of "*net profit*" in proportion to receipts; nominal amount of capital required for raw stock; total absence of credits and bad accounts; freedom from high rent, cumbersome fixtures and other heavy overhead expenses, which so often eat up the profits in mercantile lines. Ease and nominal expense with which business lo-

cations may be changed; absence of clerk hire and dead stock, lack of confinement, as this business is distinctly an "open air" one—agreeable and independent. Among many other attractive features we might mention *the possibility of lucrative employment for persons who may be physically incapacitated for more strenuous occupations* and the *exceedingly small percentage of failures*, which is practically "nil" when business is properly conducted.

As proof of the foregoing, customers who invested in our earlier models, continue in the business. They sell, or trade their old machines for our latest improved models, and continue in the business year after year, as they realize that the pop corn and peanut business, with Cretors equipment, affords them independent and agreeable employment—as well as *the best possible returns on their investment*.

You should have no hesitation in deciding in favor of a Cretors Machine—the best your location and finances will allow—and *success is assured*. Don't purchase a cheaper one claimed to be "just as good as a Cretors," as it is bound to prove a source of perpetual disappointment and regret, and your being outclassed when a competitor installs a Cretors which, if you don't, he doubtless, will do.

Remember, it is not the first cost of an equipment that counts, but *The Daily Profits* accruing therefrom which must be considered. Ten dollars spent for an article from which no adequate returns are received is money thrown away, while five hundred or five thousand is well invested if a satisfactory profit is realized therefrom.

With Cretors equipment you outclass all competition, and discover a "short cut" to success.

"Being in Business for Yourself" has an attraction for most anyone. Surely, if a man can be his own master, work reasonable hours and receive a substantial income from a legitimate and agreeable occupation—little remains to be desired. Your capital may be limited, and you naturally hesitate about investing for fear of reverses. Permit us to say that we know of no business which yields as attractive an income on the initial investment as the operation of a Cretors Machine. Profits are certain and chances of failure exceedingly remote.

Do you wish agreeable outdoor employment which does not entail long hours or close application? If so, purchase a Cretors Machine, be your own boss and lay the foundation of a successful future.

A large percentage of our sales are made to those who have observed Cretors Machines in practical operation throughout the country. They see men not one bit more clever than themselves, who are getting along nicely, earning comfortable homes and accumulating money in the bank—all made possible through the ownership of a Cretors Machine, and rightly decided they can do likewise.

Public opinion has undergone a gradual and just change in its estimation of the Peanut and Pop corn Merchant. He is no longer classed on a par with the "push cart" vendor, but is entitled to, and receives the same consideration and respect as the perhaps more pretentious retail merchant of his home town, many of whom would be only too willing to exchange positions with him—enjoying as he does the absence of worry and freedom from business cares incidental to the conduct of most commercial enterprises, and, in many instances, the even greater net returns or profits.

Greater Net Profits result from an investment in a Cretors Machine than can be derived from several times a like sum invested in most any other undertaking, *and with but a fraction of the risk.*

New Richmond, Wis., Aug. 2nd, 1916.

C. Cretors & Co., Chicago, Ill.

Gentlemen:—

I wish to tell you the business in pop corn is fine here, but there are two things I regret with the wagon. The first is: I wish I had gotten one ten years ago when you sent me the first catalog. I think you will find my name on your books when I was in Racine, Wisconsin.

The next and worse regret is: when I did buy, that I did not get one of your auto wagons, but the first chance I have to sell this one, I will, and it will be an auto.

Yours truly, Frank Clemmens.

Success in City and Town

"I ran it in a town of 700 and averaged \$4.50 per day. During the summer months, I took in \$1,000 at a lake resort. . . . My receipts in a city of 15,000 have been \$350 per month and I do not work Sundays.

C. Otis Parker.

21 N. 12th St., Fort Dodge, Iowa.

Gross Receipts for 15 Months \$4312.72

"I was working at my trade: painter and paper-hanger—when I borrowed the money to buy my first Cretors wagon. From 1909 to 1914 I purchased four No. 1 Wagons and my sales in five years amounted to \$10,147.70. Sold out again and ordered one of your Improved No. 1 Wagon Model "A" Double Popper machines, and *my gross receipts for 15 months amounted to \$4,312.72.* Sold out again in November, 1915, and bought your Model "C" wagon in December, 1915. Everyone says it is the finest machine they ever saw, and I am safe in saying I would always have been a poor man if I had stuck to my trade. Cretors & Co. treat you square and their machines can't be beat.

Yours very resp.,

Fayette, Mo.

Lee Hoff.



"*Being in Business for Yourself*" has an attraction for most anyone. Surely, if a man can be his own master, work reasonable hours and receive a substantial income from a legitimate and agreeable occupation—little remains to be desired. Your capital may be limited, and you naturally hesitate about investing for fear of reverses. Permit us to say that we know of no business which yields as attractive an income on the initial investment as the operation of a Cretors Machine. Profits are certain and chances of failure exceedingly remote.

Do you wish agreeable outdoor employment which does not entail long hours or close application? If so, purchase a Cretors Machine, be your own boss and lay the foundation of a successful future.

A large percentage of our sales are made to those who have observed Cretors Machines in practical operation throughout the country. They see men not one bit more clever than themselves, who are getting along nicely, earning comfortable homes and accumulating money in the bank—all made possible through the ownership of a Cretors Machine, and rightly decided they can do likewise.

Public opinion has undergone a gradual and just change in its estimation of the Peanut and Pop corn Merchant. He is no longer classed on a par with the "push cart" vendor, but is entitled to, and receives the same consideration and respect as the perhaps more pretentious retail merchant of his home town, many of whom would be only too willing to exchange positions with him—enjoying as he does the absence of worry and freedom from business cares incidental to the conduct of most commercial enterprises, and, in many instances, the even greater net returns or profits.

Greater Net Profits result from an investment in a Cretors Machine than can be derived from several times a like sum invested in most any other undertaking, *and with but a fraction of the risk.*

New Richmond, Wis., Aug. 2nd, 1916.

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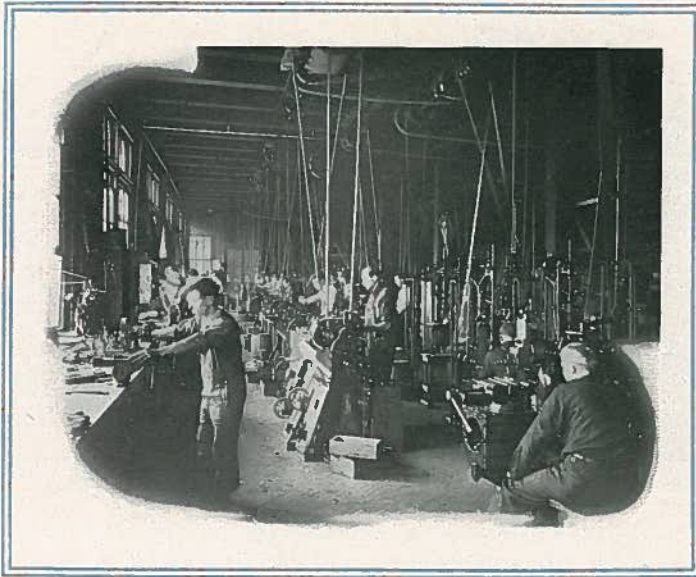
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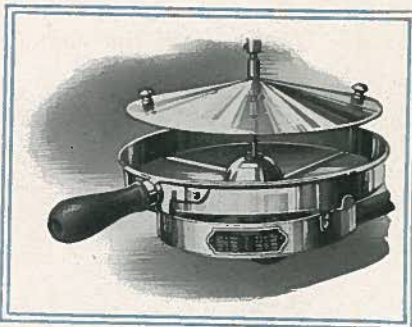




Patent All-Steel Frame Construction—The frame or body of all Cretors Machines is built of angle, plate, and sheet steel throughout, thus insuring supreme strength and durability. On our wagon models this is a comparatively new feature originated and patented by us to overcome the many inferiorities of wood construction.

Our experience has demonstrated the all-steel frame, among other advantages, to be fireproof, stronger, lighter, more durable, more secure in joints, etc.

Steel is displacing wood in so many lines of manufacture that its many advantages hardly admit of argument.



Corn Popper
—The accompanying cut illustrates The Cretors' Famous "Original Self Buttering and Salting Corn Popper" which revolutionized the

Pop corn Industry—and proved itself the greatest invention of its kind extant. Our popper has been used on machines of our manufacture exclusively for many years past, and during all that time there has never been any other device invented that will even compare with it. We still adhere to the original principle with mechanical improvements, as being the most economical, attractive and satisfactory in every respect.

By our exclusive method, *the flavor is cooked into each kernel before it pops*, and not smeared on afterwards. Being perfectly crisp and dry *it does not*

Important Explanations—Applying to All Machines

Cretors Machines must be seen for one to form a just conception of their elegance in design, detail and finish. A visit to our factory is sure to inspire one with confidence in our output, and prove a revelation as to its magnitude.

Material and Workmanship—Entering into the construction of our machines is of the very best. We are not merely "assemblers," as we build our machines complete from the raw materials. "*Quality*" is our watchword.

Electric Power Machines—We manufacture a large and attractive line of Electric Power Models, using either Gas or Gasoline Fuel. These machines are especially popular with merchants or others having electric current available, as it affords a cheap, reliable and convenient motive power.

grease the sacks and is of snowy whiteness. Fire or fumes from same does not come in contact with the corn at any time; hence absolute freedom from all gasoline odor or taste so general where corn is popped in screen poppers.

The capacity is ample to care for a large business, as one can turn out a popping about every three minutes with a single pan, producing from five to ten one-pound sacks, according to size of popper and quality of raw corn.

Corn is ready for immediate sacking and sale when it falls into the case, without further buttering, salting or other manipulation—an important advantage, especially when sales are crowding and every unnecessary move curtails production.

The principle is similar to the old-fashioned way of popping corn in a skillet into which a small quantity of butter and salt is placed with the raw pop corn for seasoning. Rotating blades keep the kernels in constant motion, and the cover raises automatically when the popped kernels reach a given height.

The public universally acknowledge Cretors Pop corn as being the most delicious and evenly flavored of any they have ever eaten. Follow our instructions and you are bound to command the pop corn trade of your district.

Painting—Cretors' Machines are noted for their exclusive and artistic finish, which is universally admired and unequalled by any other manufacturer. None but the very best grade of paints and varnishes are used.

Testing—Each and every machine receives a careful and thorough test prior to shipment, by trusted inspectors who do nothing else.

Directions—Complete and simple "Directions" accompany each machine.

Motive Power

There is a fascination about a working steam engine of which the public never tires.

In selecting a peanut and pop corn machine you should pay special attention to the "MOTIVE POWER" as it is an important source of attraction which must be properly designed and thoroughly reliable.

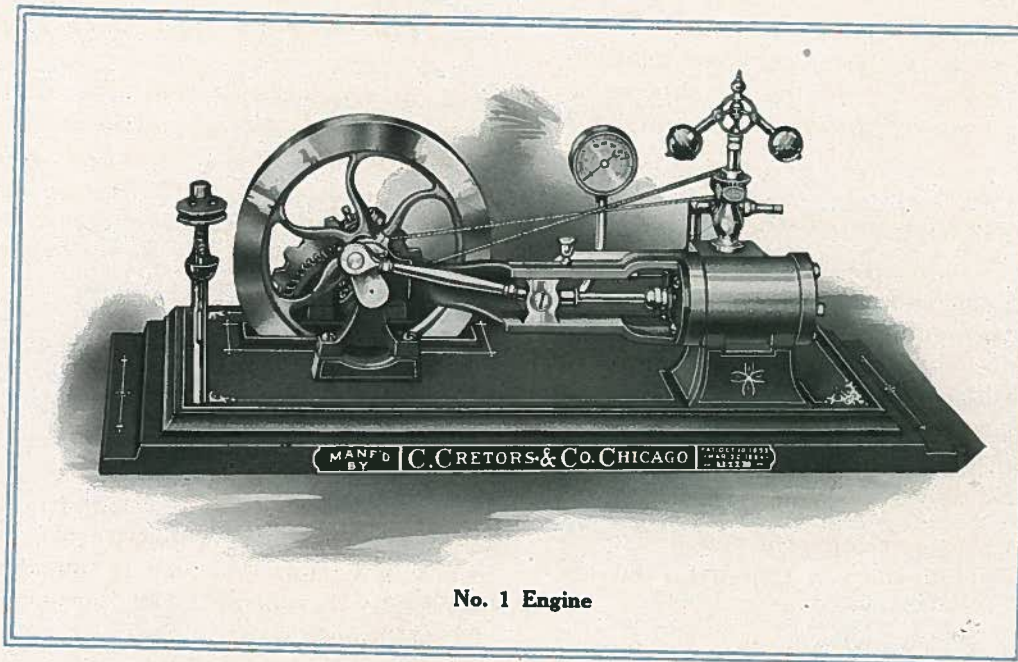
Cretors' Steam Engines—are all built in our own shops and are famous for their Simple and Unequaled Design, Durability and General Efficiency. The various models are all of our own design and represent the finished product of over 30 years' successful development. We take especial care and pride in their construction and they can be relied

upon to perform their work in a highly satisfactory manner and render years of efficient and economical service.

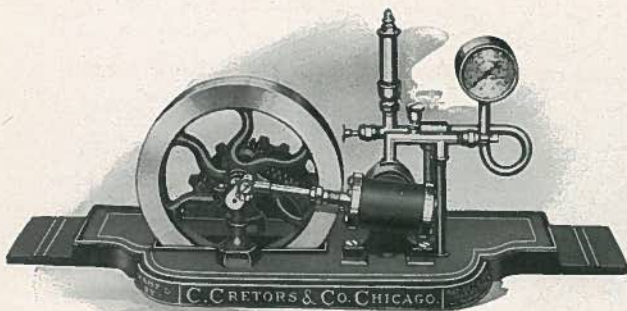
Our engines command the attention and admiration of every passer-by and are an unequaled source of attraction—their design is often copied, but never equaled.

Electric Motors—supplied on our Electric Power Models are of standard manufacture and highest quality.

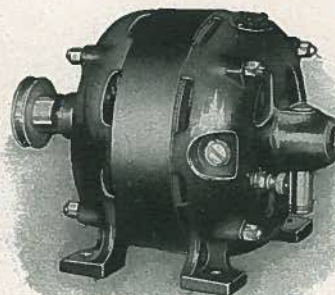
The electric motor while not as attractive as our steam engines, is a convenient, cheap and desirable power for use in-doors, in front of the store, or at other locations where current is available.



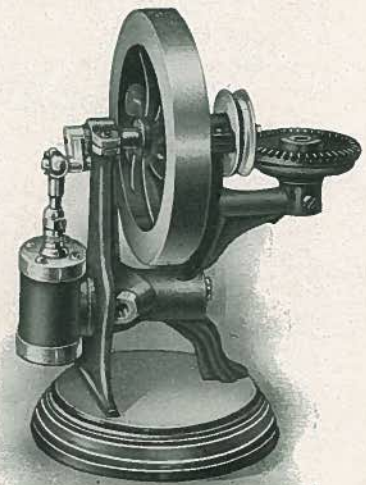
No. 1 Engine



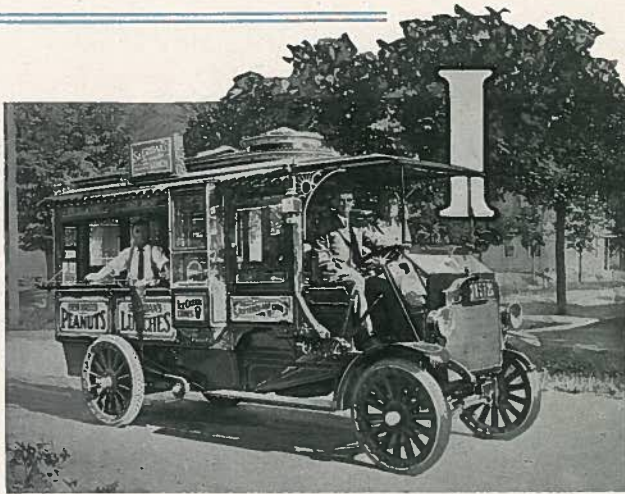
No. 2 Engine



Electric Motor



No. 6 Engine



Summary

THIS is our policy to maintain our product representative of that which is best and most progressive in Design, Durability and Trade-Winning Qualifications—every detail shows refinement in manufacture. Price is never allowed to dominate "Quality."

Dollar for Dollar Value

The intrinsic worth of any Cretors Machine more than justifies its cost, and is greater value for the money than any kindred device on the market. Our most inexpensive models often successfully compete against, and out-sell other makes costing double or over the money.

Remember This

Let this fact be impressed on your mind: There is not now, and never has been, any other machine on the market embodying *all* the advantages of "The Cretors"—These advantages are definite and indisputable.

Superior Durability

Those who own and operate Cretors Machines appreciate their superiority over all others—they *know from their own experience* the years of faithful and economical service their machines have given—not for one or two years, but for six, eight or ten years. These owners are all about you—ask them why they stick to the Cretors Machine in preference to all others? *It will pay you to know.*

In purchasing Cretors Equipment you are buying a "known quantity," which is time-tried and dependable.

Does it mean anything to you that a company which was doing business *thirty years ago* continues in business today, re-selling now to many of the customers we had in the early pioneer days?

Proven Design

C. Cretors & Co., have never marketed a failure, or experimented at the expense of the public. During the past 30 years we have never taken a single step backwards; each succeeding year has found us in advance of all preceding ones. This in itself is a valuable assurance that any machine of our manufacture is correct in design and thoroughly fitted to successfully perform the service for which it is intended.

Those who joined our forces in the past, have been well repaid for their enterprise and found a "short cut" to Success.

The World's Best Corn Popper

Let us remind you—that The Cretors is the "Original" Self-Buttering and Salting Corn Popper; that its advent created a "New Era" in the industry—and today it stands *unrivaled* and *unequaled* in the "Quality" and general excellence of its product—which is recognized as the World's Best by all disinterested persons.

Cretors Machines possess many other exclusive and patented features which enable them to command several times the amount of business, under the same operating conditions, as any other device on the market is capable of doing; consequently, *our machines are by far the cheapest in the long run*, and therefore, the best investment. The original cost of a Cretors Machine is immaterial—be influenced by its superior Profit Earning Ability, long life, and proven worth.

Your Opportunity

Fortunes are built by recognizing and grasping "opportunity." Enterprising Merchants and Individuals are constantly calculating how to enlarge their business and income—a Cretors' Machine will help you do both.

This is the age of efficiency; antiquated guns cannot win a modern battle—neither can obsolete or inferior equipment survive in the struggle for supremacy in the pop corn business. You must keep pace with your enterprising competitor, and "go him one better" *by installing a Cretors Machine*, or be thrust aside and see him reap the harvest of nickels, dimes and quarters you should enjoy.



Practice **"Safety First"**
by
**Ordering a Cretors
Machine—NOW**

Profit by the Experience of Others

There is no knowledge so convincing or permanent as that gained through personal experience. Personal experience, however, is a costly and severe teacher. Why then, not utilize and be guided by that of others, gained by them through a series of "hard knocks" to your own advantage? Many of these men paid dearly for their experience in having purchased inferior equipment, and are glad to give you sincere advice in the many testimonial letters we publish.

Hundreds of comfortable homes have been built with a Cretors Machine as a foundation; many of these men borrowed the money necessary to make their initial payment, and their machine not only paid for itself from its earnings, but afforded the owner a comfortable living and agreeable occupation in the meantime. Subsequent earnings provided the means for purchasing larger and more elaborate Cretors equipment to care for the growth and development of their business.

Greater Net Profits result from an investment in a Cretors Machine than can be derived from several times a like sum devoted to most any other undertaking *and with but a fraction of the risk.*

Now that we have convinced you as to the "possibilities" of the Pop corn business with Cretors Equipment, it remains for you to ACT—in order that you may secure your share of the attractive profits about which we have been telling you.

Your Trade is Hungry for Cretors' Pop Corn

Page Sixteen

The people of your town are *hungry* for Cretors "Quality" Pop corn, "*the most pleasing pop corn in the world,*" and *you* should be banking a daily harvest of nickels, dimes and quarters derived from the sale of this popular, healthy, and enjoyable food delicacy.

These profits are easily secured; in fact, waiting for you, but to secure them you must install a Cretors Machine.

Decide on *Cretors' Equipment* and *Success is Assured*; do not hesitate; each day you delay means the loss of profits which should be on the credit side of your bank account. We are willing to grant you reasonable Installment Terms if desired, and hope to number you among our many thousands of highly satisfied and prosperous patrons, being confident your only regret after having purchased a Cretors' Machine will be "that you had not bought earlier."

A capable man with Cretors Equipment, is a winning combination which smiles at competition.

Chicago

C. CRETORS & CO.

Guarantee

We exercise every precaution in the testing and inspection of all machines prior to shipment; but should any part or parts prove defective in material or workmanship within a reasonable length of time, we will gladly replace upon receipt of defective piece with transportation charges prepaid. "It is not what is said in a guarantee that counts — but WHO says it."

Our policy is calculated to show an appreciation of your business and maintain our universal reputation and foremost principle of

"A SQUARE DEAL ALWAYS"

Reference — First National Bank : : Chicago

Children Cry for It—Everybody Buys It

