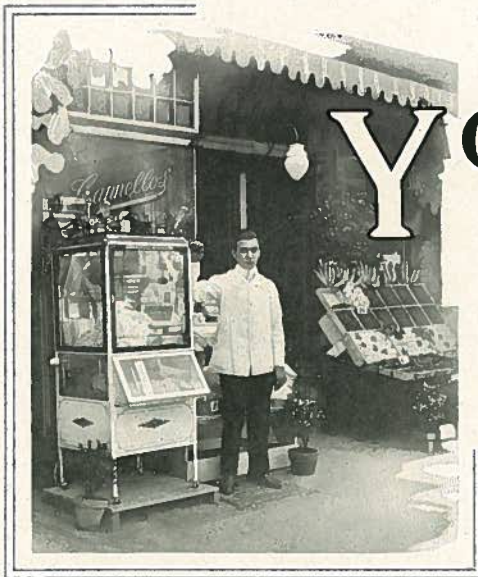




Everybody Buys It.



# YOUR Location—and a CRETORS EARN MORE Machine Is Worth From \$500 to \$3,000 Additional Profits Each Year to You

**T**HOUSANDS and thousands of business men in stores and theatres like yours, in towns like yours, are getting this additional profit each year with Cretors machines.

There are hundreds of people entering or passing your door daily who could not resist the temptation to buy a bag of Cretors Popped-in-Butter corn or peanuts. The tantalizing aroma of corn popping in butter travels far and when it reaches the nostrils of the average person, his hand goes into his pocket and he willingly parts with his money right there.

You, who may have dreamed for years of something to boost your present business, and at the same time be a good seller on its own account, owe it to yourself to look into the wonderful possibilities of pop corn. **Thousands have made a comfortable living selling it alone**, while other thousands with an already established business have seen pop corn bring them new customers who pour a steady stream of nickels and dimes into their cash registers.

Do you know of anything that is more generally liked than pop corn—that can be sold to everyone—men, women and children; that can be sold in all kinds of stores and theatres at all seasons of the year? I'll wager you can't pass a pop corn machine without your nose pleading with you to buy.

Why not get this **new profit** by installing a Cretors "Earn-More" machine at once? It

yields big returns on a small investment. **It pays larger dividends on the floor space occupied and for attention required than anything else you can sell.** Cretors Popped-in-Butter Corn is made at small cost and sold for spot cash—no charge accounts—and at a big profit.

The Cretors "Earn-More" machine is no experiment. **It has proven it's worth in thousands of locations no different from yours.** Among the list of locations where this machine is operating successfully, are:

- |                      |                         |
|----------------------|-------------------------|
| Drug Stores          | Fruit Stores            |
| Confectionery Stores | Pool and Billiard Rooms |
| Theatres             | Bakeries                |
| Department Stores    | Grocery Stores          |
| Cigar Stores         | Delicatessens           |
| Lunch Rooms          | 5 & 10c Stores          |
| News Stands          | Commissary Stores       |
| General Stores       |                         |





Owners of these establishments, located in villages, towns and cities of all sizes throughout the country, are averaging from \$10.00 to \$60.00 a week net profit from their Cretors machine. \$500 to \$3,000 per year.

**Theatre Owners**, you now have a chance to make two profits from each admission. Place this machine either in the lobby or inside your theatre. During intermissions throw on the screen one of the slides shown on page 11 of this booklet—have a boy or girl walk down the aisle with a basket of sacked corn. Then watch the nickels and dimes roll in. Mr. S. C. Rea, owner of the Starland Theatre, says he would not run a theatre without a Cretors machine. **Mr. J. Welts, Proprietor of the New Ariel Theatre, says he would not sell his Cretors machine for \$5,000 if he couldn't buy another one.**

If the sale of pop corn and peanuts is profitable to the thousands of theatre owners and merchants who are operating Cretors machines, is there any good reason why one of them would not pay you a handsome profit?

**Without this machine you are letting hundreds of dollars slip right through your fingers every year.** You are losing a profit that would look mighty good to you if entered in your bank account.

The price of this machine is extremely reasonable. **We are asking only one-half as much for it as that of other makes on the market that cannot make you any more money than the Cretors "Earn-More."** Our many years of manufacturing experience

and knowledge of the corn popping machine business enables us to produce this machine at minimum cost. We give you the benefit of this experience.

If you do not want to pay the full amount now, we can offer you very attractive and convenient terms. **Most all of our customers earn enough to pay for their machines long before the time expires that we give them to pay—and besides have a good profit in addition.**

The pages following will give you a few facts—just enough to make you realize that this is your opportunity. Read them carefully for these stories of success with Cretors pop corn and peanut machines, supreme for thirty-three years, are all true. **The letters on pages 8 and 9, and hundreds more like them in our files, are the voluntary statements of men who have proved to their own satisfaction that selling "Cretors Process" pop corn has meant more money for them.**

Send for our sales representative who is near your town. Talk this matter over with him. This will cost you nothing and does not obligate you in any way. Mail the card on page 12 of this book. **Do this today. You are losing from \$2.00 to \$10.00 each day—so do not delay.**

C. CRETORS & CO.



## Cretors' 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.”

**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.



# C. Cretors & Co.

*For 33 Years America's Best Known Manufacturer of Corn Popping and Peanut Roasting Machines*

Jefferson and 22nd Streets

CHICAGO, ILLINOIS



The "Earn-More"  
Machine

Trade can't come too swift for me—as I have double the capacity of other make machines. In about thirty minutes' time I can produce 80 bags of "Cretors Quality Pop Corn." Bear in mind, you only need sell this amount in an entire day to earn a net profit of \$1,000 per year you are not now getting. This should be easy in a store like yours.

I am not a "heavyweight," so can readily go with a boy (your boy, perhaps) to the Fair Grounds, Ball Park, Picnics, Chautauqua, Band Concert, or wherever the crowd may be—and make a "clean-up" of nickels and dimes that will astonish you.

What is my price? Well, extremely reasonable—you don't need to worry about that, because its the nickels and dimes I earn that will pay me. However, I'll say this: I will come to work for you at one-half what

others are asking, and they will not do—they cannot do—more than I. I am most economical and will give years of efficient and gratifying service.

It will pay you to investigate my qualifications.

Profitably yours,



## Specifications

**Of Special Finish Throughout**—This model is especially popular with Confectioners, Moving Picture Houses, Druggists, Fruit Stores, Grocers, 5 and 10c Stores, News Stands, Tobacco Shops, General Stores, etc.

**Frame** or body of machine is of our famous "all steel" construction—thus insuring maximum strength, lightness and durability.

**Corn Popper** is of the same size as our largest and most expensive machines, being direct connected to motor by shaft and worm gear drive which is positive and durable. CORN SEPARATOR is supplied for removing hard kernels.

**Popper Case Bottom**—Nickel-Plated Copper, efficiently heated.

**Roasting Cylinder** is of 12 pounds capacity; operated by bicycle chain and sprocket drive with disengaging clutch. Tester is provided for examining peanuts while roasting without stopping motor. Roasting cylinder is encased in nickel-plated copper jacketing highly polished. Peanuts are dumped directly into the heated compartment under popper case without removing roasting cylinder from its bearings.

Pop Corn and Peanut Compartments are efficiently and economically heated, thus keeping stock hot and crisp.

**Electric Light Sockets** are installed as shown in cut, thus affording abundant and attractive illumination. All electric wires are encased in metal moulding.

**Adjustable Shelf**—on left is very convenient and easily detached.

**Steam Motive Power** optional. See page 10.



## Note These Points of Superiority

**T**HE sturdy design and simple construction of this popular Cretors Model is appreciated by all. It insures maximum service and satisfaction. We avoid the delicate and intricate mechanical parts which are a source of frequent trouble and expensive shut-downs on machines of different manufacture.

This machine is quickly and easily cleaned—others, of the complicated type, require about two hours' labor each day to maintain.

**Surprising Capacity**—This is a "rush time" machine. It has double the pop corn and peanut capacity of other machines which sell for twice its price.

**Output**—140 to 160 one pound bags or 280 to 320 one-half pound bags per hour of the world's best pop corn. As this is being written many machine owners are giving one-half pound bags for five cents. Do not be confused by the advertising of other manufacturers whose output is based on one-half pound bags.

**Peanut Roasting Capacity**—50 five cent sacks every thirty minutes or 100 bags per hour.

Figuring on a ten hour basis, the machine is equal to producing 1,600 bags of pop corn and 1,000 bags of peanuts—about double the capacity of most machines.

**Another Important Feature**—This machine is adapted to a fluctuating business. It has large capacity when needed to care for a rush business, and yet will promptly supply customers with fresh corn at hours when trade is light.

No waiting for the popping plate to heat. The Cretors Popper requires only about three minutes to complete a popping from time fire is lighted, therefore, you can turn out several poppings while others are getting ready.

**Cretors Quality Pop Corn**—Pop corn, like other food, has a superior flavor if seasoned during the process of popping. This is a "pioneer" method of ours which has stood the "acid test" of time and revolutionized the pop corn business. Thirty years of success has proven our claim that in order to produce the most delicious pop corn—the every-kernel-seasoned-alike kind—it must be popped in butter and salt. No other pop corn is so delicious or consistently good—it keeps the people coming back for more. (See page 10 for more information regarding Cretors Process.)

**Construction and Finish**—All-steel construction, no wooden cabinet to become

shabby and unsightly after a few weeks' use.

**Weight**—Only 215 pounds. Supreme strength and durability.

**Finish**—Beautifully finished in white enamel, glass and nickel plate, this machine makes a handsome and profitable addition to any store—regardless of how artistic or expensive the fixtures and surroundings may be. Mounted on casters, it is easily moved in or out of your store.

**Display and Heating Compartments**—Merchandise attractively displayed is more than half sold. No one wants cold or half warm peanuts or pop corn—this machine keeps both piping hot in large display compartments having glass on three sides.

**The entire surface** on the bottom of each compartment is efficiently heated, maintaining the stock placed therein **HOT and crisp**.

**No Lost Time**—Cretors "Quality Pop Corn" is ready for immediate sacking and sale as it leaves the popping pan—without further buttering, salting or other manipulation. Conserves time and energy, enabling one to handle a large volume of trade with dispatch and all around satisfaction.

**Operating Cost**—Most economical. A few cents will cover the operating expense of this machine for an entire day. Other makes require so much electricity for their popping, roasting and heating elements as to seriously affect their earnings—perhaps you never thought about this very important item of operating expense. This Cretors machine consumes only one kilowatt of current in 13 hours, which, at the rate of 10 cents per kilowatt, costs less than one cent an hour for electricity. Gas or gasoline consumption is likewise economical.

**Yet With All These Superior Points We Ask Only One-Half the Price of Other Makes**

# Cretors EARN-MORE

*What They Are Doing for Thousands of*

## READ WHAT



**F. H. Fout, Prop. of the Plaza Theatre:** "I had another make of machine which I was obliged to return and I find that the Cretors is so far ahead of it that there is no comparison. It is a great attraction to a picture theatre and a great money maker."

**H. R. Brown, Druggist:** "The machine is a money maker—running \$25.00 the first day. We are well satisfied with the purchase and gladly recommend it to any prospective customer you may have."

**P. P. Bonfilio, Confectioner:** "It is a great attraction and great money maker. I would not be without it for any amount of money."

**L. B. Trafton, Druggist:** "I have never bought anything and put it into my store for the amount of money invested that brought me in so many nickels. The only mistake I see I have made is that I had not bought the machine 20 years ago when I started in business."

**J. Welts, Prop. New Ariel Theatre:** "If I couldn't get another one would not sell it for \$5,000.00."

**Cannellos Bros., Confectioners:** "We have used all kinds of machines but find Cretors gives best satisfaction."

**S. C. Rea, Starland Theatre:** "I would not think of running a picture theatre without one."

**E. B. Gorman, Confectioner:** "The profits from this machine pay my rent, \$800.00 per year."





# Machines Pay Big Profits

## Others — Is What They Can Do for YOU

### THEY SAY:

**Murray M. Hunter, Druggist:** "The Cretors Pop Corn machine is giving the best of satisfaction."

**E. D. Byers, 5 & 10 Cent Store:** "The Cretors machine has proved itself a gold mine—fills your cash register with nickels."

**R. E. Evans, Cigar Store:** "It is a money maker. I consider it a fixture which really adds to the attractiveness of my store. The price is low and less than half the cost of the machine that I figured on buying."

**F. H. Nickey, Cigar and News Dealer:** "My Cretors machine is sure a money maker and easy to handle."

**L. L. Tracy:** "It does all you have claimed for it. I am greatly pleased with it."

**Ed. F. Ponader, News and Cigar Dealer:** "Machine is giving entire satisfaction and am very much pleased that I bought a Cretors."

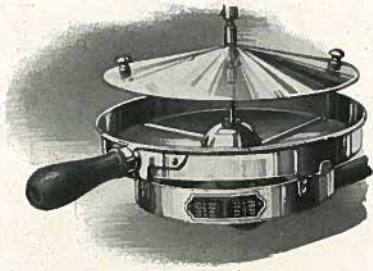
**W. T. Bagley, Billiard Room:** "Machine is doing a nice business. Earning better than \$2.00 a day."

**W. H. Sandidge:** "Have used your machines for 15 years. I believe every word you say of them."

**C. B. Allen, Theatre Owner:** "I consider it a first class investment. I wish to express my appreciation of your square dealings with me."

**J. N. Herbert, Nut Shop:** "I have used one of your Peanut and Pop Corn Machines for the past two years and find it all you claim, besides so much more that I will never use any other."





## “CRETORS PROCESS” Means Uniform Seasoning

The advent of the Cretors Self-seasoning Corn Popper, in 1888, revolutionized all existing methods, and created a “New Era” in the pop corn industry—it has many imitators, but no equal.

Each and every delicious kernel throughout the entire sack of Cretors Pop Corn is **seasoned precisely alike**—the last exactly the same as the first. The resistless flavor is **cooked into the heart of each individual kernel**—“**BEFORE IT POPS.**” Tender, Crisp and Flaky, it does not grease the sacks, hands or apparel of purchaser. Food has a superior flavor if seasoned while cooking—pop corn decidedly so.

Cretors Pop Corn is ready for immediate sacking and sale as it falls into the popper case—without further buttering, salting, or other manipulation—thus conserving valuable time and insuring maximum sales.

Other valuable features possessed by the Cretors Popper: It is equally adapted to

all varieties of pop corn, and the charge can be varied at will without any mechanical changes whatever. It is **remarkably Economical in Butter Consumption**—pops faster and leaves less waste, thus insuring the quickest and best possible results from a given quantity of raw corn. Maximum production, no waiting for the popping plate to heat. No “gas odor” or taste, as fire or fumes from same do not come in contact with the corn at any time.

Simple, Durable and Quickly Cleaned, the Cretors Popper leads the world today in efficiency and unequalled excellence of its product—The World’s Best Pop Corn.

**Children Cry For It—Everybody Buys It.**



## This Steam Power EARN MORE Machine Can Be Operated *Anywhere*

Lack of electricity or gas need not prevent you from getting this extra money.

The “Earn-More” machine can be equipped with **Steam Engine** in place of electric motor for motive power. Its general specifications remain the same as those given on page six of this booklet.

This Steam Power Model is especially adapted for the smaller towns and villages—and for the business man who occasionally wants to send his machine to the base-ball park, fair grounds, picnic and chautauqua grounds, band concerts, etc., where electric current is not available.

Simple, reliable and efficient—this machine is a wonderful money maker. Sold under the same terms and broad guarantee as our electric power machines.

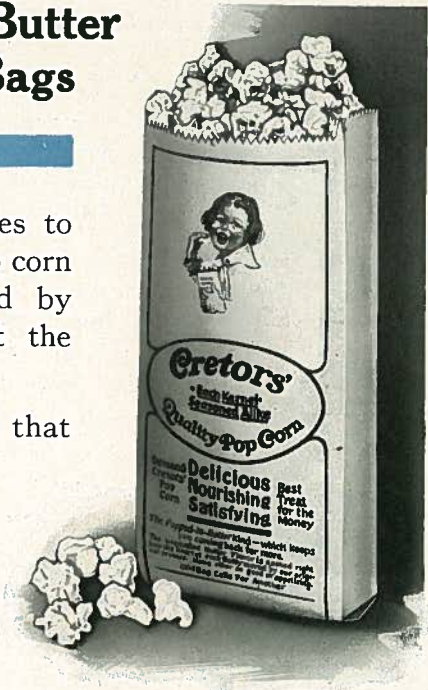
Additional information furnished upon request.

## Only Genuine Cretors Popped-in-Butter Corn Sold In These Attractive Bags

This distinctive trade marked bag guarantees to your customers that they are buying the best pop corn that can be made. Millions of them are used by thousands of Cretors machine owners throughout the country.

It is surprising how quickly the public learns that this bag distinguishes Cretors Popped-in-Butter Corn from the ordinary pop corn.

We send you a quantity of bags free with your machine and supply your additional requirements at a special price.



## Either of These Beautifully Colored Picture Slides —FREE—With Your Machine

These slides flashed on the screen in your local theatre serve as a daily reminder to the people that you sell the most delicious pop corn in town.

Theatres usually charge but little for this service, and since these slides will also advertise your store, it will be to your advantage to use them.



**Made With  
Your Name  
and  
Address**



**One of  
These Slides Free  
Order By Number**

# You Lose Money Each Day You Are Without a Cretors EARN MORE Machine

Our representative near you will be glad to call and make a careful investigation of your location and give you his opinion of its possibilities. He will also give you any additional information desired.

Mailing the attached card opens the way to Greater Profits for you. **Don't Delay. Mail it Now.** Absolutely no obligation on your part.

Mail  
This  
Card  
Today

C. CRETORS & CO.,  
Jefferson and 22nd Streets,  
Chicago, Ill.

Gentlemen:

Please have your salesman in this territory call on me and give me further information relative to your machines. I understand this will not obligate me to buy.



Name \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
Business \_\_\_\_\_

## 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.

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

### 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

### SPECIAL NOTICE

The popular "Earn-More" machine illustrated in this booklet is but one of the many different models we build adapted to every condition of service.

GENERAL CATALOGUE SENT ON REQUEST

# C. CRETORS & COMPANY

For 33 Years America's Best Known Manufacturers of Corn Popping and Peanut Roasting Machines

Jefferson and 22nd Streets, CHICAGO, ILLINOIS