

C. CRETORS & Co.

ESTABLISHED 1885



CHICAGO, ILL.

*The Cretors
Way*



*Is Easy to
Pay*

DEPENDABLE FOR 45 YEARS

DURING the past 45 years C. Cretors & Company have been the leading factor in the founding and development of this great and purely American industry.

The name "Cretors" has always been a guarantee of absolute responsibility and excellence of product—which has been maintained "right up-to-the-minute" in design and exclusive trade winning features.

These many years we have been broadcasting a message of "Prosperity" and "Increased Profits" to the retail merchant.

Thousands, in towns and locations similar to yours, have answered our call and are now enjoying a **New Profit** — you should share.

This enormous business has rapidly grown from the early stages of the individual street vendor to present day magnitude — solely on its merits of producing a **Long Profit** from a **Nominal Investment**.

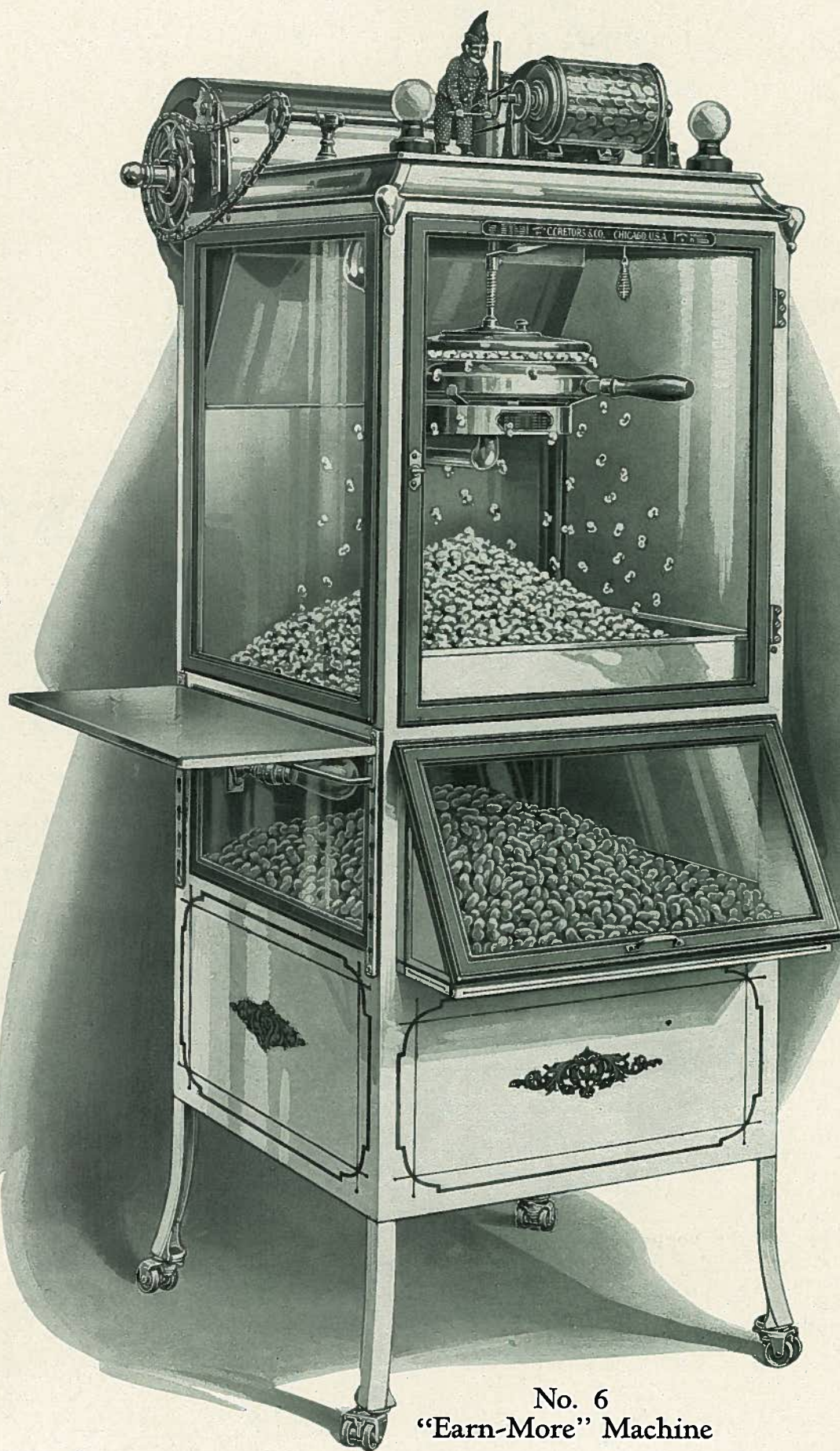
YOUR TRADE is hungry for Cretors Pop-corn — satisfy their appetite and bank these extra dollars.

Right now, YOU should have a Cretors Popper in YOUR store and enjoy the NEW FOUND PROFIT it will bring you.

C. Cretors & Company have never marketed a failure, or experimented at the expense of the public.

A Style for Every Location — A Price for Every Purse
— Cretors Equipment Commands Success —

Why purchase a substitute and invite disappointment?



No. 6
"Earn-More" Machine

SPEED — ECONOMY — LARGE CAPACITY

Put This Machine to Work —

Earn from \$500 to \$3,000 in New Profits Yearly

Produces an immediate **Cash Profit** — from a nominal investment.

Expands your business — **Attracts New Trade** — Sells Itself.

Pop-corn and Peanuts are always in Season — both Winter and Summer.

Will help pay your Rent and Overhead.

Every person who enters or passes your place of business is a likely pop-corn customer.

Occupies but 24 x 24 inches of Floor Space — Does Not Require Extra Help.

Bank your Profits each day — No Dead stock or Credit.

Each Dollar in Cretors Pop-corn Sales means about 70 cents NET PROFIT FOR YOU.

No. 6 "Earn-More" Model Popper and Roaster

ONE of the most popular models we build: this machine has earned its prestige as the leader of the pop-corn machine industry. Thousands in use.

Its many exclusive advantages are instantly appreciated by careful buyers in every line of business.

Of Large Capacity, Simple, Durable and Attractive, the No. 6 "Earn-More" Machine gives maximum service and satisfaction at minimum cost.

This is a "rush time" machine—it has double the pop-corn and peanut capacity of other makes which sell for twice its price.

No delicate or intricate mechanical parts to cause trouble and expensive shut downs. Quickly and Easily Cleaned.

Marvelous Capacity—Output by Actual Test: 312 "three-quarter" pound bags, or 468 "one half" pound bags per hour of the world's best pop-corn. The popping pan is of the same size as our largest and most expensive machines.

Peanut Roasting Capacity—100 five cent bags per hour. The Roasting Cylinder is of 10 pounds capacity. Tester is provided for examining peanuts without stopping. Peanuts are dumped directly into heated compartment below popper case without removing roasting cylinder from its bearings.

Figuring on a ten hour basis, the machine is equal to producing 3,000 bags of pop-corn, and 1,000 bags of peanuts—**about double the capacity of most machines.**

Another Important Feature—This machine 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 foods, 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.

Forty-five 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.

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.

Of beautiful Finish—In white lacquer, glass and polished 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.

Gas or Gasoline Fuel.

Electrically Heated Pop-corn and Peanut 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.

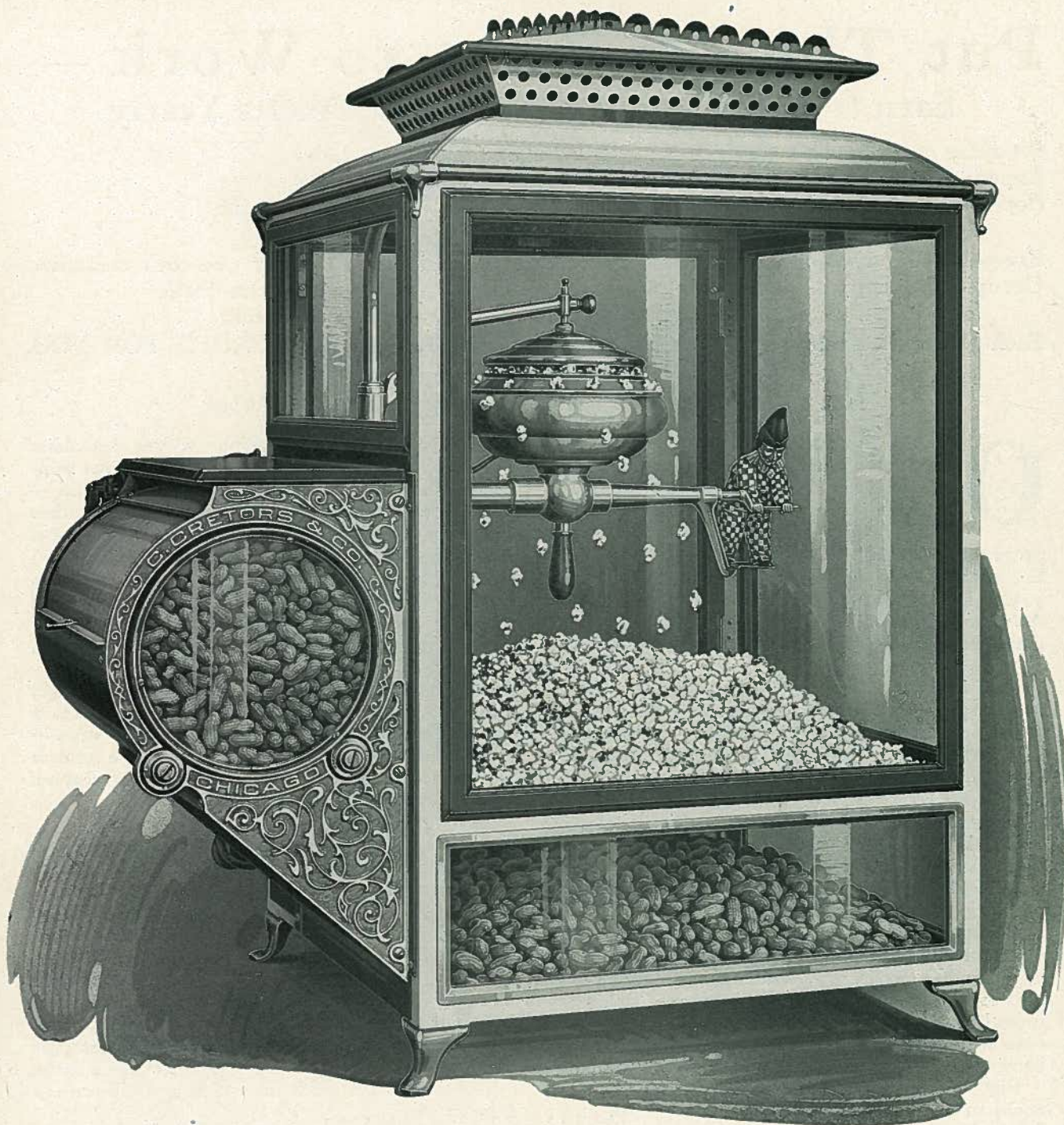
No Time Lost—Cretors "Quality" Pop-corn is ready for immediate sacking and sale as it leaves the popping pan—without further buttering, salting or other manipulating. Conserves time and energy, enabling one to handle a large volume of trade with dispatch and all-around satisfaction.

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 of this very important item of operating expense. This Cretors machine consumes only one kilowatt of current in 3 hours, which, at the rate of 10 cents per kilowatt, costs about three cents an hour for electricity. Gas or gasoline consumption is likewise economical.

This style of machine may be had in an "All Electric" Corn Popper Only (no Peanut Roaster), or in Steam Power Corn Popper and Roaster built special to order.

The Cretors Way is Easy to Pay

ATTRACTS NEW TRADE



“Ideal” Counter Model Popper and Roaster

WITHOUT question, the most handsome and practical Counter Machine on the market. Converts present non-productive counter or window space into a New Profit Department. Worth its cost as an advertisement alone — will popularize your store.

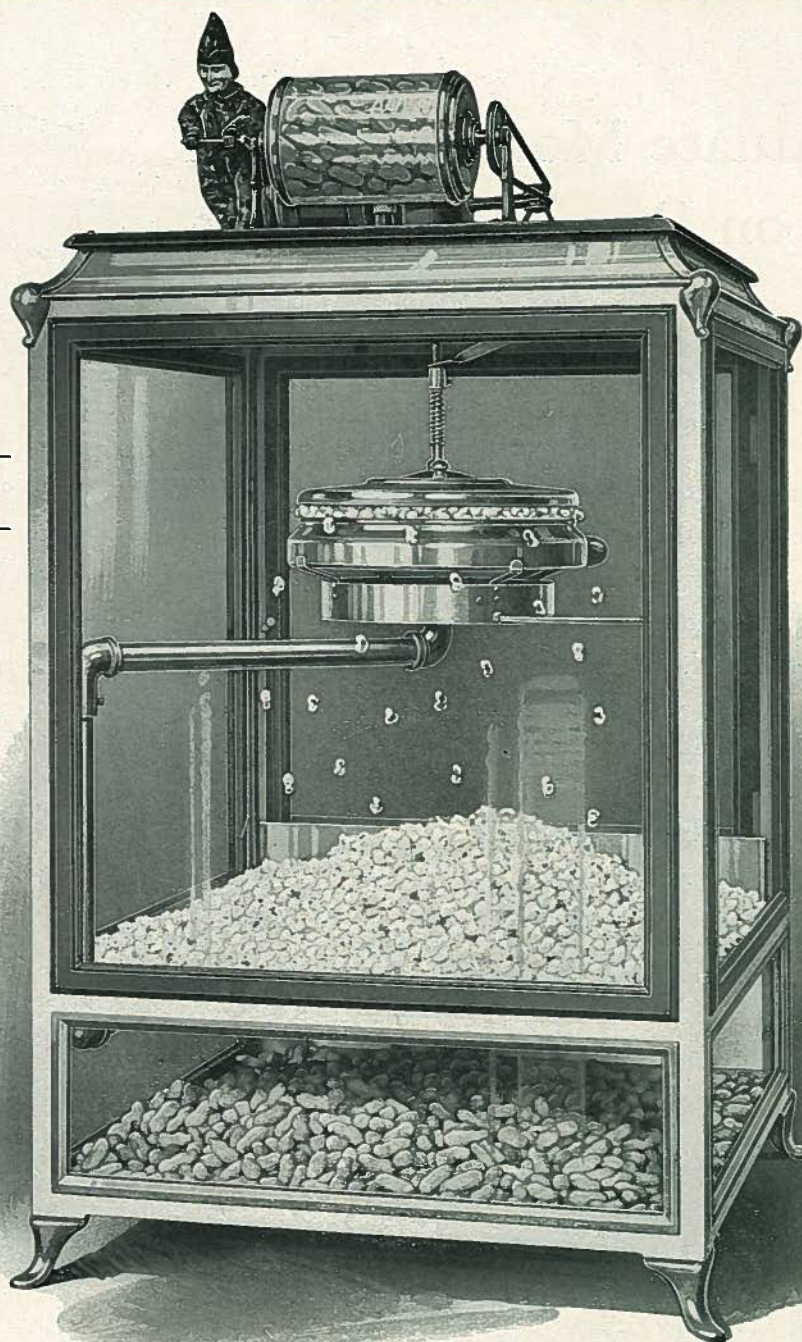
— Specifications —

Electric Corn Popper—Inverting Type.
Available in “All Electric” or Gas Fuel—With or Without Peanut Roaster.
Electric Motor Drive: Electric Light Inside Case.
Shaft and Cut Gear Drive throughout.
Special Electric Heating Elements under Popper Case and peanut compartment keep corn and peanuts hot.
Generous Capacity of the “World’s Best Pop-corn.”
Quick Popping Feature (Option of Gas Fuel).

Electric Motor is placed outside of frame under shelf at end of roaster.
Peanut Display Compartment under Popper Case.
Finish—White Lacquer and Nickel Plate.
Harmonizes with the most Elaborate Fixtures.
Sturdy Design and Simple Construction — Insures Maximum Service and Dependability.
Dimensions—Popper Case 24" wide x 24" deep. Width, including Roaster, 36". Total Height 45".

Illustration Shows Electric Popper — See Cut of Special Base on Page Six
“All Electric” Model Requires Special Feed Wire
On 1930 Model Toy Placed on Shelf Over Roaster Instead of Inside of Case

THE MARGIN OF PROFIT IS ENORMOUS



Compact

Reliable

"Graduate" Counter Model Popper

AN EXCEPTIONALLY popular machine of Low Cost — right up-to-the-minute in Design and Efficiency.

Just the machine to earn a handsome New Profit for you in the show window or on a counter.

Attractive, Durable and of Generous Capacity.

Each Dollar in Cretors Pop-corn Sales nets you 60 to 70 cents profit.

Brings new customers to your store.

— Specifications —

Power—Electric Motor. Direct Gear Drive.

Fuel—City Gas (Standard).

Electric Light in Popper Case.

Electric Popping Element in lieu of gas supplied at reasonable extra cost.

Special Electric Heating Elements under popper case and peanut compartment keep corn and peanuts piping hot.

Peanut Display Compartment under popper case.

Quick Popping Feature—Generous Capacity of the World's Best Pop-corn.

Finish—White Lacquer and Nickel Plate.

Frame—All Steel Construction 24" wide; 24" deep; 47" high over all.

Illustration shows Gas Type Popper. See Cut of Special Base on Page Six

"All Electric" Model Requires Special Feed Wire

CRETORS WAY IS SURE TO PAY

Graduate Model on Base

Advance model of exclusive and compact design. An evolution in a combination machine.

This attractive model of splendid profit earning capacity is adapted to either indoor use on your counter, or outside operation, by detaching the machine from separate base when so desired.

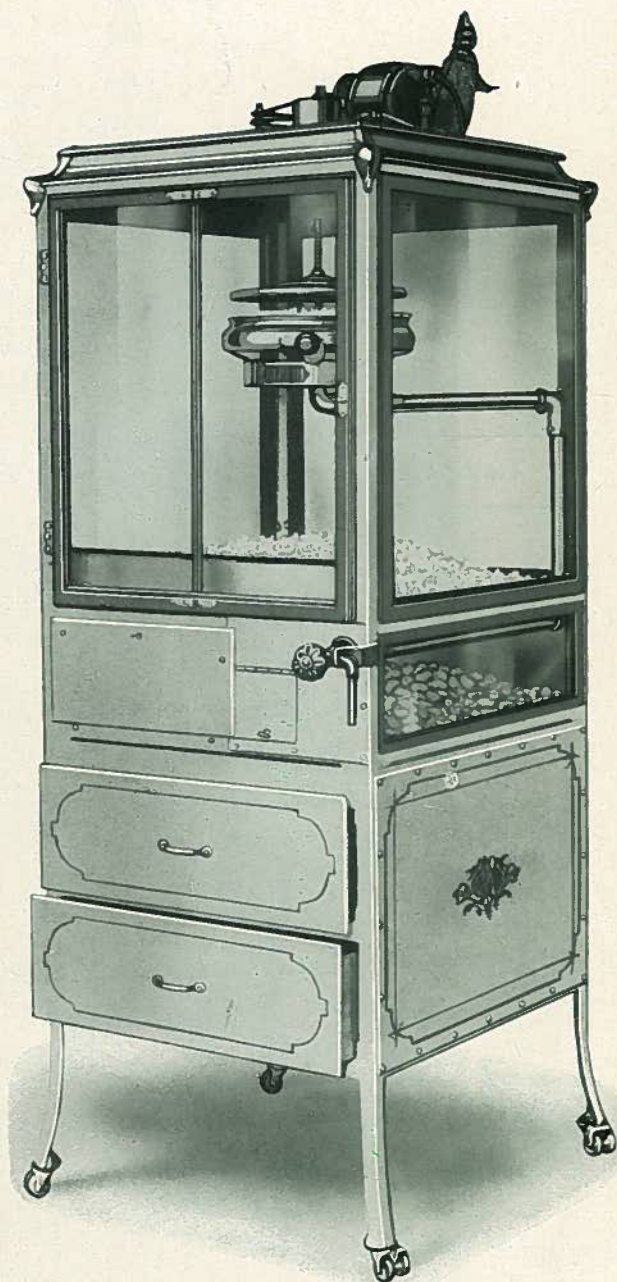
Two Large Stock Drawers in base.

— **CORN POPPER ONLY** —

Sold on Easy Terms.

Price on Application.

Specifications on Page Five.



Base For Counter Models

A beautiful, compact, all-steel base, with two large roomy drawers for corn, bags and supplies.

FINISH—White Lacquer,—handsomely striped and decorated.

Furnished at a moderate price for **Educator, Graduate or Ideal Models**, shown on pages 4-5-7.



Minimum Cost

Maximum Value



“Educator” Counter Model Popper

OF WONDERFUL Simplicity and compactness, this machine is the very essence of Economy and exceptional value.

Attractive and Durable, this model is built to educate merchants “everywhere” as to the profit possibilities of the pop-corn business.

Of Cretors Quality throughout — yet cheap in price. Note the absence of all complicated parts — insuring “long life” and dependability.

No extra clerk hire required — a child can operate it.

Sell Only 80 Bags Daily — Bank \$1,000 New Profits Annually.


On Your Counter — out of the way — it will pay every day.

— Specifications —

Power—Electric Motor. Direct Gear Drive.

Electric Light in Popper Case.

Fuel—City Gas (Standard).

 **Electric Popping Element** in lieu of gas supplied at reasonable extra cost.

Electric Heating Element under popper case keeps corn hot.

Generous Capacity of the World's Best Pop-corn.

Each Kernel Seasoned Alike by Cretors Original Process.

Quick Popping Feature (no waiting for popping plate to heat).


Finish—White Lacquer and Nickel Plate.

Frame—All Steel Construction 20" wide, 20" deep by 37" high over all.

Illustration shows Electric Popper. Operated from ordinary light socket.
See Cut of Special Base on Page Six.

Our Message to Merchants

A New Profit — — Increased Trade

UR story of the wonderful success achieved by thousands of Cretors Machine Owners would require the writing of volumes. Fortunes have come to many of these men and women through the sale of "Cretors Pop Corn" as an individual business. Their success has created a Wonderful Opportunity for You.

The Demand is Established

Everybody Enjoys Cretors Pop-corn and the Margin of Profit is Enormous.

Always in Season — Each Day Brings Its Dividend.

Thousands of merchants in Towns and Locations Like Yours, have added this popular "NEW DEPARTMENT" to their business—which pays a larger percentage of profit than any other line they sell.

You, as an enterprising business man, are constantly calculating how to enlarge your business and income — A Cretors Popper will help you do both.

Your Location and a Cretors Popper

Is Worth from \$500 to \$3,000 Additional Profits Each Year to You

No matter what the size of your town or kind of location — whether it calls for a small and inexpensive Counter Machine, a Special Store Front, or an elaborate Automobile Outfit, we build a reliable machine exactly suited to your requirements — at a reasonable price.

Each Cretors Model is a leader, and represents the last word in Dependable Design and Trade Winning Features — truly a handsome, as well as profitable addition to any store or theatre.

The Big Need of Every Business is More Business

Your present business may be profitable in spite of existing competition, which doubtless has forced your margin of profit down to a point where it requires a large "volume" of sales to earn this profit — and compels you to handle some lines showing little or no margin at all — to accommodate and hold your trade. A Cretors Popper will show you a handsome profit — even on a "Small Volume" — and materially assist you in solving the present day heavy increase in cost of conducting business.

Don't you believe a Cretors Pop Corn Machine, occupying but limited space, with little or no competition, would prove a "big asset" to your business?

— Read the Proof —

A. Ebersole pays \$135 monthly rent for space in Drug Store window — sales from \$800 to \$1000 gross per month. Will gladly send you his letter.

Victoria Sweet Shop, Oklahoma City, says his Cretors Popcorn Machine (second one) has paid him a bigger profit than all the rest of his fixtures and equipment in his sweet shop, which is all brand new, including a handsome new up-to-date fountain.

Jacob C. Rosenthal, Mgr., Rose Theatre, Troy, N.Y., has used "Ideal" Model past 3 years — in lobby of his theatre. Advises Theatres to install one and they will find their bank accounts increase. Anyone can write him or we will send his letter.

S. C. LINDQUIST, PROP.,

WICHITA THEATRE NEWS STAND says:—

"Three times more profit from popcorn than other goods sold."

For twelve years, I have been in the news business and have used Cretors Machines past six, which I have found entirely satisfactory. Prior to that I had other machines that were never satisfactory.

In six years with a Cretors Machine, I have sold \$31,426.50 worth of popcorn. I find from checking my invoices that each dollar taken in from popcorn sales gives me three times more profit than other goods sold out of my store.

I am entirely satisfied with machine, the business, your Company and your representative.

I will be glad to answer any correspondence or talk to anyone about profits to be earned from a Cretors Popcorn Machine.

I had an \$8000.00 year with my Cretors 401—
expect to beat that record this year.

G. A. MIESSLER.

Increases Sale of Other Goods

Sell Cretors "Popped in Butter" Corn and you will see new customers in your store—who will buy other merchandise you sell.

People come blocks out of their way to buy Cretors Pop Corn — and remember, this is a "spot cash," year round business which adds little or nothing to your overhead.

A CRETORS WILL POPULARIZE YOUR STORE



“Eclipse” Model—“All Electric”

With or Without Peanut Roaster

THIS beautiful new model is the “last word” in attractiveness and superior design. The culmination of our 45 years’ experience — It Speaks For Itself.

— Specifications —

Electric Corn Popper—Inverting Type—(Option of either Gas or Gasoline Fuel).

Electric Peanut Roaster. (Option of Gas or Gasoline).

Also Built “Without” Peanut Roaster. (Corn Popper Only).

Electric Motor Drive. Electric Light Inside Popper Case.

Automatic Power Corn Separator. Mechanical Toy Figure.

Shaft and Cut Gear Drive throughout.

Popper Case Bottom and Peanut Compartment efficiently heated by electricity.

Illuminated, Transparent colored glass Signs in top. Large Capacity—Latest Design Corn Popper—Quick Popping Feature.

Finish—White Lacquer and Polished Nickel Plate.

Dimensions: Popper Case 24x24 inches. Total Height 77¾ inches.

The many valuable and exclusive features embodied in the design of this machine place it far in advance of all competition.

Additional Information On Request.

Illustration Shows Gas Type Popper

“All Electric” Model Requires Special Feed Wire

SPEED—ECONOMY—MINIMUM WASTE

Believe Me or Not

— THESE ARE FACTS —

I COME from a large and industrious family — thousands of us are located throughout the United States and foreign countries. Many of us are working for men in your line of business. My kin write such wonderful letters about the money they are earning for their bosses that —

I Want to Work for You.

I can and will make good.

I will earn for you a new profit now passing your door unsolicited.

I will labor industriously without complaint, long hours each day throughout the entire year.

Holidays especially are my hobby.

I ask no vacation and will always be on the job — morning, noon and night.

I am a "Hustler" and a wonderful "Producer" not only for the product I sell—but for your entire store. I'll do my bit, never ask for a raise — nor will I talk back or be discourteous to your customers.

I certainly will attract favorable attention to your store — and you will realize I am the most popular fellow who ever hit town.

I will turn in my Cash Receipts each night — a harvest of nickels, dimes, and quarters — No Charge Accounts — and think of it:

Each Dollar I take in — means from 60 to 70 cents New Profit for You

I will make the most delicious Pop Corn you or your townspeople ever tasted. The tempting Butter Flavor is cooked right into the heart of every fluffy morsel—Each grain being seasoned precisely alike.

No Greasy Bags or Fingers—is another reason why the children and grown-ups appreciate my product. Instead of smearing the seasoning on the outside of a kernel now and then, in a hit and miss fashion I cook the "brings them back for more" butter and salt flavor right into each porous cell.

You know the tantalizing aroma of corn popping in butter travels far—it will sure coax the coins into your cash register.

I keep my entire stock always piping hot — others do not.

I'll say I am good looking—no other machine, store fixture or soda fountain has anything on me in looks—but I'll be better looking to you the day I begin work in your business. You will smile at the harvest of new profits I will earn for you.

I stand anywhere—occupy but little room and require no extra help.

My profit for you will exceed by far the revenue you receive from any other equal space

in your store—regardless of the department or articles sold.

Trade can't come too swift for me—as I have double the capacity of other machines.

In thirty minutes' time with a single 12-inch pan I can produce 80 five-cent 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 approximately \$1000 per year you are not now getting. Equal to \$15,000 invested at 6% interest.

This should be easy in a store like yours.

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

What is my price? Well, extremely reasonable—you don't need to worry about that, because the extra money I earn will pay me. However, I'll say this: I will come to work for you for less than 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,

**My Pop Corn and Peanuts, just fill you with delight,
They're "Tosty-Rosty", and you'll eat every bite.
We roll them, and shake them in seasoning that's pure,
So each little tosty will please you we're sure.**



"A Cretors Machine"



"Utility" Store Model Popper

ONE must really see this exceptional machine to fully appreciate its beauty and many exclusive trade-winning features.

Of Large Capacity, Efficient and Compact, the "Utility" Model is a Real Money Maker. Especially popular with Department Stores, Pop-corn Shops, Five and Ten Cent Stores, and other "indoor" locations.

Adds a New Profit Department To Your Business — Stands Anywhere.

— Specifications —

Corn Popper—Large Capacity, Latest Style Inverting Type.

Power—Electric Motor. Electric Light in popper case.

Fuel—"All Electric." (Gas or Gasoline optional.)

Popper Case Bottom—Efficiently heated by electricity.

Automatic Corn Separator. Shaft and gear drive.

Quick Popping Feature—Simple and Efficient.

Finish: Mahogany or White Lacquer. Other colors optional.

Special Storage Drawers for reserve stock.

Frame—All Steel Construction.

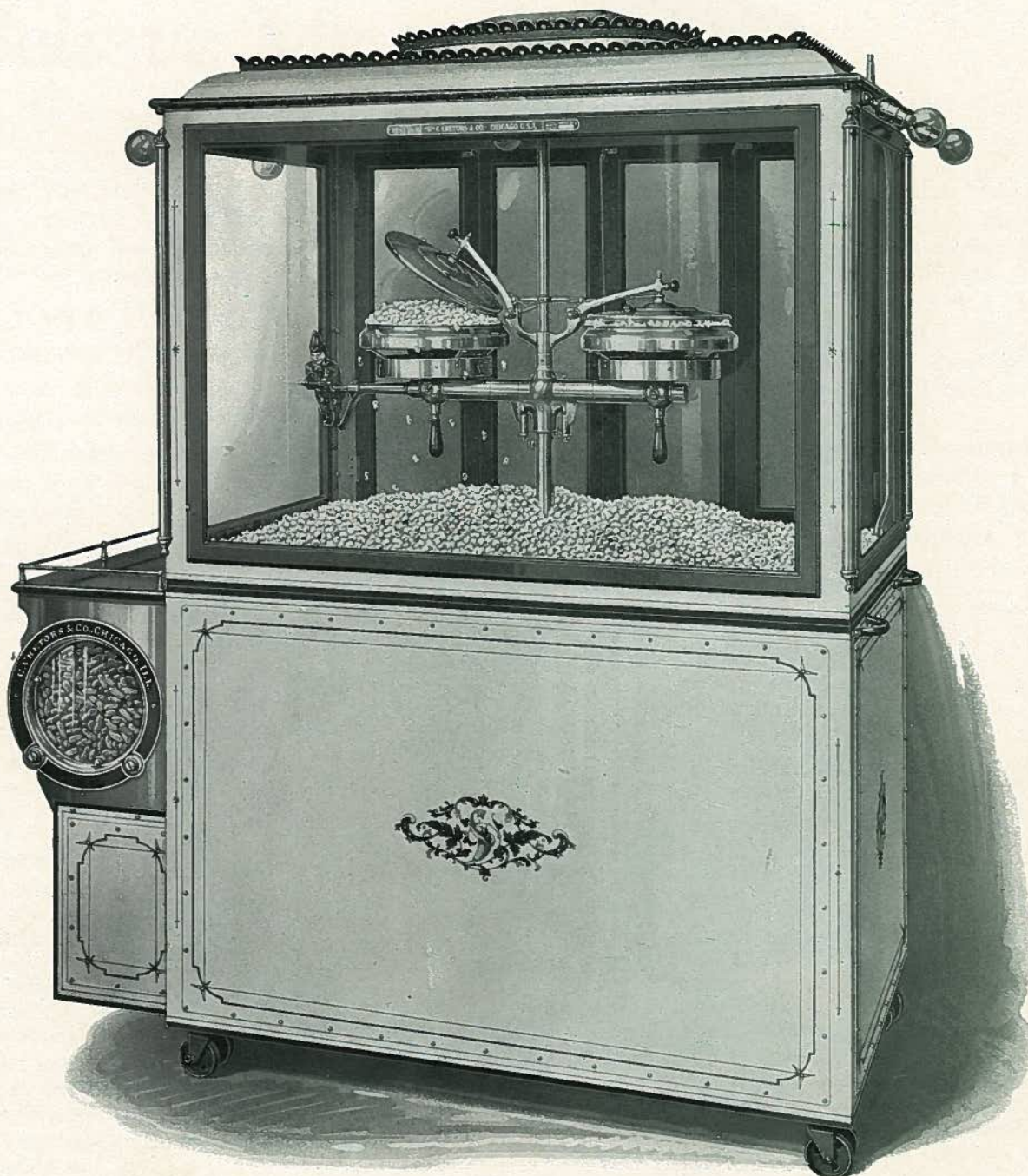
Dimensions—Length 48". Depth 24". Height 74".

Popper Case 24"x24". Display Compartment 24"x-24". Counter Line 32".

Illustration Shows Gas Type Popper. Write for Additional Information

"All Electric" Model Requires Special Feed Wire

A NEW DEPARTMENT—INCREASED PROFITS



Model 401—Popper and Roaster with Case

THIS machine is ideal for use at Ball Parks, Fairgrounds, Theatre Lobbies, Department Stores, etc., which require an unusually attractive machine of maximum capacity. "All steel" frame construction throughout. Electric wires run in steel moulding. Heavy brass trim, nickel plated. All glass heavy plate bevel edged. Double Hinged doors at rear.

Latest style inverting type poppers. Electric motor drive.

Stock drawers provided, affording ample storage facilities for raw corn, peanuts, reserve stock of popped corn, etc.

Peanut roasting cylinder is of 20 pounds capacity.

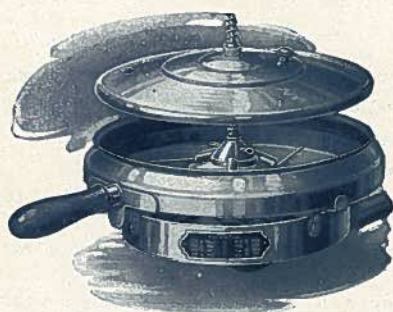
Dimensions — 65 inches long, 31 inches deep, height to top of popper case approximately 7 feet. Weight about 695 pounds.

Also can be supplied in Super-High Speed all Electric Model.

Model 400 — Same as Above — Without Enclosed Top.

Illustration Shows Gas Type Poppers
"All Electric" Model Requires Special Feed Wire

Cretors Pop Corn is Different



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** (Patented) is the most delicious and evenly seasoned of any in the world today. **"Every Bite A Pleasure."**

The Cretors Popper revolutionized the pop corn industry—and is the "daddy" of them all.

Many have tried in the past without success to compete with the "Cretors Process"—and others may continue to try—but they cannot equal Cretors Machine results.

No other pop corn can take the place of Cretors Pop Corn. It is more than pop corn and salt—it is more than pop corn seasoned with butter. It is the **Original and Exclusive "Blend"** of seasoning, which impregnates each and every delicious kernel "alike" that gives Cretors Pop Corn its fame for 45 years standing.

Cretors Original Process

If confections and other foods must be seasoned during the process of cooking to impart a superior flavor, then **WHY NOT POP CORN?** This has been our contention since 1885.

By the Cretors Method—**Each and Every Delicious Kernel is Seasoned Alike.** Butter and Salt are placed in the popping pan along with the raw corn "**before popping**"—hence each little grain is rolled over and over in the seasoning, and the **resistless flavor is cooked right into the heart of every grain.** When popped, the kernels turn inside out, and our **Toasting and Roasting Process** imparts an evenness and delicacy of flavor impossible to secure by any other method.

Just the right amount of butter—just the proper amount of salt, the last tender morsel is exactly the same as the first.

Perfectly crisp and dry, Cretors Pop Corn does not grease the fingers of purchaser or container.

No "**hit and miss**" method. The so-called "Automatic" buttering devices exploited by other manufacturers, are not capable of producing the same **uniform seasoning** secured by the Cretors Popper. It is impossible for such haphazard methods of smearing or sprinkling butter on the corn "**after**" popping to season each kernel alike.

Furthermore, they 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.

Cretors Pop Corn is ready for **immediate sacking and sale** when it leaves the popping pan without further buttering, salting or manipulation of any kind—which enables the operator

to handle a rush business with dispatch and all around satisfaction.

The Cretors Popper is adapted to "**all size corn**" without change of any kind.

Fire or fumes from same do 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 type poppers.

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 either a large or small charge of raw corn. A single popping producing from five to twelve 5c sacks of seasoned corn, can be produced about every "three minutes" from time fire is lighted under popping pan (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 requires only about three minutes to complete a popping—hence, **there is no annoying wait** for the popping plate to heat—a serious fault possessed by other makes.

With a Cretors Popper you can turn out several poppings while others are getting ready.

Our "**All Electric**" Poppers require a trifle more time than stated above to produce the initial popping, after which, subsequent continuous poppings are produced within about the same time as where gas or gasoline fuel is used.

Speed — Supreme Economy — Less Waste

The Cretors "skillet" type of popper not only produces a superior "quality" of pop corn — but **Pops Faster and Leaves Less Waste** than when popped in the customary dry manner.

Regardless of how fast or slow a charge of raw corn may pop—the patent automatic cover to our popping pan will not operate until a **sufficient amount of popped corn accumulates in the pan to trip the cover.** This is an important feature — as with certain poppers of different manufacture—the popping period is definitely "timed", and all corn is discharged from the popper at regular periods whether completely popped or not, thus resulting in a large and unnecessary amount of waste or scorched corn.



The Cretors Original Process of placing the seasoning in the skillet along with the raw corn and salt is **most economical in butter consumption,** and permits you to use other seasoning agents if desired, such as cocoanut butter, peanut oil, etc., if you wish, without change of any kind.

Operating Expense Less — Increased Production

A New Profit for You

THE Surprising Profits in Cretors Pop Corn Sales are a proven fact.

Best Treat for the Money.

Healthful and of Exceptional Food Value, it is the biggest nickel's worth you can give your customers—and there is nothing you sell which pays as large a percentage of profit.

A Long Profit and Quick Turn-over—only a nominal investment in stock is required—no dead stock or credits.

You Make Three Profits—Compare the four square feet of floor space required by our popular No. 6 "Earn-More" Machine with say 30 sq. ft. occupied by an average cigar case and the respective profits derived from each.

We figure you make 25 to 30 per cent on cigars, and about the same with soda fountains. You carry a heavy investment in tobacco and cigars in order to meet competition, and draw trade.

Your competition is keen—for you carry no line that is exclusive—your competitor can purchase the same merchandise at will—you are a buyer—not a manufacturer.

Then add the cost of necessary fixtures you must have to properly display your goods such as counter, show cases, shelving and other equipment—which are only containers. You surely are taking a chance, yet feel you have the ability to cope with the keenest of competitors.

Compare the gross and then the net profit derived from this heavy investment, with the profits a Cretors Machine will earn for you with only a nominal expenditure of money and space.

Each Dollar in Cretors Pop Corn Sales

means from 60c to 70c Net Profit to You



The actual profit to you on each 5c bag of Cretors Pop Corn sold is approximately 3½c, and about 7 cents on every 10c carton—Do you handle anything which even approaches this margin of profit?

The prices covering cost of stock shown above are high and vary according to locality, season and market—but your percentage of profit is so enormous that fluctuations in cost of stock are of but minor importance.

Realize This: Sell only 80 bags of Cretors Pop Corn Daily for one year (\$4.00 daily sales), and receive earnings approximately equal to \$15,000 invested at 6% interest.

Sell Only 80 Bags Daily and Bank \$1000 Extra Money Yearly

You are the Manufacturer, Jobber and Retailer.

You are independent of competition.

You receive all profit from the raw material to consumer.

No other food product gives such satisfying value for the money.

A Cretors Machine will add a New Profit to your business, which in many cases more than pays the rent, light bills and other ever increasing items and overhead expense.

Profit Schedule on \$10 Sales

Production:

15 Twelve oz. Poppings (requiring approximately 40 minutes' time with 12" pan) — equals 200 "three-quarter" lb. bags of popped corn at 5c..... \$10.00

Cost:

11½ lbs. Cretors Brand Pop Corn at 9½c. \$1.04
3 lbs. Cretors "Ideal" Seasoning at 19c. .57
200 Glassine Sacks at \$2.25 per M.... .45
Fuel and Sundries as..... .09

Total Cost (based on Gas or Gasoline Fuel) \$2.15

2.15

Net Average Profit on \$10 Sales

\$7.85

Counter Models

"EDUCATOR"

"GRADUATE"

"IDEAL"

Just What You Have Been Waiting For

NOW, you can secure a genuine Cretors Machine of generous capacity at a moderate price, which is especially designed for those who lack even the small space required for one of our cabinet machines. Cretors "Counter Models" possess many of the same exclusive trade winning features as our more elaborate and expensive outfits — yet are so compact as to occupy but minimum Counter or Window Space.

With a Cretors "Counter Popper" you can realize the same handsome profits as other merchants are making with our more elaborate equipment. Worth their cost as an advertisement alone.

Sold On Easy Terms

Simple—Durable and Attractive—they represent Maximum Value at Minimum Cost.

An opportunity to convert your present non-productive counter or window space into a real profit producing department.

Of "Cretors" Quality throughout. So simple a child can operate. Not cheapened in any way.

Stock is kept crisp and hot in electrically heated case.

Equipped with our famous Self Buttering and Salting Corn Popper. Seasons Each Kernel Alike.

Electric Motor Power—Electric or Gas Popper.

Surprising Capacity—100 to 300 5c bags per hour—(According to Model.)

Especially Adapted to Road and News Stands

On Your Counter Out Of the Way—Will Pay Every Day

See Pages 4-5-7 for Illustrations of Counter Models

CRETORS

BAGS AND CARTONS



ONLY Genuine Cretors "Popped-in-Butter" Corn sold in these Copyrighted containers.

Of Wonderful Sales Assistance — Millions are used annually by Cretors Machine Owners throughout the Country.

The public appreciate these clean and attractive packages.

It is surprising how quickly particular people insist upon receiving corn served in our "Booster Boy" Bags and Cartons which distinguishes Cretors Pop Corn from all other kinds.

When you purchase a Cretors Machine, we grant you the privilege of using these popular copyrighted containers — we send you a quantity free with your machine — and supply your additional requirements at reasonable cost.

The Value of our "Trade Mark"

The Value of our "Trade Mark" to you is **Enormous**. The local and traveling public recognize our "Booster Boy" Trade Mark as a guarantee of that which is "The World's Best" in Pop Corn.

The buying public are educated to receive food products in clean and attractive packages.

Of Standard Size—these distinctive containers have enabled many of our customers to secure hundreds of dollars in extra business each year.

Convenient and Popular—

Many Cretors Machine Owners have greatly increased their pop corn profits by introducing the "Take Home a Carton" habit.



Use Cretors Cartons and make every Sale a Ten Cent Sale

Most Value for Your Money

THE illustrations in this book show only a few of the 40 popular money making models we build. No matter what your location or requirements, we can supply a machine of proven design exactly suited to your needs. The Cretors line is not only the most complete, but also the most successful in existence.

The intrinsic worth of any Cretors machine more than justifies its cost—and represents greater value and satisfaction for your money than any similar device on the market.

Cretors Machines are famous for their Simplicity and Long Life

Those who own and operate our machines appreciate their superiority over all others: they know from their own experience the many years of faithful and economical service their Cretors machines have given—not for one or two years, but for five, ten or more years. These owners are all about you—ask them why they stick to the Cretors Make in preference to all others. It Will Pay You to Know.

Cheapest in the Long Run — Therefore the best investment.

Where A Cretors Machine Pays

Confectionery Stores
Moving Picture Theatres
Drug Stores
Cigar Stores
Pleasure Resorts
Restaurants
News Stands

Fruit Stores
General Stores
Department Stores
Bus Terminals
Transfer Points
Grocery Stores
Bakeries

Billiard and Pool Rooms
Five and Ten Cent Stores
Highway Stands
Delicatessen Shops
Ball Parks
Pop-corn Shops
Bathing Beaches

Where People Pass or Congregate

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

If your location calls for a specially designed machine—We can build it.

You Lose Money Each Day You Are Without a Cretors Machine

Your Town is Big Enough. The Price is Reasonable — Pays for Itself

Sold On Easy Terms

DON'T say it's the lack of money which holds you back from these profits. Our selling plan is so very liberal that most anyone can secure a Cretors Machine.

A small down payment brings the machine and your profits start at once. Pay the balance in convenient installments. Let our capital help you.

Without a Cretors Machine you are letting hundreds of dollars slip right through your fingers each year—which might as well be added to your bank account.

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

This is no new, untried mysterious venture—but a proven investment which shows an unprecedented margin of profit.

You cannot believe all salesmen or advertising matter—Investigate for yourself, and deal with the firm of long established business and reputation. Their success is your guarantee.

Our 45 year record of success and honest business methods warrants your confidence.

Good Reason Says: Buy a Cretors Machine "NOW," and enjoy the profit it will bring you.

Be a man of Vision, and join the ranks of the many thousands of highly satisfied and prosperous Cretors Machine Owners—many of whom are in towns and locations like yours.

Be "Progressive"—Expand your business and reap this New Found Profit.

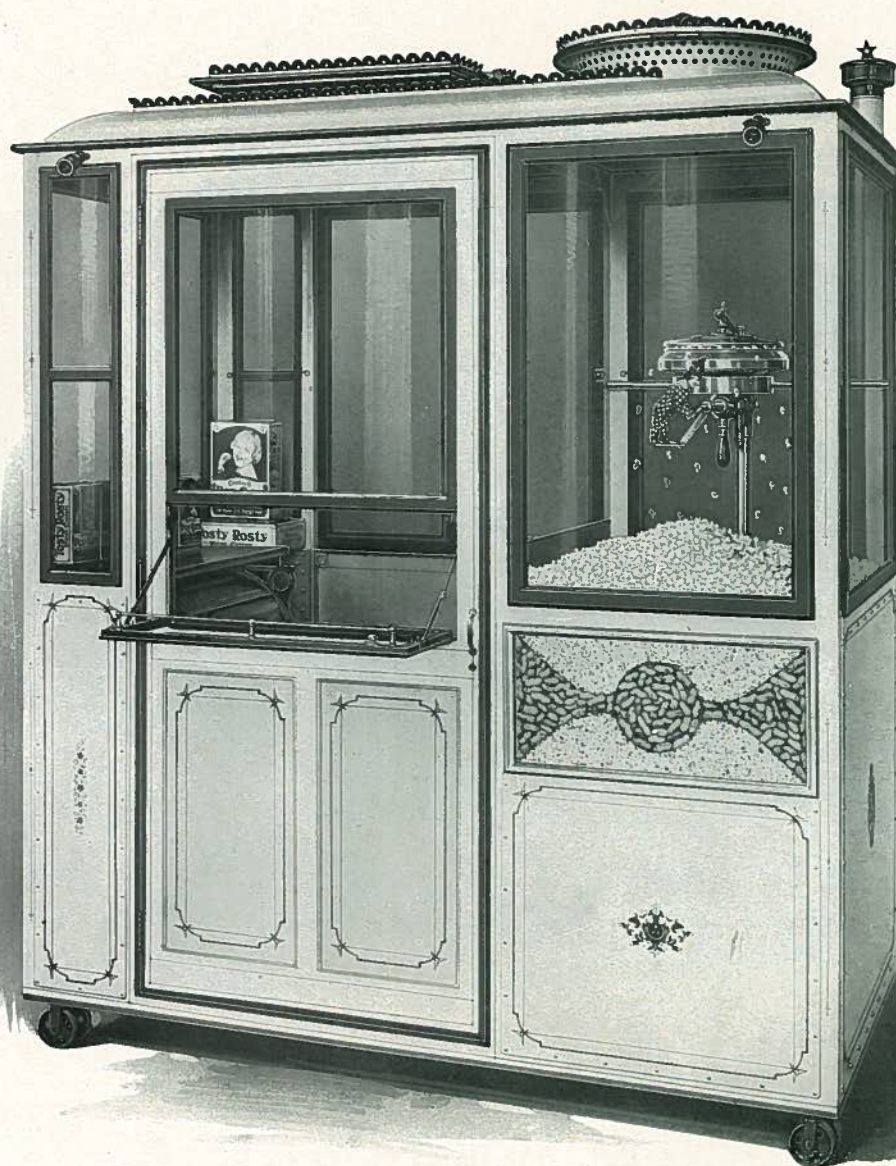
You may say "Oh, I can get along without a Pop-corn Machine." Yes, you doubtless can, but what you surely want to do is to "get ahead" and let your competitors "get along."

"Our Doubts are traitors and make us lose the good we oft might win, by fearing to attempt." —Shakespeare.

Order a Cretors Machine Now and Secure Full Advantage From Your Location.

Write for additional information. No Obligation.

"He who thinks he can't" — Never Will



Booth Model

RESPONDING to the growing demand for a compact "One-Man" machine, we take pleasure in announcing the addition of this highly attractive and serviceable machine to the Cretors line.

Occupying only 3 x 6 feet sidewalk or ground space, the Booth Model enables its fortunate owner to occupy choice locations which exclude larger equipment.

— Specifications —

Power—Electric Motor—Direct Gear Driven.
Electric Lights—in Popper Case and on outside at top.
Fuel—City Gas standard. (Gasoline Optional).
Latest Improved Single Popper, "Large Capacity"—Inverting Type.

Electric Popping Element—in lieu of gas or gasoline supplied at reasonable extra cost.

Automatic Corn Separator—Power driven.

Hot Peanut Drawer and Popper Case Bottom efficiently heated by electricity.

Entrance Door with drop counter. Hinged sash on rear side for serving auto trade, etc.

Ventilation—Adjustable trap door in roof.

Peanut Roaster (when desired) at rear end under shelf, 10 lbs. capacity.

Finish—White Lacquer and Nickel Plate.

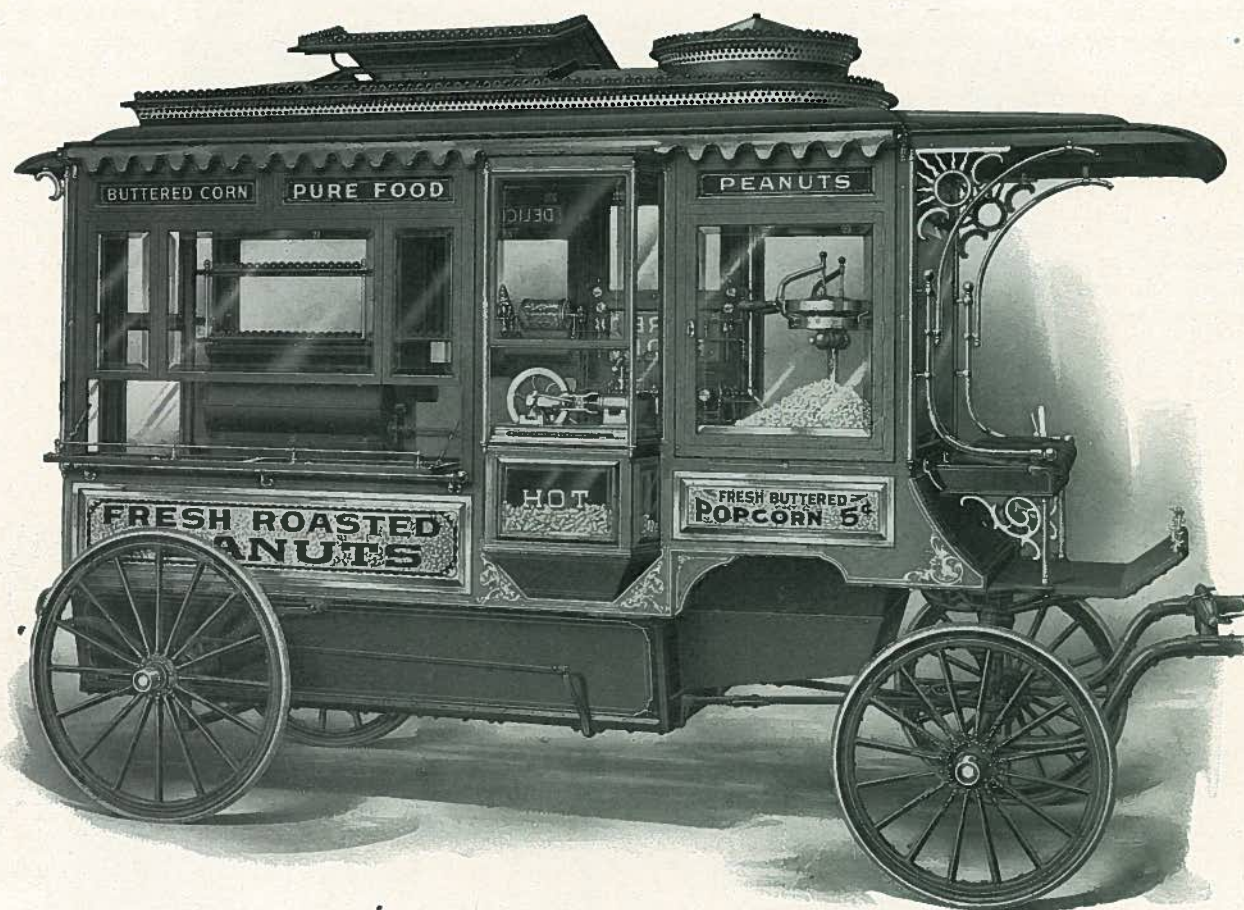
Frame—All Steel Construction. 36" wide, 6 ft. long, 78" inside height.

Standing Room: Without Roaster 36"x44"; With Roaster 30"x36". Popper Case 28"x36".

Note: Machine can be built with popper case at either end. When ordering, state which end (right or left) you wish popper placed when standing outside, facing entrance door.

Entrance door can be placed on rear side instead of front if desired.

Illustration Shows Gas Type Popper
"All Electric" Model Requires Special Feed Wire



Improved Special Model "D" With Driver's Seat

THIS machine is offered to such of our customers as wish an exceptionally roomy and attractive machine of supreme strength and beauty with special features and refinements. Entrance is gained through large panelled door at "Rear End." Folding sash and drop counter on front side open up this space for serving trade, and have transparent colored glass signs at top. Drop counter on rear side over boiler. Shaft and gear drive throughout. All Steel Frame construction. Can furnish without driver's seat.

Dimensions—Frame 46 inches wide, 9 feet 8 inches long. Total width out to out of hub caps, 65 inches. Total length over all, 12 feet. Height from ground to top of dome, 9 feet 2 inches. Standing room or working space, 46 inches wide by 85 inches long at waist line.

We also build an Enlarged Model of this machine which is 12 inches longer and 4 inches wider.

SPECIAL EQUIPMENT — EXTRAS: Ice Cream Packer cabinet, soft drink cooler, hamburger and lunch outfit, red hot cooker, etc. Special equipment added according to requirements.

Write for Special Bulletin and Specifications.

SATISFYING VALUE



Automobile Model

OVER since the automobile was invented we have been awake to the advantages and market for a successful "Automobile Corn Popper and Peanut Roaster." During the past sixteen years we have been building, testing and improving, until today we offer the most efficient, high grade and attractive equipment of this kind that can be bought anywhere.

CHASSIS — All automobile models are mounted on the New 1930 Model one and one-half ton Ford "AA" Truck Chassis with worm drive, which is especially suited to our requirements.

STANDARD EQUIPMENT — All automobile machines are equipped with Self Starter, Peanut Roaster and Double Corn Poppers, Inverting Type. Option of Gasoline Lights or wired for Electric Lights.

SPECIAL EQUIPMENT — EXTRAS: Ice Cream Packer cabinet, soft drink cooler, hamburger and lunch outfit, red hot cooker, etc. Special equipment added according to requirements.

Write for Complete Specifications — Price and Terms.

Cut Illustrates 1930 Model. 1930 Model has Disc Wheels.

MAXIMUM VALUE—MINIMUM COST



Improved No. 1 Wagon Model "A"

THE popularity of this machine during the past fifteen years has exceeded our most sanguine expectations, and it continues as a favorite among our customers. Steel frame construction throughout.

Exquisite Brass Trim, nickel plated.

Popper case bottom, nickel plated copper.

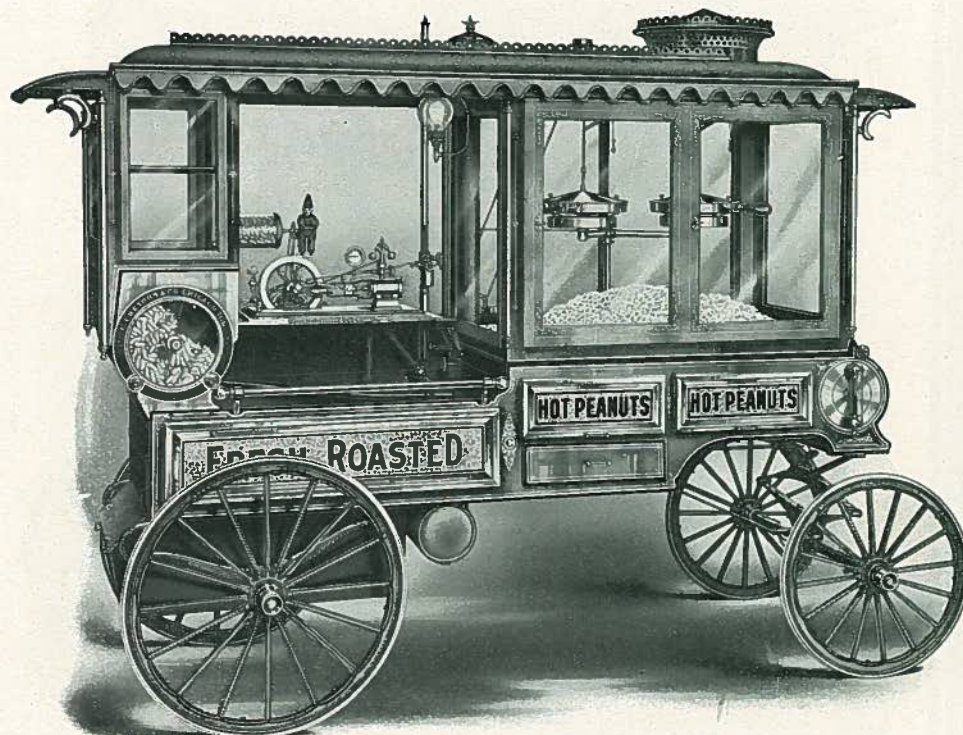
Copper water tank. Large Hot Peanut Drawer, and pop-corn case are heated by boiler draught, insuring hot goods at all times machine is in operation; efficient and economical. Strong wood wheels fitted with best grade buggy rubber tires. Large stock box over rear axle.

Capacity of Peanut Roaster, 18 pounds.

Plate glass throughout, including chip glass signs.

Dimensions — Width out to out of hub caps, 44 inches. Total length over all, 7 feet 10 inches. Height to top of dome, 7 feet 4 inches. Popper case, 28x28x34 inches high. Peanut pan, 28x42 inches. Weight, 800 pounds.

Write for Special Bulletin and complete Specifications.



Improved No. 1 Wagon Model "A"

With Double Popper

THE design and general construction of this machine is the same as our standard Improved No. 1 Wagon Model "A" described on page at left, excepting that the popper case is lengthened and two corn poppers installed in place of one, thus doubling the popping capacity. Doors on front side and end of popper case.

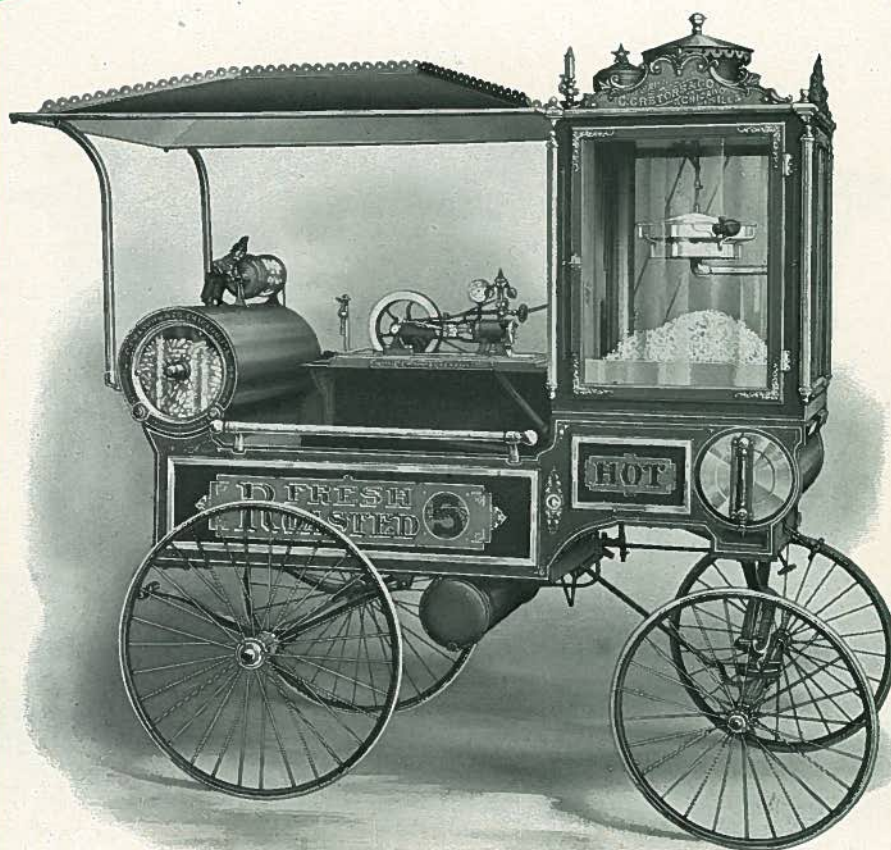
Bevel edge plate glass throughout, including chip glass signs. Wood wheels — rubber tires. Three large sliding drawers under popper case — and large stock-box over rear axle.

This machine is especially adapted for Amusement Parks or other places where a portable hand-drawn outfit of large popping capacity is desired.

Dimensions — Popper case 46 inches long, 28 inches wide and 36 inches high. Total length, 9 feet 4 inches. Width, out to out of hub caps, 45½ inches. Peanut pan, 28x42 inches. Width of frame, 28 inches. Weight, about 1000 pounds.

Write for **Special Bulletin**.

INCREASES SALE OF OTHER GOODS



No. 1 Wagon

AN elegant and attractive machine which has given universal satisfaction for many years past. Hundreds in use.

Being portable, it can be readily moved to any desired location. A profitable business can be done at your store or street corner during the day, and in front of theatres, parks or other places during the evening. It is especially adapted to pleasure grounds, picnics, fairs, show grounds, etc. Being a very attractive machine, it never fails to attract widespread attention and comment, resulting in a large trade. It is designed for speedy work and handling rush business, and will keep the operator hustling to dispense the stock as rapidly as it will prepare same.

This machine is a veteran of the Cretors line, and many hundreds are in successful operation throughout the country.

Dimensions — Width, out to out of hub caps, 36 inches. Total length of frame over all, 5 feet 10 inches; width of frame 24 inches. Height to top of popper case, 6 feet 7 inches. Popper case, 24x24x30 inches high. Peanut pan, 24x24 inches. Capacity of Peanut Roaster, 17 pounds. Weight, about 550 pounds.

Write for Special Bulletin and complete Specifications.

THE CRETORS WAY IS HERE TO STAY



Improved No. 2 Wagon with No. 1 Engine

POSSESSING all the features of our cheaper models, and many other advantages such as No. 1 Engine (see page 24), large popping pan, fuel under air pressure, heavier running gear, tires, etc., this machine has achieved a remarkable success.

Steel frame construction throughout, including canopy. Extra heavy wire wheels with rubber tires. Popper case and Hot Peanut Drawer efficiently heated by boiler draught. Capacity of Peanut Roaster, 11 pounds.

Dimensions — Length of frame, 57 inches; width, 22 inches. Height to top of awning, 79 inches. Popper case, 22x22x24 inches high. Width out to out of hub caps, 35 inches. Extreme length, 75 inches. Weight, about 415 pounds.

Write for Special Bulletin and complete Specifications.

SIMPLE—ECONOMICAL—DURABLE



Special Store Front Outfits

ILLUSTRATION above shows a special "Store Front Outfit" complete in all details, intended to be placed inside the building line. Machine illustrated is designed for outdoor as well as indoor use, and the design can be modified to meet existing conditions. Ample shelving is provided for candies, gum and kindred stock. Option of Electric or Steam Power.

Machines along these lines are especially valuable in restricted locations, and we will gladly furnish suggestions and quotations for special equipment of this nature, which is becoming very popular among confectioners and other store owners.

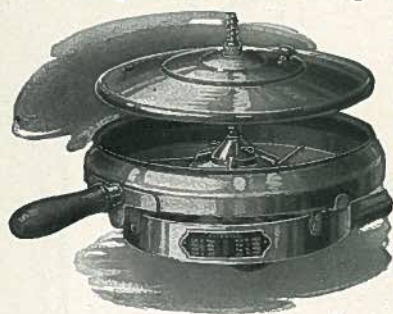
Upon receipt of full information regarding your proposed location, with dimensions, equipment desired, etc., we will be glad to give you an estimate of the approximate cost of building such equipment.

Write fully, giving all details.

NOMINAL INVESTMENT—NON-PERISHABLE STOCK

All Machines Equipped with CRETORS Original Self-Buttering and Salting Corn Popper

Why CRETORS Pop-corn is Better



By the Cretors method the flavor is cooked right into the corn as it is popped, and not smeared on afterwards. The Cretors self-seasoning popper has been used on our machines exclusively for many years, and with the exception of minor mechanical improvements no changes have been made. The Cretors corn popper is still the most perfect and successful device of its kind in the world today.

No Greasy Sacks

Being perfectly crisp and dry Cretors pop-corn does not grease the sacks nor the fingers and clothing of your customers. Yet every kernel is perfectly flavored and salted.

No Odor From Fuel

Fire or fumes from the burner do not come in contact with the popping corn at any time; hence there is absolute freedom from all gasoline taste or odor, in pop-corn "popped the Cretors Way."

Large or Small Capacity

The capacity of the Cretors popper is ample to care for practically any volume of business, as a full popping can be produced about every three minutes by a single pan, producing from ten to twelve 5c bags according to size of popper and quality of corn used.

Use Large or Small Grain Corn

Any grade of pop-corn can be used in the Cretors popper—regardless of size of grain. You will find, too, that there will be less waste of corn with a Cretors machine—fewer unpopped grains to throw away.

No Waiting for Popping Plate to Heat

Within three minutes after you light the popper burner you can be popping corn, and a full popping of 10 to 12 bags can be turned out at three minute intervals all day long if desired.

Easily Cleaned

A great many owners of Cretors machines tell us that one of the numerous advantages our machines have over others is the ease with which they can be cleaned. Not only is the popper easily cleaned, but every part of the entire machine is readily accessible. 15 minutes daily will keep a Cretors machine clean and shining.

How CRETORS Machines Are Built

QUANTITY first." That is the policy governing the manufacture of every machine we build. Nothing but the best of material is used. We are not merely "assemblers" but build our machines complete from the raw materials.

Our workmen are paid on a day-rate basis so that we avoid the hurried, careless work so often resulting from "piece work." Most of our men stay with us year after year.

All-Steel Frame Construction

The frame or body of every Cretors machine is built of angle, plate and sheet steel throughout, thus assuring maximum strength and durability.

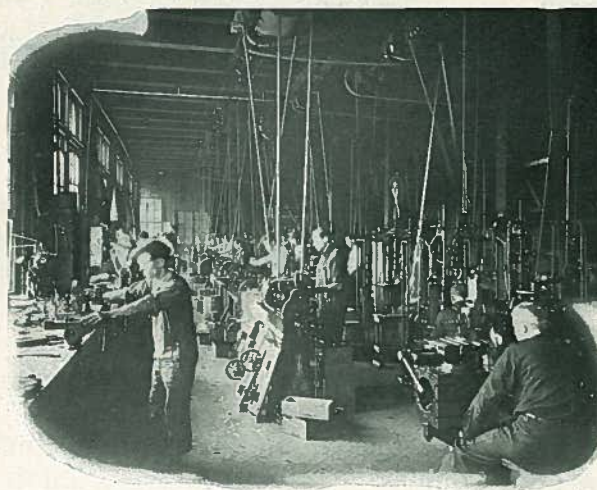
Our experience has demonstrated the all-steel frame, among other advantages, to be fireproof, stronger, lighter, more durable, more secure in joints, etc., hence we have adopted it as standard equipment.

Mechanically Perfect

All parts are machined in our own shops, fitted and assembled by mechanics who are experts in this particular class of work. In addition, each finished machine is thoroughly tested in every possible way by trusted inspectors before it leaves our factory.

Beautifully Finished

All Cretors machines are beautifully finished. Only the very best materials are used, and sundry metal parts are heavily nickel plated. Cretors machines will harmonize with the finest and most expensive store fixtures.



MACHINE SHOP VIEW

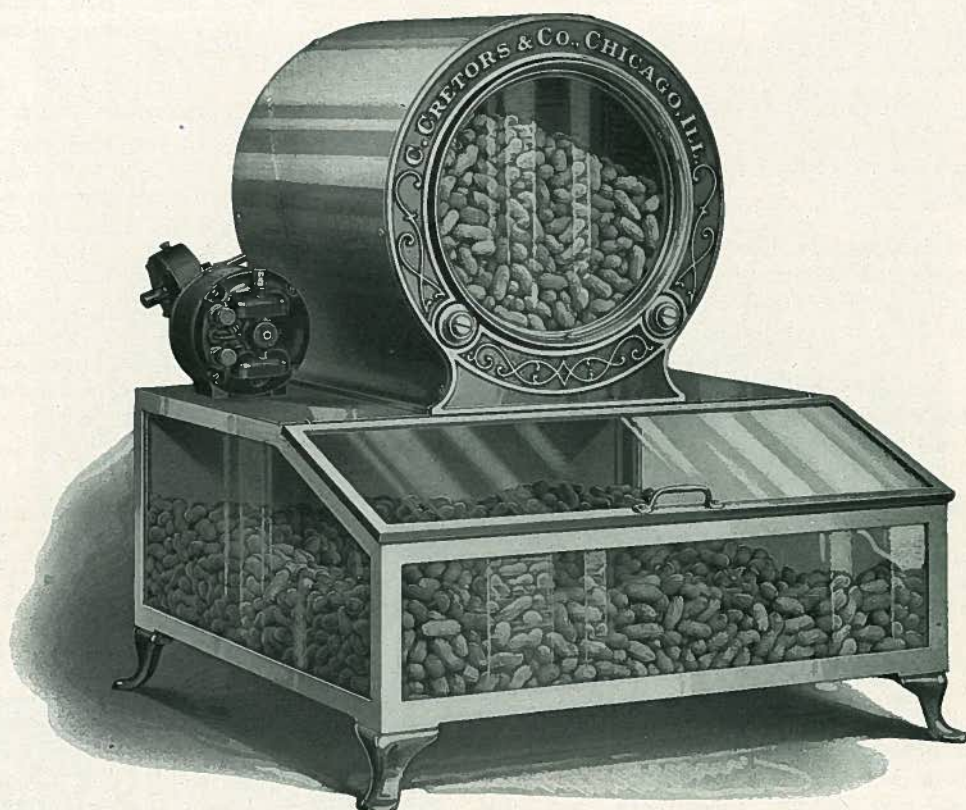
Easy to Operate

There is no elaborate and complicated mechanism to contend with in the operation of Cretors machines. All parts are strongly and simply constructed so that anyone of average intelligence can perform every operation incidental to operating the machine, popping corn and roasting peanuts.

20 Years of Service Not Unusual

We have customers who have had their Cretors machines in constant operation from 10 to 20 years and which are still giving excellent service. **Certainly there could be no more convincing proof of the quality we build into them.**

YOUR LOCATION PLUS A CRETORS MACHINE EQUALS SUCCESS



“Junior” Counter Peanut Roaster

THIS attractive and practical machine is especially designed for use either on your Counter or in your Show Window.

Brings you a New Profit — Attracts New Trade. Supplies a popular demand. **Speedy and of Generous Capacity** — requires but minimum space.

The Tempting aroma of roasting peanuts is hard to resist.

Finished in White Lacquer and Polished Nickel Plate.

Attach to an ordinary light socket, anywhere, switch on the current, and **Add a New Profit to Your Store.**

— Specifications —

Operates From An Ordinary Light Socket

Shaft and Protected Cut Gear Drive throughout. No belts or chains.

Roasting Capacity—8 lbs. per roasting. Easily Installed.

Special Electric Heating Element under base—keeps peanuts hot.

Peanut Display Compartment—Capacity approximately 16 lbs., or 80 average size 5c bags.

Simple — Efficient — Durable

Frame—All Steel Construction—Supreme Strength and Light Weight.

Dimensions: Height over all 25 inches. Peanut Display Compartment 22x22x9 inches. **Quick Roasting Feature.**

IT PAYS FOR ITSELF

CRETORS Policy Toward Owners

Your Success Is Our Success

The remarkable success which we have enjoyed during the past forty-five years, as pioneer builders of corn popping and peanut roasting machinery, is due to the fact that practically all of our customers are operating their machines successfully and making money with them.

If there were not enormous profits to be made from the sale of pop-corn and peanuts, and if Cretors machines were not the best fitted to attract and hold customers, we could not have remained in business these many years.

45 Years' 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 forty-five years' patient and intelligent endeavor, restricted to 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.

Once a Customer—Always a Customer

The quality of Cretors machines and their ability to earn money for their owners can be judged from the fact that rarely does a customer use any other make of corn popper or peanut roaster after he has once used a Cretors.

Some of our friends have started with one Cretors machine and now operate chains of them—all bought through the profits of their original investment in a single outfit.

Others, whose business does not permit such expansion, have started with our smallest machine and as their business grew and their pop-corn profits increased, gradually increased the size of

their equipment and now operate our finest and most expensive machines.

We Want You to Make Money

Not only do we feel it our duty to our customers to design and build our machines just as attractive, efficient and durable as possible, but when you buy a Cretors machine we do everything we can to help you make money with it. We want you to have the benefit of our many years' experience. We tell you just how to set up your machine and start operating it—how to pop corn and roast peanuts most economically, yet with the utmost flavor and goodness. We

give you the benefit of ideas used by other successful Cretors owners in building up and enlarging their business—and provide you with advertising matter, moving picture slides, newspaper cuts, etc., which have proven successful in boosting sales. All of this service is at your disposal when you become a Cretors machine owner.

Liberal Terms—

Easy To Get Started

Our plan of selling Cretors machines is intended to be so very liberal that most any one can secure one without hardship or sacrifice.

We have purposely made our terms just as low as is possible so that your machine should actually pay for itself out of the profits it earns and show a profit right from the start.

You are only asked to make a small investment when you place your order. Most of our customers earn back this "down payment" within a short time out of profits, in addition to the small bi-weekly payments. Some even earn the entire cost of their machines within two or three months.

When you can secure a Cretors machine so easily it isn't a question of whether or not you can afford one—but can you afford to be without one?

Write for additional information, prices and terms on the model of your choice.

Guarantee

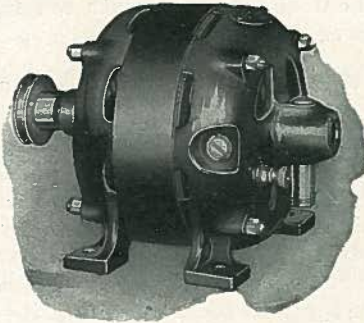
"We guarantee the material and workmanship in every Cretors machine that leaves our factory. Should any part or parts prove defective within a reasonable length of time, we will replace same FREE OF CHARGE."

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 for

"A Square Deal Always"

C. CRETORS & CO.
CHICAGO

Motive Power



Electric Motor

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 indoors, in front of the store, or at other locations where current is available.



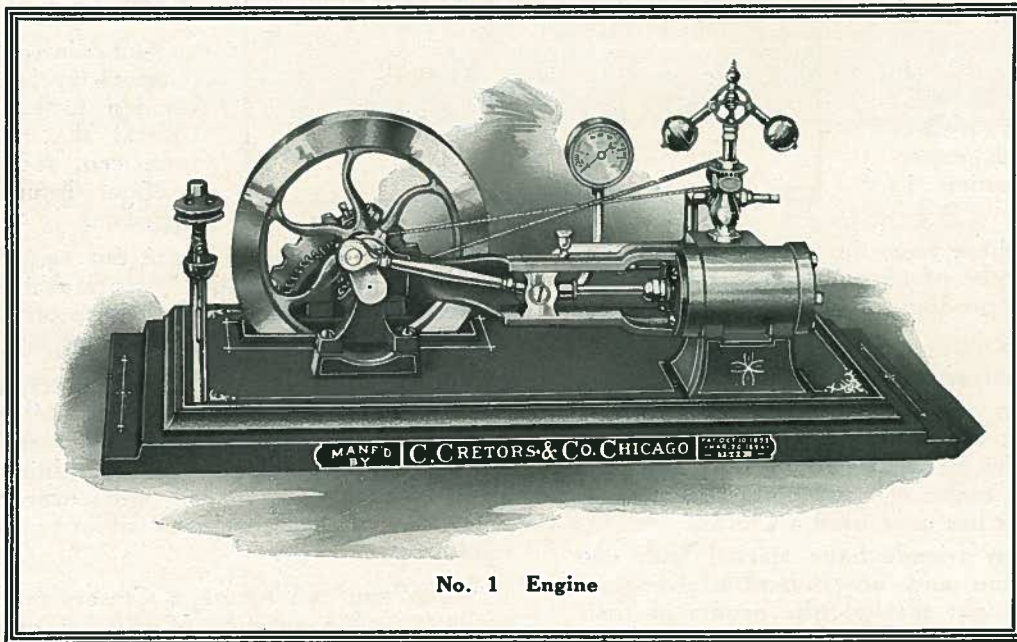
HERE is a fascination about a working steam engine of which the public never tires.

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 45 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.



No. 1 Engine

CRETORS IN 1885

*Nearly Half a Century
of
Honest Service*

CRETORS TODAY