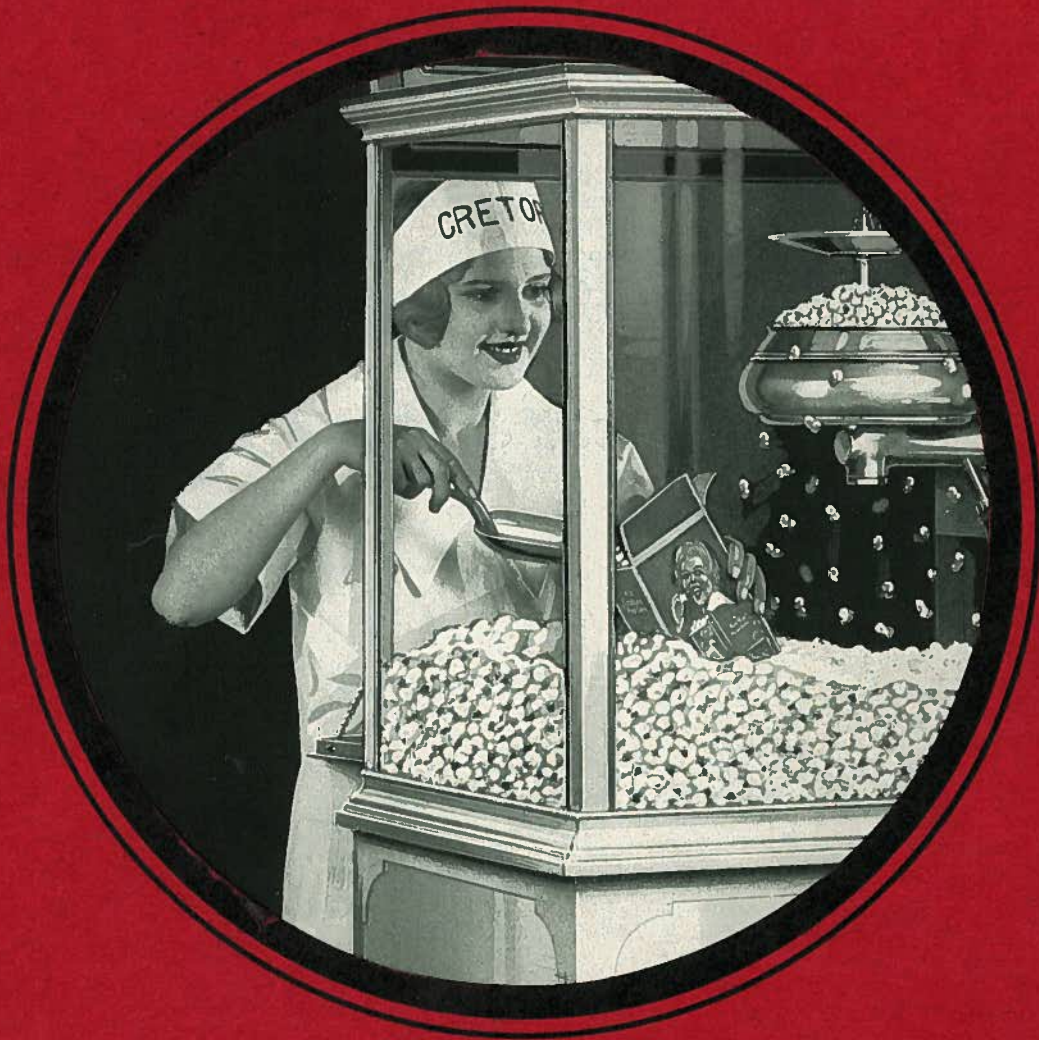


H.D.C. Personal Copy.

Issued MAY-1931

Used — To Feb. 1934

C. CRETORS & Co.



1885

1932

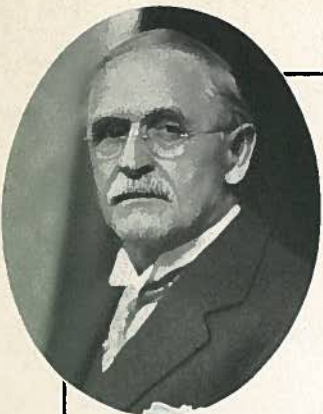
CHICAGO, ILL.

NEW PROFITS-FOR YOU



Children Cry For It - Everybody Buys It
Always in Season

*Nearly Half a Century
of
Honest Service*



CHARLES CRETORS
FOUNDER



C. CRETORS & Co.

CORN POPPING AND PEANUT ROASTING MACHINERY

CHICAGO

January 5th, 1932

Mr. Retail Merchant
Everywhere

Dear Sir:-

In 1885 Charles Cretors (who is of early American ancestry) founded this Company, since which time it has been the leading factor in the development of this purely American industry. He built the first Mechanical Corn Popper ever produced.

The Cretors Method of popping corn "DIRECT IN THE SEASONING" as originated by Mr. Cretors -- Seasons "EACH AND EVERY KERNEL ALIKE" during the process of popping -- thereby imparting an evenness and delicacy of flavor to the corn which has never been equalled by any other process -- and is everywhere acknowledged as The World's Best Pop Corn.

For almost Half A Century, Mr. Cretors has devoted his inventive genius to this industry exclusively, and maintained all Cretors Products up to the very highest possible standard of Proven Design and Earning Power.

Cretors Machines have always been famous for their Attractive Design, Dependable Operation, Simplicity, Durability and Economy.

C. Cretors & Co. have never marketed a failure, or experimented at the expense of the public. Cretors Corn Poppers today, as in the past, lead the world in that which is Best and Most Progressive in Design and Trade Winning Qualities.

We are proud of our factory and our product, and we welcome you to come and see for yourself how we build each Cretors Machine in strict accordance with Cretors "Quality" Ideals.

A Cretors Popper has been the foundation of many a tidy fortune.

Cordially yours,

C. CRETORS & CO.

HDC-ST

H. D. Cretors

*The Cretors
Way*



*Is Easy to
Pay*

C. CRETORS & CO.



Listed as Standard
by Underwriters Laboratories

Junior Model—Electric Corn Popper

A WONDERFUL TRADE STIMULATOR

Junior Model—Corn Popper

With Heated Peanut Display

An entirely new conception of what a Low Priced Corn Popper can be.

IN this marvelous New, Large Sized and Large Capacity "Junior" Popper you see a master combination of Real Beauty in Design, Finished Workmanship, Dependable, Quiet and Smooth Operation—along with Greater Capacity than can be obtained in most Poppers at Double its Price.

Not too large or too small—but just right in size and capacity to serve as an effective Business Stimulator. Placed in a prominent location either in front of your store or inside, it will convert many an otherwise passerby into a steady repeat customer—not only for Cretors Pop Corn, but other merchandise you sell.

Whatever your line of business may be: **Confectionery, Drug Store, Theatre, Amusement Park or Highway Stand**—A JUNIOR MODEL POPPER affords you a wonderful opportunity to enlarge your business and profits from a nominal investment.

Of Cretors Quality and Exclusive Design throughout. The working parts are remarkably few in number, and made of high-grade materials—thus assuring the same Long Life and Dependable Operation for which Cretors Poppers are famous.

New Inverting Type Popping Pan. Never before obtainable in a machine of this price.

Heats more quickly—Consumes less current—Produces more corn.

Pops any Size or Variety of corn—without change of any kind.

SURPRISING CAPACITY—\$8.00 to \$12.00 per hour. **No Special Wiring Required.** **Attach to Wall or Base Plug.** The compact and highly finished All Metal Cabinet occupies but a minimum of counter or floor space.

The JUNIOR MODEL is famous for its **Simple and Economical Operation, Durability** and **"Cretors Quality" Pop Corn** it produces.

Even with all the above exclusive features, the JUNIOR Model is priced at such a low figure that it is recognized as a supreme achievement in corn poppers.

Amazing Ease of Operation You Will Like It

Specifications

High-Speed Inverting Type Popper.

Large Capacity—\$8.00 to \$12.00 per hour.

No Special Wiring Required—Attach to wall or base plug.

Quick Popping Feature—Marvelous Economy in current consumption.

Special Pilot Light indicates when popping element is in use.

Perforated Screen Corn Separator for unpopped kernels.

Electric Lights—Illuminated Globe and Light in popper case.

Peanut Display and Popper Case Compartments are efficiently heated.

All Metal Construction.

Finish—Ivory and Jade Green Lacquer. Corn Popper and sundry other parts are finished in Brilliant Nickel Plate. Chromium Plated Popper Case Bottom.

Drop Extension Shelf on Rear, 8"x28", very convenient.

Horizontal Split Folding Door on Rear is hinged to Roof, thus giving a complete opening on Rear Side of case.

Adjustable Ventilator in Roof.

Fuel—"All Electric" or Gas. (Optional.)



Junior Counter Model

Case Dimensions—20"x30" without moulding. Height to top of globe 74". **Weight** 168 lbs.
All Mechanical Parts Are of Wonderful Simplicity and Accessibility. Quickly Cleaned.

SURPRISING CAPACITY — LOW PRICE — ECONOMICAL



Improved Model 400 - G Corn Popper

Gas Fuel — With or Without Peanut Roaster

THIS is the Latest Model of a machine long famous as a Big Money Maker. Especially designed for POP CORN SHOPS and other indoor locations which call for a machine of Surpassing Beauty and Maximum Capacity.

Equipped with High-Speed Double Popper.

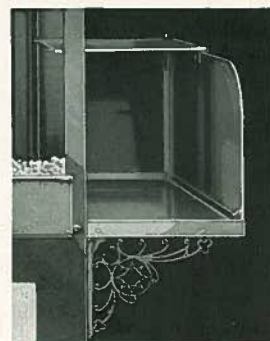
It is the last word in Efficiency, Attraction and Exclusive Trade Winning Features.

Specifications

Double "Inverting Type" Corn Poppers (see Page 29).
Maximum Capacity. "All Steel" Frame Construction.
Electric Motor Power. GAS FUEL. Monel Trim.
Electric Lights on four corners as shown.
Monel Metal Popper Case Bottom—Heated.
Heated Peanut Drawer. Stock Drawers on rear.
Finish—White Lacquer and Nickel Plate.
Dimensions—50" Long, 31" Deep, 71" High.
Glass Extension Cases for Potato Chips, Peanuts, etc.—Extra.
Also Built in Super High-Speed "All Electric" Model—400E.



Rear View



Extra Potato Chip
or Peanut Case

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

POPS ALL VARIETIES OF CORN WITHOUT CHANGE



Cretors Pop Corn Shops are a Sensational Success

PEOPLE rave about the Unique Attractiveness of these Shops, which is centered about our popular 400G Model, shown on opposite page, which is placed in the show window. Several popular specialties are handled in addition to Cretors Pop Corn, such as **Crisp**, **Pop Corn Balls**, **Home-Made Candies**, **Nuts**, **Potato Chips**, etc.

Brilliantly Illuminated, these Shops are decorated in attractive color schemes which draw a surprising volume of high-class trade—thereby establishing a Steady Repeat Business.

Seventy-two of these Shops opened in New York State alone during the past 18 months.

With a Cretors Model 400G Popper, a good location, and proper fixtures, installed in accordance with our **Pop Corn Shop Plan**—you should establish a Wonderful Business. A Pop Corn Shop here in Chicago is doing a business of \$1,500.00 monthly, and constantly increasing.

The Cretors Pop Corn Shop Idea Is a Winner—Write for Details.



"During the first month, our Pop Corn Shop used 1,900 lbs. of pop corn. My brother has also opened a shop. We are more than pleased."

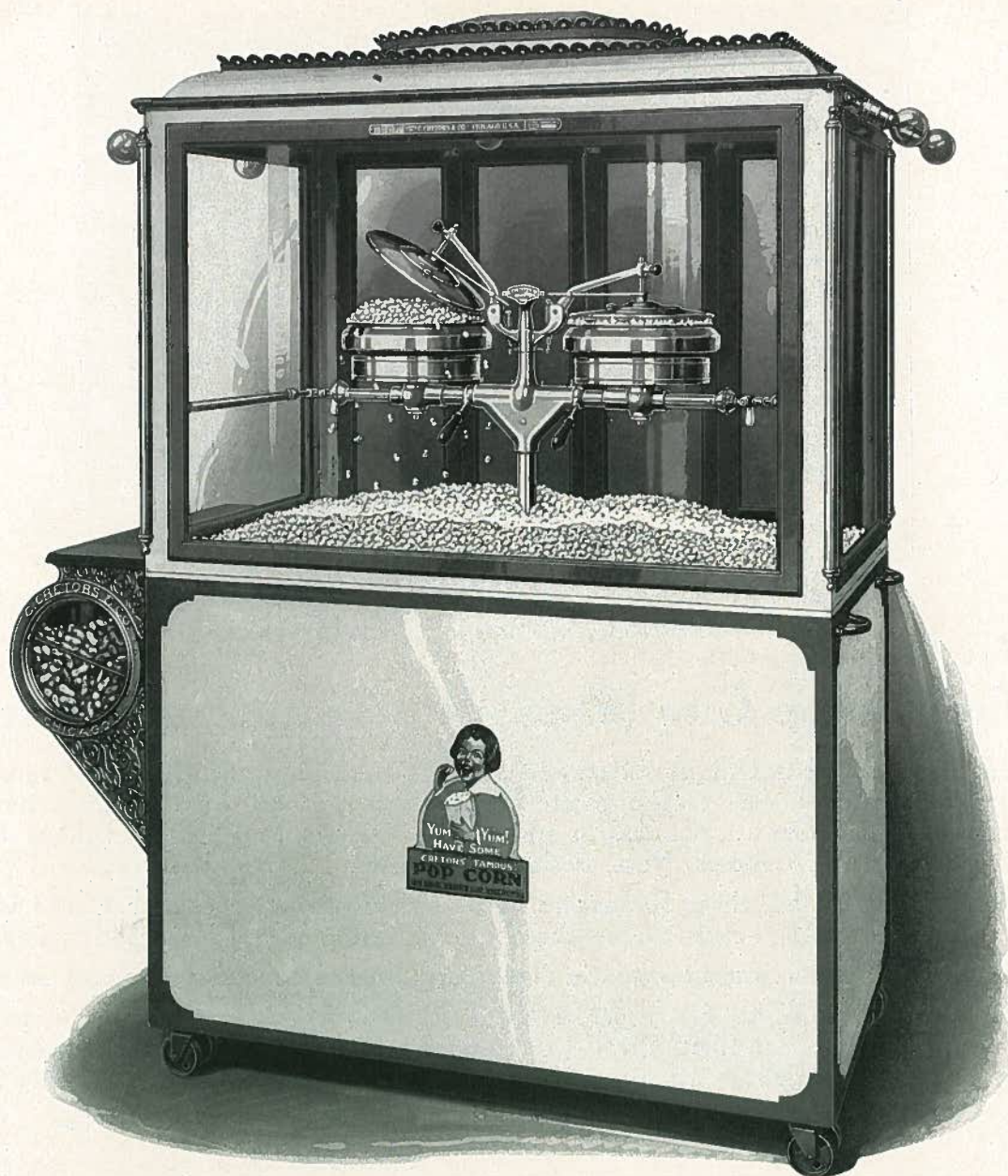
Ralph Smith.

"Used Cretors Machines for 17 years. Now opening my "Fourth" Pop Corn Shop. Biggest paying business I have ever been in."

"Would not use any other make."

Angelo Delaportos.

A LONG PROFIT AND QUICK TURNOVER



Model 401-G 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. Heavy brass trim, nickel plated. All glass heavy plate bevel edged. Double hinged doors at rear. Gas fuel.

Latest style inverting type poppers. (See page 29.) **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 10 pounds capacity.

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

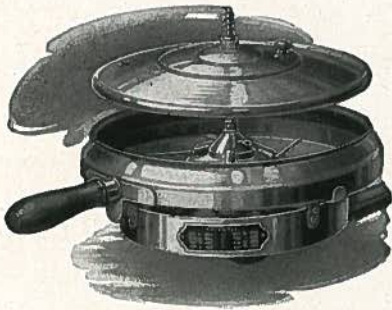
Also built in Super High-Speed "All Electric" Model 401-E.

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

LARGE CAPACITY—DEPENDABLE OPERATION

Cretors Pop Corn is Different

Perfect Uniform Seasoning



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.

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 or other seasoning 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 kernel**. 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 seasoning—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.

The Cretors Popper will pop **"All Varieties"** and **Sizes of corn** without change of any kind.

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.

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.

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.

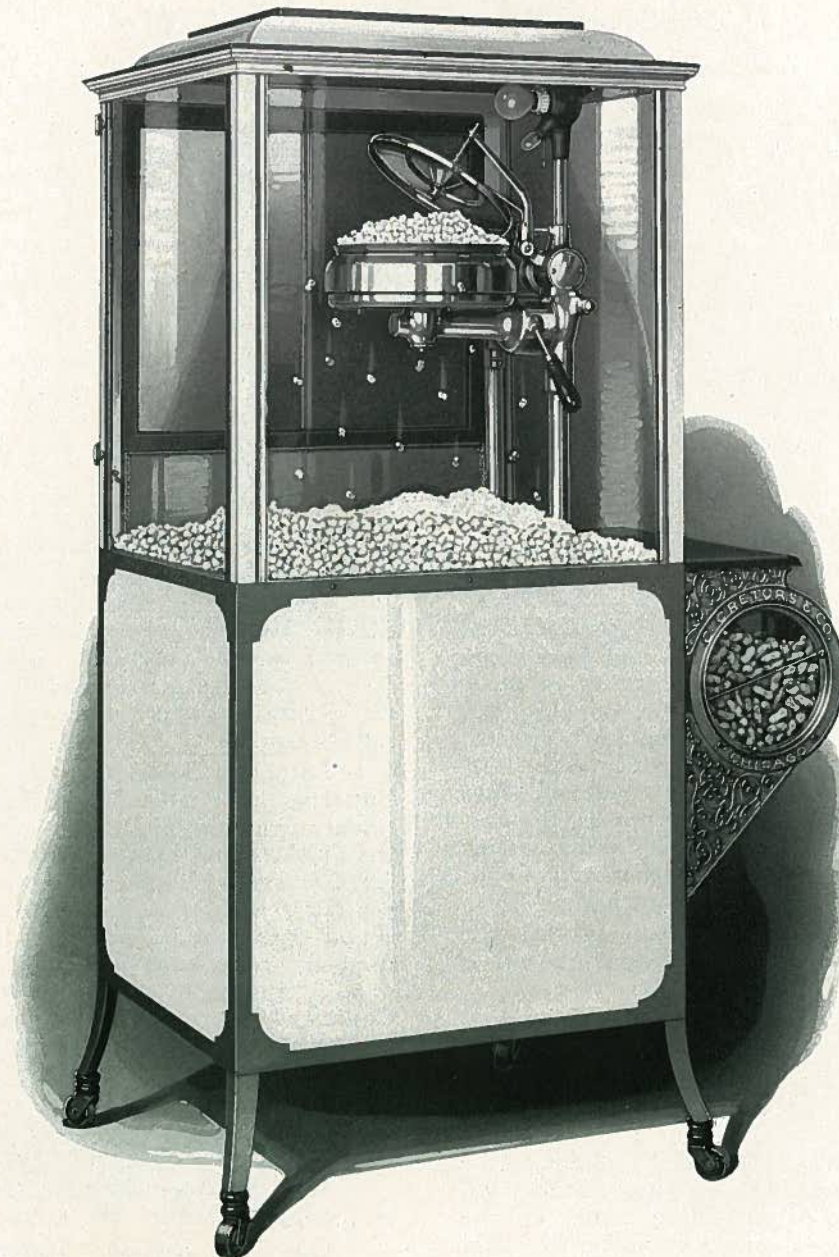
Regardless of how fast or slow a charge of raw corn may pop, the patent automatic cover to our popping pan will not operate until a sufficient amount of popped corn accumulates in the pan to **trip the cover**. This is an important feature—as with certain poppers of different manufacture the popping 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 compounds, if desired, such as cocoanut butter, peanut oil, etc., if you wish, without change of any kind.



Operating Expense Less—Increased Production

CRETORS ORIGINAL METHOD IS BEST



Improved "Eclipse" Model

High Speed—All Electric—With or Without Peanut Roaster

THIS splendid New Model is a refinement of our former very popular "Eclipse" Machine which has given such splendid Service and Satisfaction. **This New Style Electric Popper Is Very Fast and Economical.**

—Specifications—

Large Size, Inverting Type—Electric Corn Popper.
 Large Capacity—Quick Popping Feature.
 Electric Peanut Roaster—Capacity 8 lbs.
 Special Pilot Light Indicator—On Popping Element.
 Option of Gas Fuel.
 Electric Motor—Shaft and Gear Drive.
 Electric Light Inside Popper Case.
 Screen Corn Separator.
 Popper Case Efficiently Heated by Electricity.

Folding Serving Shelf on Rear—6"x27".
 Split Folding Doors to Popper Case on Rear.
 Adjustable Ventilator in Roof.
 Heated Peanut Drawer—(All Models).
 Stock Drawer and Storage Space in Base.
 Finish—White Lacquer and Brilliant Nickel Plate.
 Dimensions—42" wide x 26" deep x 72" high.
 "Corn Popper Only" Model 30"x26"x72".

Illustration Shows "All Electric" Model

"All Electric" Model Requires Special Feed Wire

EXPERIENCED BUYERS PREFER CRETORS



"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 optional.)

Popper Case Bottom—Efficiently heated by electricity.

Shaft and gear drive.

Quick Popping Feature—Simple and Efficient.

Finish—Mahogany or White Lacquer. Other colors optional.

Special Storage Drawers for reserve stock.

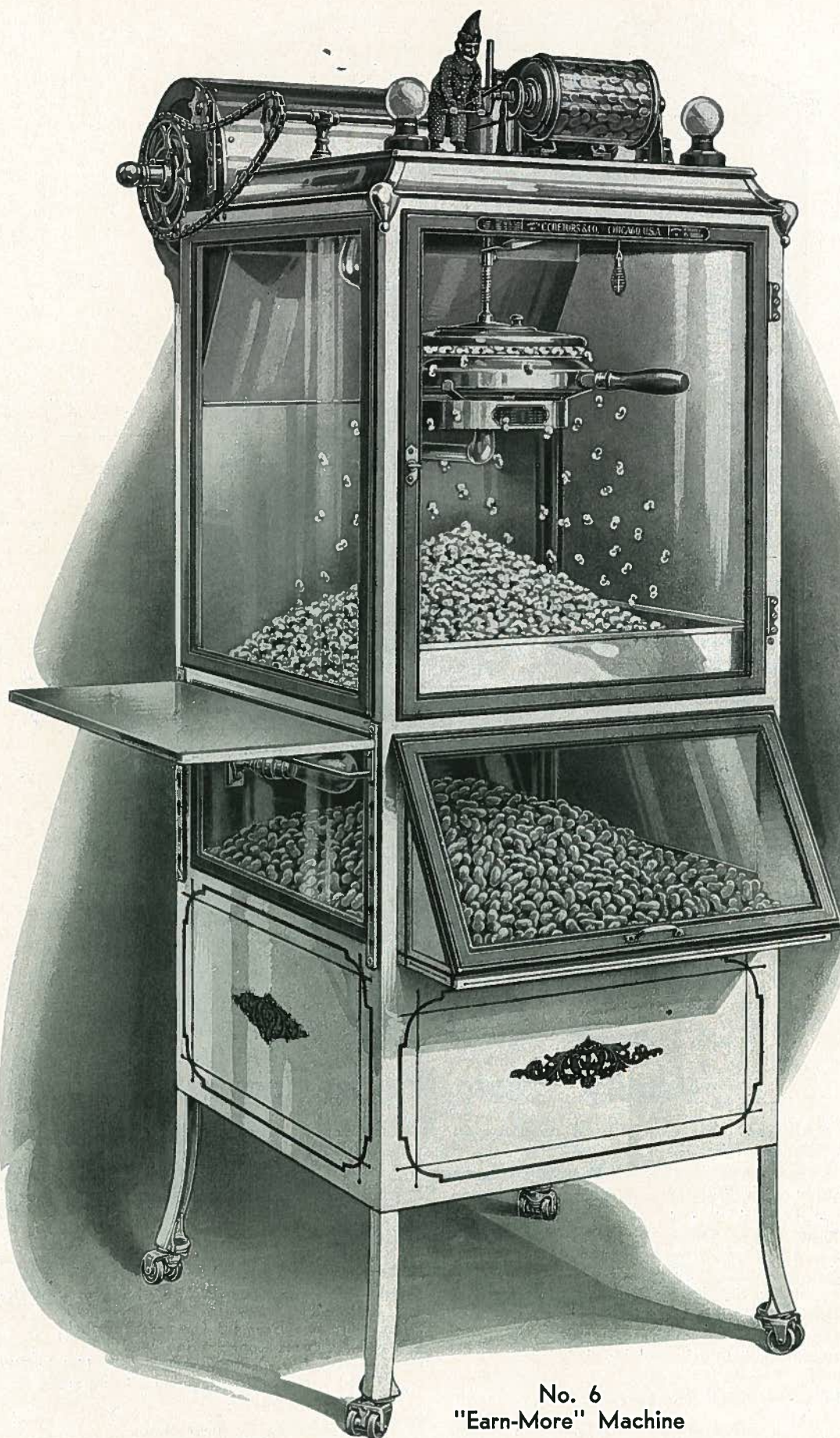
Frame—All Steel Construction.

Dimensions—Length 48". Depth 24". Height 74". Popper Case 24"x24". Display Compartment 24"x24". Counter Line 32".

Illustration Shows Gas Type Popper. Write for Additional Information

"All Electric" Model Requires Special Feed Wire

A NEW DEPARTMENT—INCREASES PROFITS



No. 6
"Earn-More" Machine

SEASONS EACH KERNEL ALIKE

Put This Machine to Work

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

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.

Occupies but 24x24 inches of Floor Space—Does Not Require Extra Help.

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

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



ONE of the most popular models we build: this machine has earned its prestige in 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 considerably more than 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, this 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-six 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 seasoning and salt. No other pop corn is so delicious or consistently good—it keeps the people coming back for more.

Construction—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.

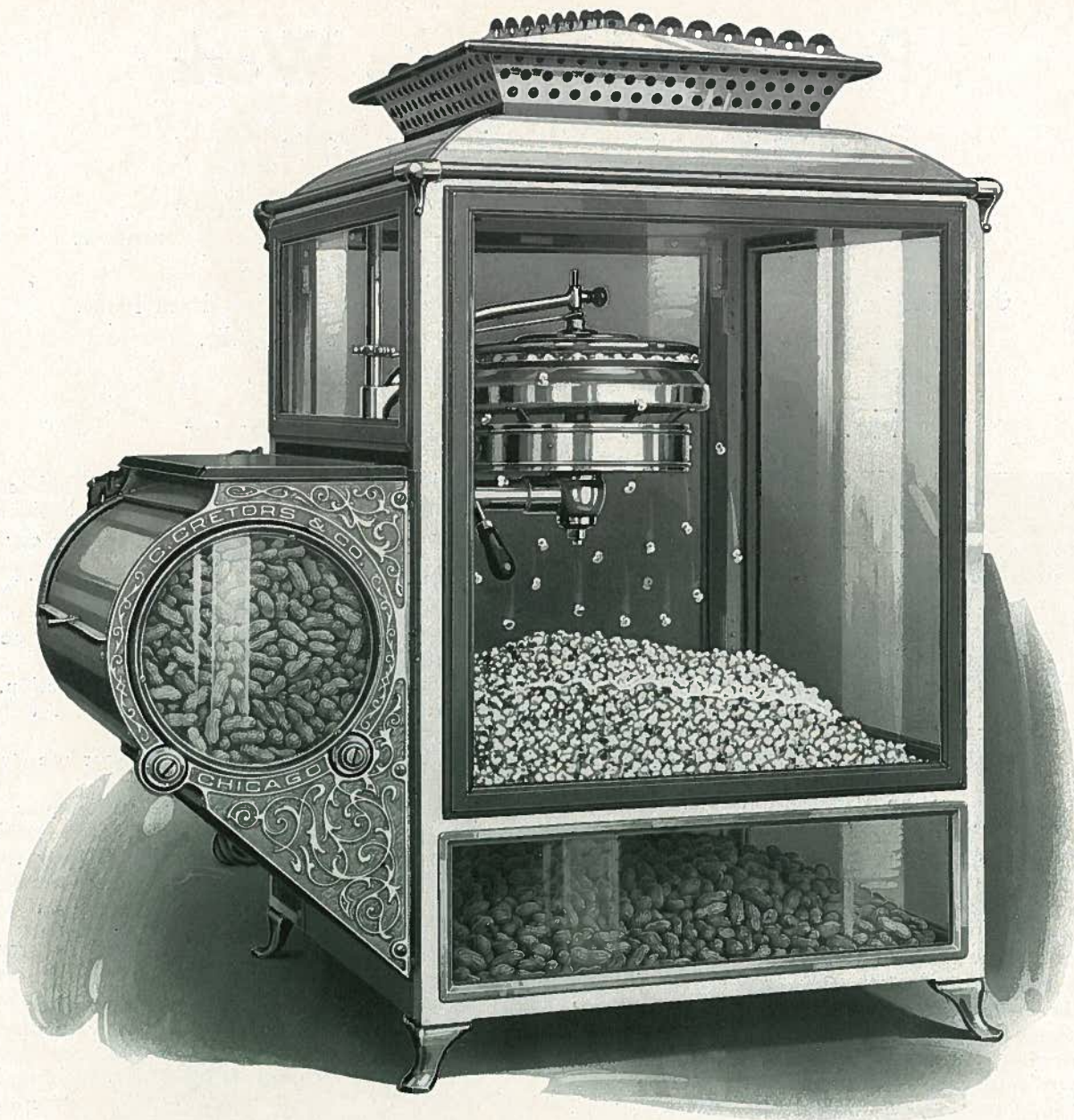
Gas or Gasoline Fuel (optional)—Electric Motor Power.

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 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 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.



"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—

Available in "All Electric" or Gas Fuel Models. With or without Peanut Roaster.

Inverting Type Corn Popper.

Generous Capacity of the "World's Best Pop Corn."

Quick Popping Feature.

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.

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".

Toy figure on shelf over roaster if desired.

Illustration shows "Gas" Popper. See Cut of Special Base on Page 24

"All Electric" Model Requires Special Feed Wire

NO GREASY BAGS OR FINGERS

Pop Corn an Ideal Item to Sell



THE Surprising Profits in Cretors Pop Corn Sales are a Proven Fact. **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 return.

70c of Every Dollar in Sales - Is Profit

The Demand Is Established

Everybody Enjoys Cretors Pop Corn—A Fast Continuous Seller

Always in Season - Each Day Brings Its Dividend

A Long Profit and Quick Turnover—No Dead Stock

The actual profit to you on each 5c bag of Cretors Pop Corn sold is approximately $3\frac{1}{2}$ c, and about 7 cents on every 10c carton. Do you handle anything which even approaches this margin of profit?

No other food product having such a Universal Demand—gives such Satisfying Value for the money.

You Make Three Profits:

You are the Manufacturer, Jobber and Retailer.

You are Independent of Competition

You receive All Profits from the Raw Material to Consumer.

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:

11 $\frac{3}{4}$ lbs. Cretors Brand Pop Corn at 7 $\frac{1}{2}$ c.....\$0.85

3 lbs. Cretors "Ideal" Seasoning at 16c......48

200— $\frac{3}{4}$ lb. Glassine Sacks at \$2.00 per M......40

Fuel and Salt......12

Total Cost (based on Electric fuel).....\$1.85

	1.85
Net Average Profit on \$10 Sales	\$8.15



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 approximate Earnings Equal to \$15,000 invested at 6% interest.



Booth Model

RESPONDING to the demand for a compact "One-Man" machine, we take pleasure in submitting this highly attractive and serviceable model.

Occupying only 3x6 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.
Hot Peanut Drawer and Popper Case Bottom are 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.

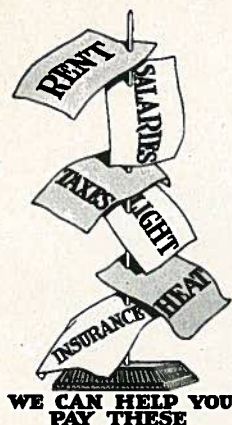
Peanut Roaster (when desired) at rear end under shelf, 10 lbs. capacity. Extra.
Finish—White Lacquer and Nickel Plate.
Frame—All Steel Construction. 36" wide, 6 ft. long, 78" inside height.
Standing Room—Without Roaster 36"x44"; With Roaster 30"x36". Popper Case 28"x36".
Note—Machine can be built with 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

Our Message to Merchants

A New Profit—Increased Trade



THE Wonderful Success achieved by hundreds of Cretors Machine Owners throughout the country in **Towns and Locations just like Yours**—in many lines of business—is ample proof that:

A Cretors Popper will popularize Your Store.

Bring a Trade of Its Own—Help Sell Other Merchandise.

Expand Your Business.

Fortunes have come to merchants who have added this popular **New Department** to their business—which adds little or nothing to their overhead—and pays a larger percentage of Cash Profit than any other line they sell. **A Wonderful Opportunity Exists for you to duplicate their success.**

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 or a Special Store Front, we build a reliable machine exactly suited to your requirements.

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

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.

You Make Three Profits

You are the **Manufacturer, Jobber and Retailer**—and receive all profit from the **Raw Material to Consumer.**

You will be surprised how many new customers will come blocks out of their way for the express purpose of buying Cretors Pop Corn at your store. Their attention is attracted to other merchandise you sell—and the pop corn customer often spends a considerable sum for other goods before leaving. **And They Tell Their Friends.**

A **Cretors Pop Corn Machine**, occupying but Limited Space, with little or no competition, is bound to prove a "Big Asset" to your business.

It may more than pay your Rent and Other Overhead Expense.

Sell Cretors Pop Corn and you will see New Customers in your store—and remember, this is a "Spot Cash" year-round Business.

Read the Proof

"We own seven Cretors Wagons now, and we can assure you that no other make machine would interest us as we have built up the quality of our business with these machines."
Washington. "Kernel" R. C. Moseley.

"After four years' time, I built up a wonderful business and can truthfully say it is a splendid business, having done approximately \$35,000 in the past four years."
Michigan. L. E. Kutack.

A Prominent Iowa Theatre Owner says:—"Your machine has any machine beat that I have used—for appearance and reliability. We have sold about 3 times as much corn since your machine was installed."
Iowa. H. E. Rehfield.

"Your machine is paying my monthly payments on machine plus my rent and light bill. 'Just right' expresses its every quality."
Texas. Mrs. Cage Moore,
(Moore's Luncheonette)

"I sell 10 bags of corn while a competitor across the street sells one. Reason—your method of seasoning and your attractive machine."
Missouri. W. A. Crandall.

"Your machine so simple in operation that we have no trouble putting out same quality popcorn at all times. Customers delighted with corn."
Nebraska. L. R. Bringer Co.

"As a money-maker you cannot beat a Cretors Machine."
Missouri. Harry Caldwell.

"Your Popcorn Machine has earned for us the enviable reputation of having the best popcorn in the city."
Illinois. Clarke & O'Connor.

Sell 80 Bags Daily—Earn \$1,000 New Profit Yearly

HELPS PAY RENT AND OVERHEAD



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.

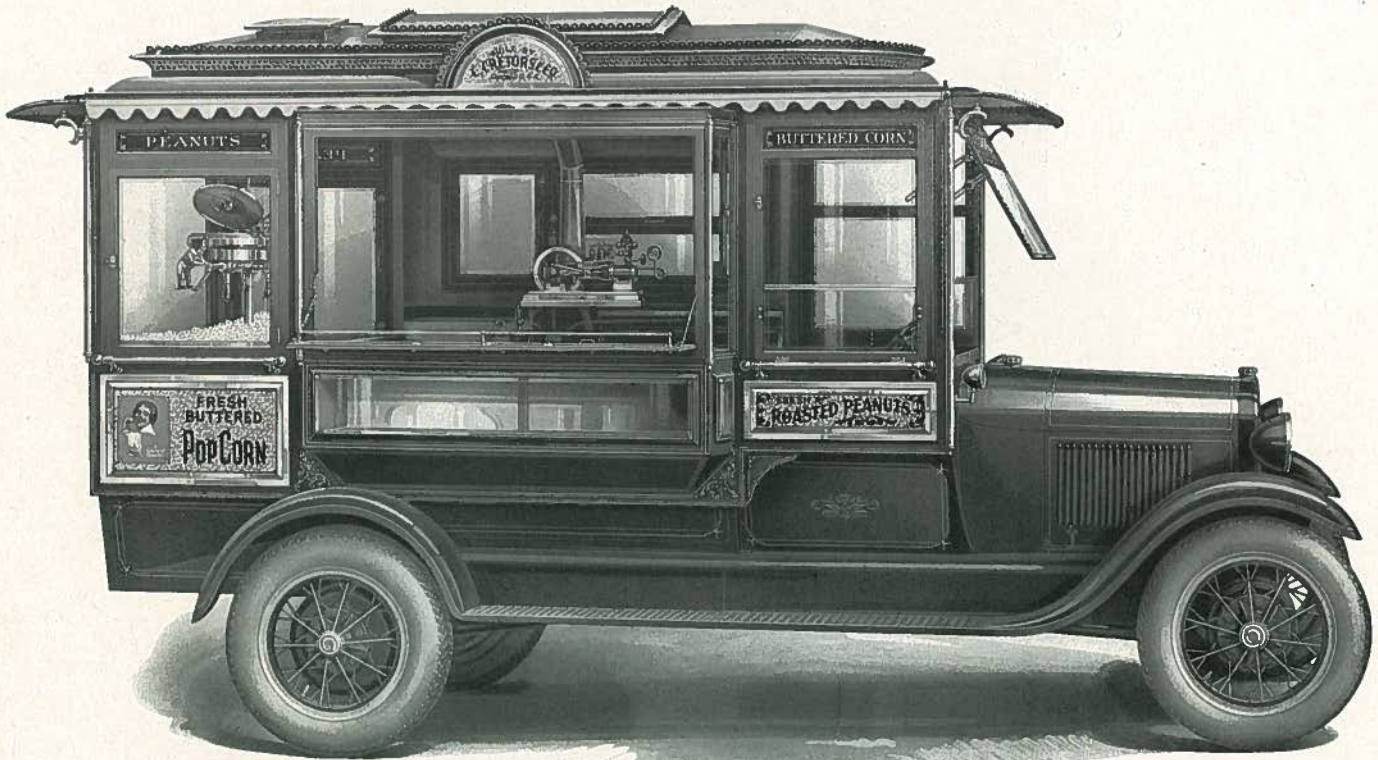
Dimensions—Frame 46 inches wide, 9 feet 8 inches long. Total width out to out of hub caps, 65 inches. Total length over all, 12 feet. Height from ground to top of dome, 9 feet 2 inches. Standing room or working space, 46 inches wide by 85 inches long at waist line.

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

Extra Equipment: 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.

THE MARGIN OF PROFIT IS ENORMOUS



Automobile Model

EVER 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 seventeen 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 one and one-half ton **Ford "AA" Truck Chassis**, 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.

1931 Model has Disc Wheels.

THE MOST ELABORATE CORN POPPER BUILT



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.

Double Popper Model Built to Order.



Improved No. 2 Wagon with No. 1 Engine

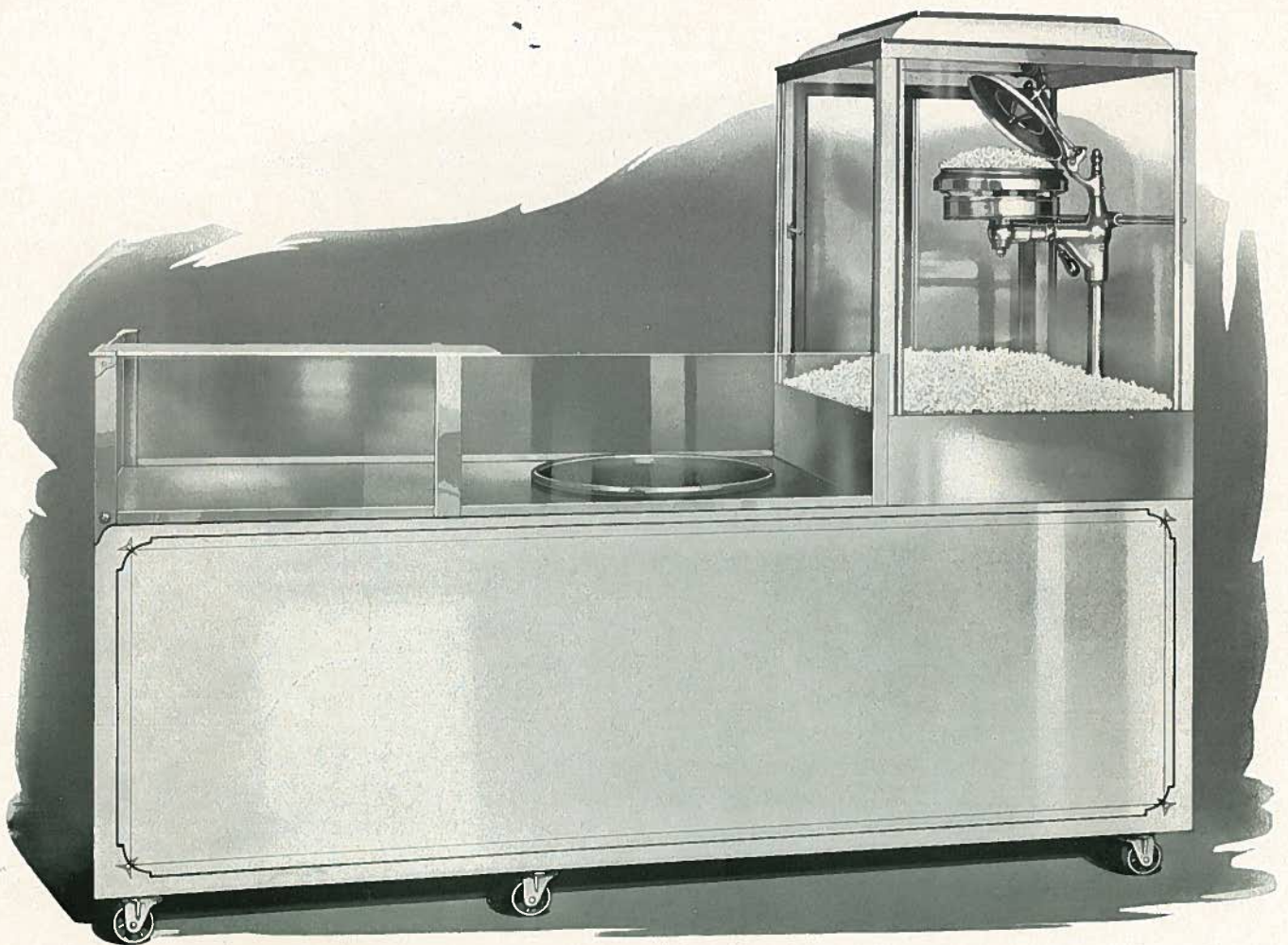
POSSESSING all the features of our cheaper models, and many other advantages such as No. 1 Engine (see page 32), large popping pan, fuel under air pressure, heavier running gear, tires, etc., this machine has achieved a remarkable success.

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.

Smaller Size No. 2 Wagon—Built to Order.



"Duplex" Combination Corn Popper and Crisp Machine

THIS compact and attractive Model is designed to meet the requirements of those who wish to manufacture **Pop Corn Crisp** as well as sell Seasoned Pop Corn. A Big Money Maker.

The High-Speed "Gas Fuel" Popper Serves Both Purposes.

Specifications

Large Capacity Corn Popper—Inverting Type.
Electric Motor Power—Gas Fuel.
Electric Light in Popper Case.
Popper Case Size: 30"x27".
Crisp Extension: 30"x59".
Popper Case Efficiently Heated.
All Steel Frame Construction.

Monel Metal Popper Case Bottom.
Crisp Counter Top and Trim—Monel Metal.
Plate Glass Case and Shelf.
Gas Candy Furnace—High Efficiency.
Large Crisp Mixing Kettle of Heavy Copper.
Dimensions: 86" Long—30" Wide—73" High.

This Outfit Can Also Be Used for Making Candies and Salting Peanuts. Attractive Profits—We Supply Crisp Recipe with Machine

CRETORS SUPPLIES



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.

—Convenient and Popular—

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.

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**.

Cretors "Ideal" Pop Corn Dressing

A Pure—Sweet—Neutral—Vegetable Product
Ready for Instant Use—No Mixing

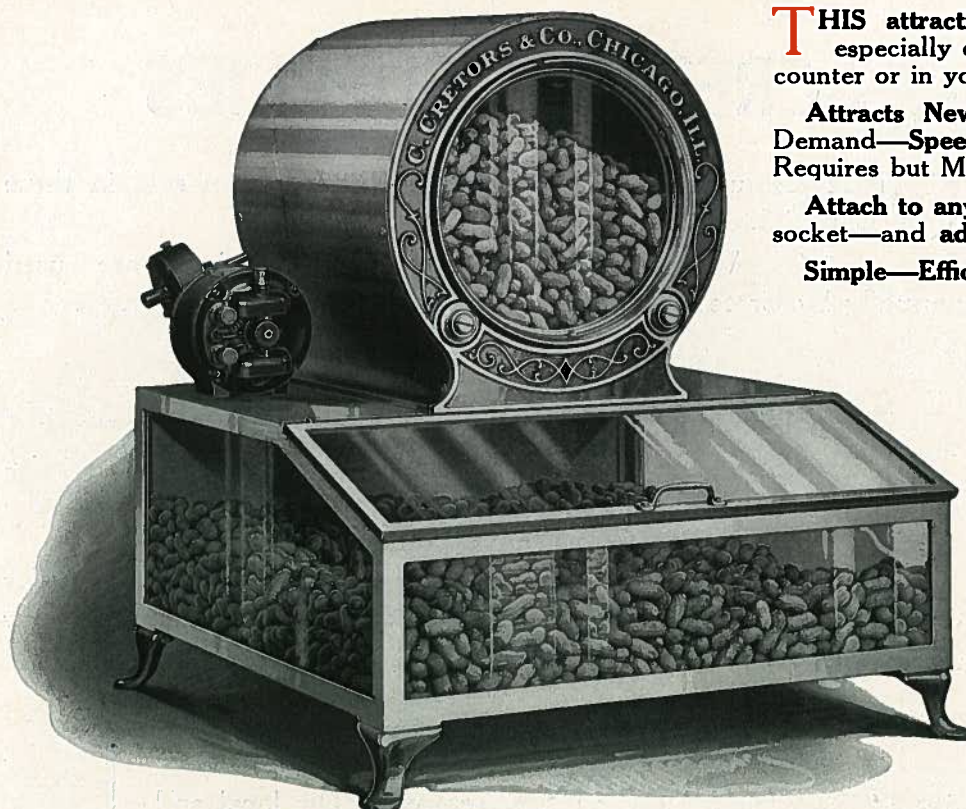
Expands in volume when heated
Convenient and Economical
Does not become rancid.



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.

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



Junior Counter Peanut Roaster

THIS attractive and practical machine is especially designed for use either on your counter or in your show window.

Attracts New Trade—Supplies a Popular Demand—**Speedy and of Generous Capacity.** Requires but Minimum Space.

Attach to any convenient base plug or light socket—and add a New Profit to your store.

Simple—Efficient—Durable.

Specifications

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

Roasting Capacity—8 lbs. per roasting. No Special Wiring Required.

Special Electric Heating Element under display compartment—keeps peanuts hot.

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

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

Dimensions—Height over all 25 inches. Peanut Display Compartment 22x22x9 inches.

Quick Roasting Feature.

Fuel—"All Electric" or Gas. (Optional.)

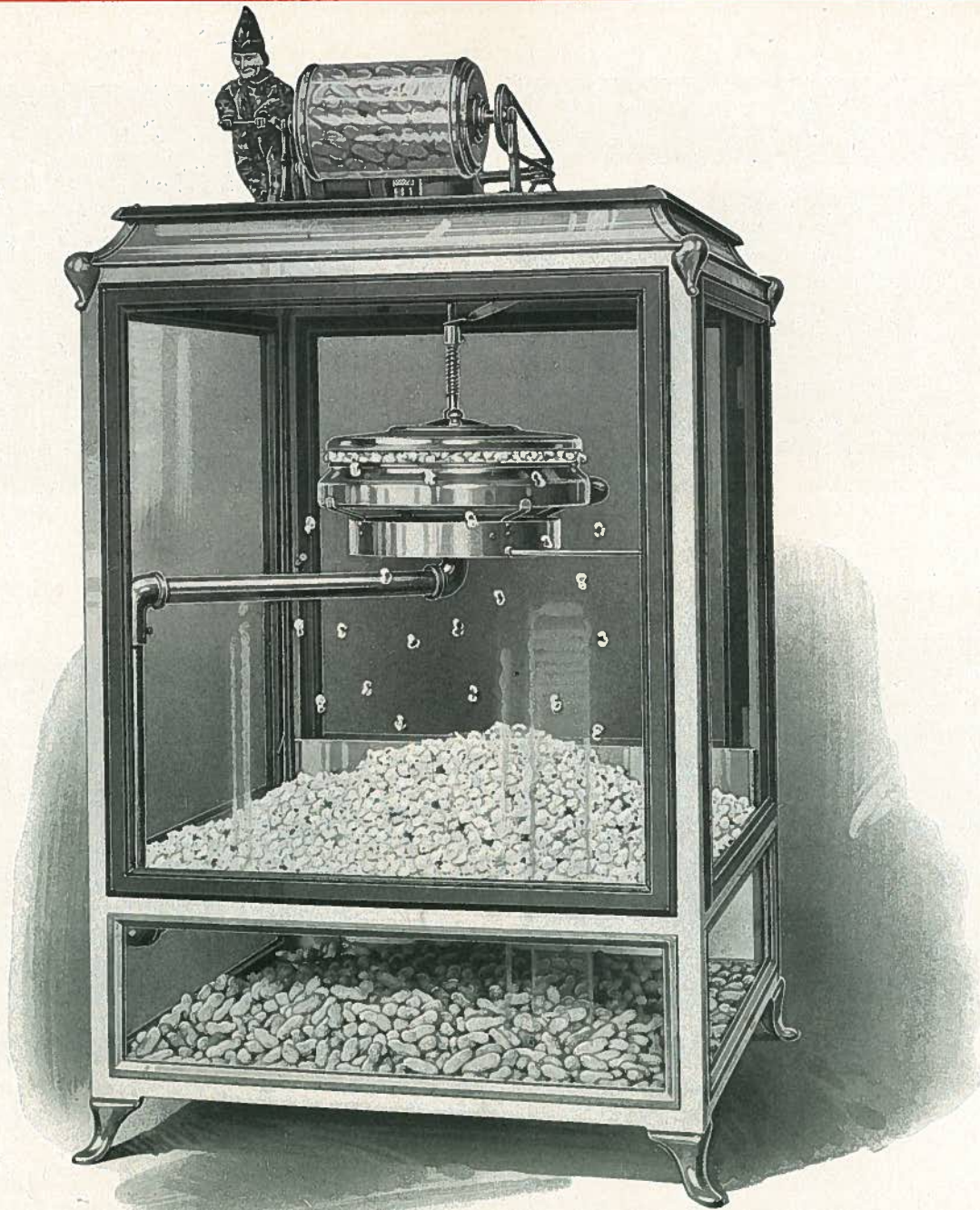
Base for Counter Models

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

Furnished at a moderate price for **Graduate** or **Ideal Models**, shown on pages 14 and 25.

Finish—White Lacquer, handsomely striped and decorated.





"Graduate" Counter Model Popper

AN EXCEPTIONALLY popular machine of Low Price — 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.

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.

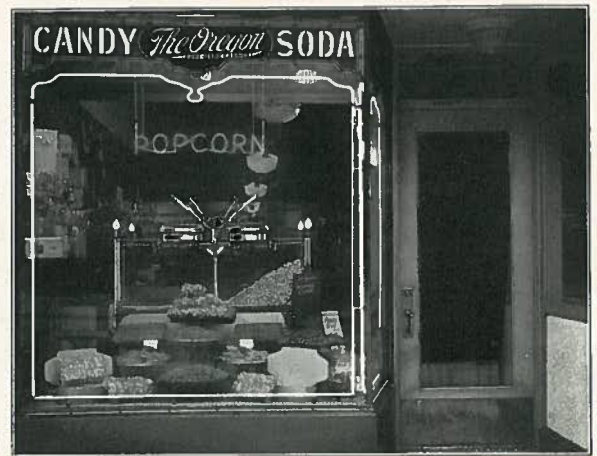
Finish—White Lacquer and Nickel Plate.

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

Illustration shows Gas Type Popper. See Cut of Special Base on Page 24

"All Electric" Model Requires Special Feed Wire

WILL POPULARIZE YOUR STORE



You Lose Money Each Day You Are Without a Cretors Machine

CRETORS EQUIPMENT COMMANDS SUCCESS

MOST VALUE FOR YOUR MONEY

THE intrinsic worth of any Cretors Machine more than justifies its cost, and represents **Greater Value and Satisfaction** for your money than any other similar device on the market.

Reasonable first cost is just one advantage of buying a Cretors Popper—of even more importance is the saving in **Cost of Operation and Maintenance**.

The superiority of Cretors Machines is due to their **Simplicity of Design, high grade materials, and Method of Popping Corn direct in the Seasoning**—which not only imparts an evenness and delicacy of flavor unequalled by any other process—but **Pops Faster—Requires Less Seasoning and Leaves Less Waste**. Maximum Production is combined with Supreme Economy and Increased Profits.

Cretors Owners everywhere will tell you from their own experience about 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**. Ask them why they prefer “Cretors” to all others. **It Will Pay You to Know.**

Cheapest in the Long Run—Therefore the Best Investment

Cretors Equipment is used by such Nationally Known Companies as:

The Fred Harvey Co. in the Union Stations at Chicago, Kansas City, and Cleveland.

The Hershey Estates at Hershey Park, Pa.

The John J. Grier Co. at the C. B. & Q. Depot at Omaha, and other locations.

Also by many of the most popular Amusement Parks in the country.



Fred Harvey Booth, Chicago

Where a Cretors Machine Pays

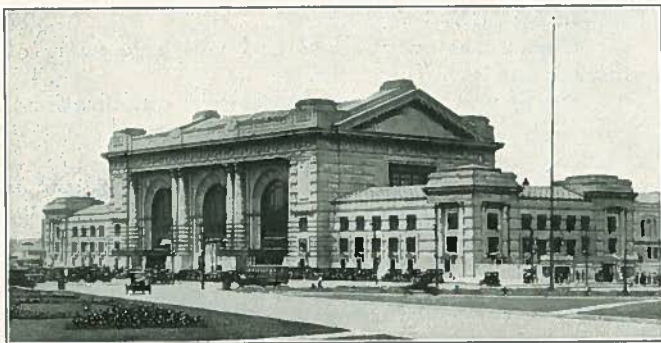
Confectionery Stores
Popcorn Shops
Moving-Picture Theatres
Drug Stores
Cigar Stores
Pleasure Resorts
Restaurants

News Stands
Fruit Stores
General Stores
Department Stores
Bus Terminals
Transfer Points
Grocery Stores

Highway Stands
Bakeries
Billiard and Pool Rooms
Five and Ten Cent Stores
Delicatessen Shops
Ball Parks
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.**



Union Station, Kansas City

UNDERWRITERS LABORATORIES

The Cretors Models indicated below are “Listed as Standard” by The Underwriters Laboratories:

Junior Model—Electric Page 4
Model 400E—All Electric Page 6
Model 401E—All Electric Page 8

The Following Models are Now Under Examination:

Model 400G—Gas Fuel Page 6
Model 401G—Gas Fuel Page 8

These Listings Mean Much to You

A Sensible Investment in Quality and Long Life

POPS QUICKER — LESS WASTE — BETTER FLAVOR

— 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 \$1,000 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.

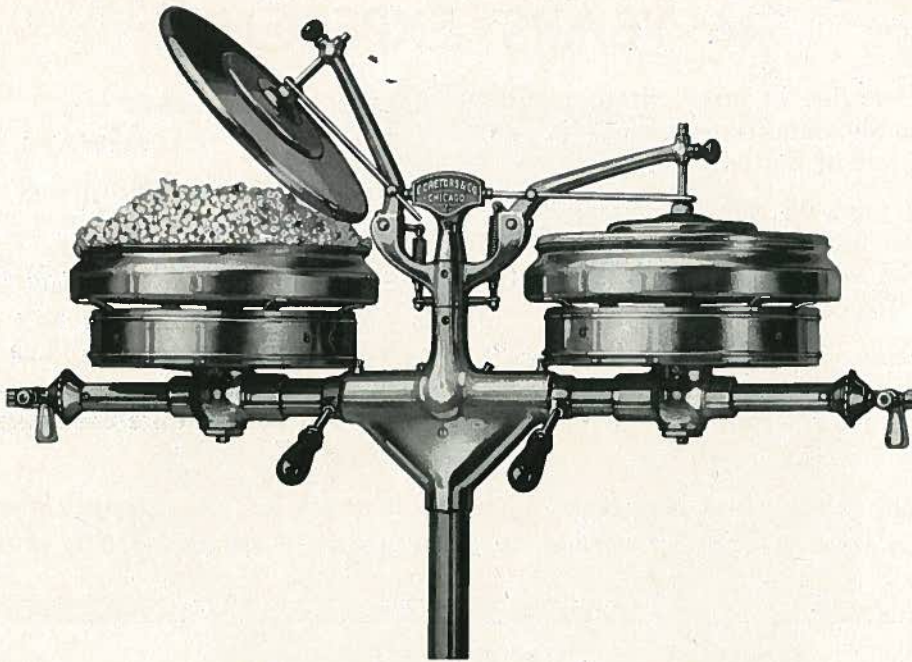
It will pay you to investigate my qualifications.
Profitably Yours,

“A Cretors Machine”



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.





High Speed — Inverting Popper — Gas Fuel
King of Them All

How CRETORS Machines Are Built

QUALITY 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." Many of our men have been with us 25 years or over.

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.

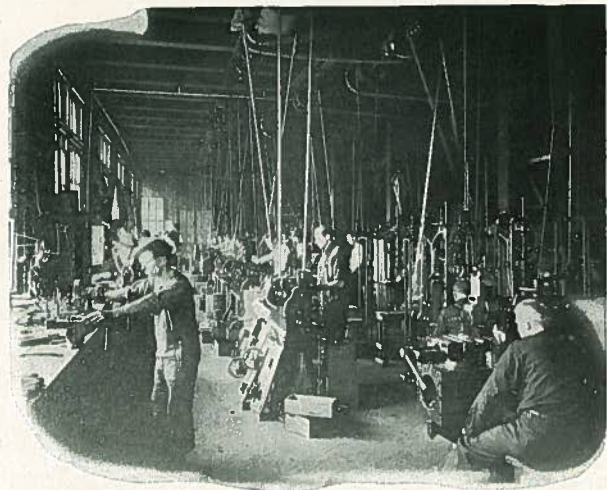
Our experience has demonstrated the all-steel frame, among other advantages, to be fireproof, stronger, lighter, more durable, more secure in joints, etc., hence we have adopted it as standard equipment.

Mechanically Perfect

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 which are still giving excellent service. Certainly there could be no more convincing proof of the quality we build into them.

46 YEARS' EXPERIENCE

THE test of service in large numbers under all possible conditions of use is the only real proof of actual merit.

During the past 46 years thousands of Cretors Machines have been sold for use in many parts of the world, thus enabling us to gain experience beyond all others.

All these many 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 unequalled quality and durability built into Cretors Machines and their ability to earn remarkable profits for their owners can be judged from the fact that rarely does a customer of ours use any other make of Corn Popper after he has once used a "Cretors."

"They can't take the business away from a Cretors."

No matter what your location or requirements, we can supply a machine of Proven Design exactly suited to your needs — Special-Built if need be.

GUARANTEE

We guarantee the material and workmanship in every Cretors Machine that leaves our factory. Should any part 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 to show an appreciation of your business and maintain our universal reputation for Square Dealing.

Sold On Easy Terms

The lack of money should not hold 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 obtained, in fact, waiting for you. Secure them by installing a Cretors Machine.

We have purposely made our terms just as low as is possible, so that your Cretors Ma-

chine should actually pay for itself out of the profits it earns.

Some even earn the entire cost of their machine within two or three months.

When you can secure a Cretors Machine so easily, it is not a question of whether or not you can afford one—But can you afford to be without one?

Your Trade Is Hungry for Cretors Pop Corn — A Fast, Continuous Seller Satisfy Their Appetite and

Earn 70c Profit On Each Dollar In Sales

ORDER NOW!

Chicago, Ill.

22nd & Jefferson Sts.

C. CRETORS & CO.

WE RESERVE THE RIGHT TO MAKE CHANGES WITHOUT NOTICE IN PRICES AND SPECIFICATIONS AT ANY TIME

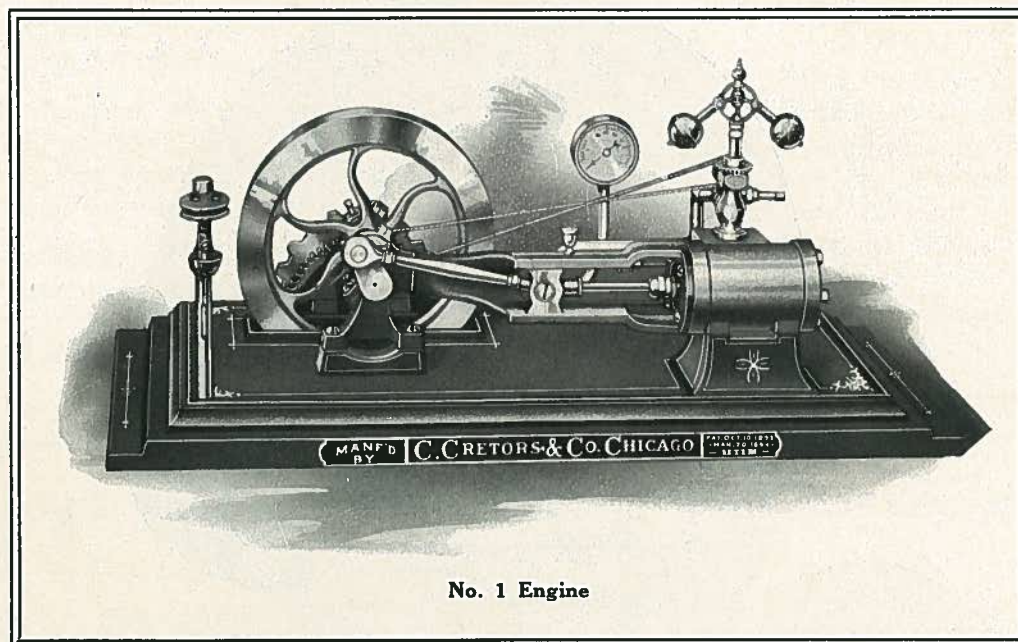
START RIGHT — INSTALL A CRETORS



Trade Mark
Registered

**Everybody
Buys It**

ONE BAG CALLS FOR ANOTHER



Profit Boosters

CRETORS SUPPLIES

STOP — THINK — COMPARE — BUY CRETORS

CRETORS IN 1885



CRETORS TODAY