

FOR 50 YEARS

THE WORLD'S BEST

POP CORN MACHINE

H.D.C.

PERSONAL COPY

MARCH-1936



C. CRETORS & CO.

A HALF CENTURY OF PROGRESS



CHARLES CRETORS
FOUNDER

C. Cretors & Co., established in 1885, have devoted over 50 years successful endeavor to the pop corn machine industry exclusively. It is with pride, that we, today, look back over these many years. We are grateful for the respect, confidence and patronage of the thousands of customers whose success has made our success possible.

Charles Cretors, of early American ancestry, who founded this company **originated the process of popping corn direct in the seasoning.** His pioneer method, which is most economical, is now everywhere acknowledged as the **only** method for producing uniformly seasoned pop corn. The "popped-in" flavor of Cretors corn brings them back for more.

Our 50 years of leadership in this purely American industry did not "just happen." It resulted from building the best pop corn machines in the world and selling them at fair and reasonable prices. Our customers say: "Cretors Machines are money-makers." They recommend them to you as being dependable and durable, simple and economical to operate, and of superior earning power. They know from experience that **Cretors** is the best machine for you to buy.

Illustrations in this catalog cannot impart a just conception of the elegance in design and finish of the various models, each of which represents over 50 years of successful manufacturing experience in this industry.

A Cretors Machine is your opportunity for greater profits.

C. CRETORS & CO., Chicago, Ill.



50 YEARS OF LEADERSHIP

POP CORN PROFITS

YOU, as an enterprising merchant, want to make more money. . . We point with pride to the thousands of Cretors machine owners, who, during the past 50 years, have found their Cretors Corn Popper to be one of the best investments, in proportion to its cost, of any they have ever made.

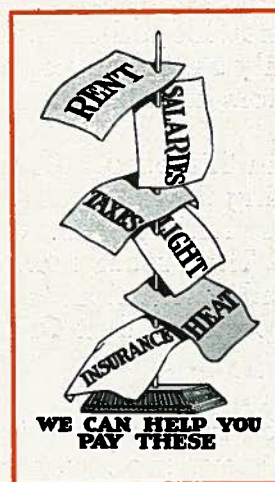
Read this book carefully. It will show you the way to increased business and a new income.

***Your Location with A Cretors Popper should be
Worth from \$500 to \$3,000 Additional Profits Each Year to You***

Helps Pay Rent

No matter what the size of your town, a Cretors Machine in your location will bring you, day after day, a new cash profit you are not now receiving. Many Cretors machines more than pay the rent and other overhead expenses. One may do the same for you.

Money is easily made selling Cretors Famous Pop Corn. It is most delicious, and of surpassing food value. People come blocks out of their way to buy it.



Adds To Your Daily Income

Merchants throughout the nation are adding to their daily income with a Cretors Machine. These men are no smarter than you . . . their stores or theatres are similar to yours . . . the people whose money they get are no different from those in your town. You have the opportunity of realizing this new cash profit with but little effort . . . No extra help required. Right now, you are letting hundreds of dollars slip right through your fingers each year by not having a Cretors Corn Popper. *Can you afford to let this extra money get away from you?*

You Make Three Profits

You are the manufacturer, jobber, and retailer, and receive all profit from the raw material to consumer.

Even a small volume of sales will bring you a worthwhile added income, as the margin of profit is enormous.

Each Dollar in Cretors Pop Corn Sales means approximately 70 cents net profit to you.

Does anything you sell, having such a universal demand, pay you this most unusual margin?

Let Our Capital Help You

Decide to start making Cretors pop corn profits at once on our capital. We carry the greater portion of your investment. The reasonable cash payment required will soon be returned to you from your new earnings. Pay the balance in convenient installments, and continue making money with your Cretors popper for many years to come.

We make it easy for you to own a Cretors

"There is nothing I know of that will build up a merchant's trade any better than a Cretors Machine."

J. F. Williams
Iowa

Sell Only \$4.00 Daily . . . Earn \$1,000 New Profit Yearly

Quick Sales . . . Popular Demand

EXPANDS YOUR BUSINESS

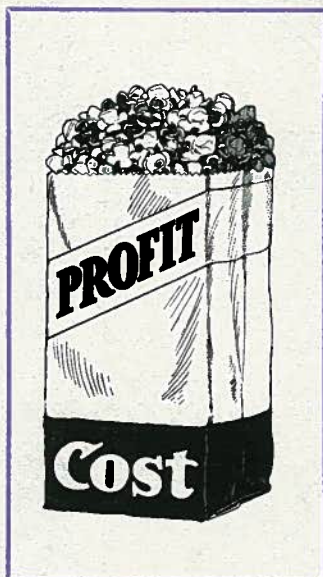
Cretors Pop Corn:

- Pays a Big Margin of Profit
- 70c Net on Each Dollar in Sales
- A Fast Continuous Seller
- Always in Season the year 'round
- The Demand is Established
- Attracts New Customers to your Store
- Healthy, and of Exceptional Food Value
- Gives an Immediate Cash Profit from a Small Investment
- No experience necessary. Helps pay Overhead
- Small Space required. No Extra Help

A Quality Product Which Sells Itself

THERE is no mystery about making pop corn profits with a Cretors Machine. It is a very simple matter. Nearly everyone enjoys Cretors Pop Corn. The demand for it is established. Rich and Poor, Young and Old, eat it the year 'round. *You make 70 cents profit on every dollar's worth sold.* Think of it! Seven cents on every 10 cent carton. . . . Is it any wonder that many Cretors machine owners earn a good income selling Pop Corn only?

Each person entering or passing your door is a likely pop corn customer. The appetizing aroma of corn popping in the seasoning—the preferred method originated by Cretors makes folks stop, look, and buy. The delicious cooked-in flavor keeps customers and their friends coming back for more.



THIS is a clean, dignified business. Some of the largest and most prominent retail stores are selling Cretors Pop Corn. Why not you?

A Cretors Machine in your store, will attract new customers and be a business-builder for you. People come for the express purpose of buying Cretors Pop Corn, and purchase other items you sell. The number of regular pop corn customers will surprise you. *They get the habit*, because it is the most delicious and evenly seasoned pop corn they have ever eaten. Business men are astounded at the large earnings of their Cretors Machine. Surprising profits are realized in a wide variety of locations in suburban, residential, and business districts of towns and cities of all sizes.

It Costs Approximately Only 30 Cents To Produce One Dollar's Worth Of Popped Corn . . . The Remaining 70 Cents Goes Into Your Pocket As Profit

Profit Schedule on \$10.00 Sales

To produce \$10.00 worth of popped corn, requires approximately 10 pounds Cretors Brand Pop Corn, 3 pounds Cretors Ideal Seasoning, 200 Five-cent bags, Fuel, and Salt—all of which cost approximately \$2.50.

Your Net Profit on \$10.00 Sales - - - \$7.50

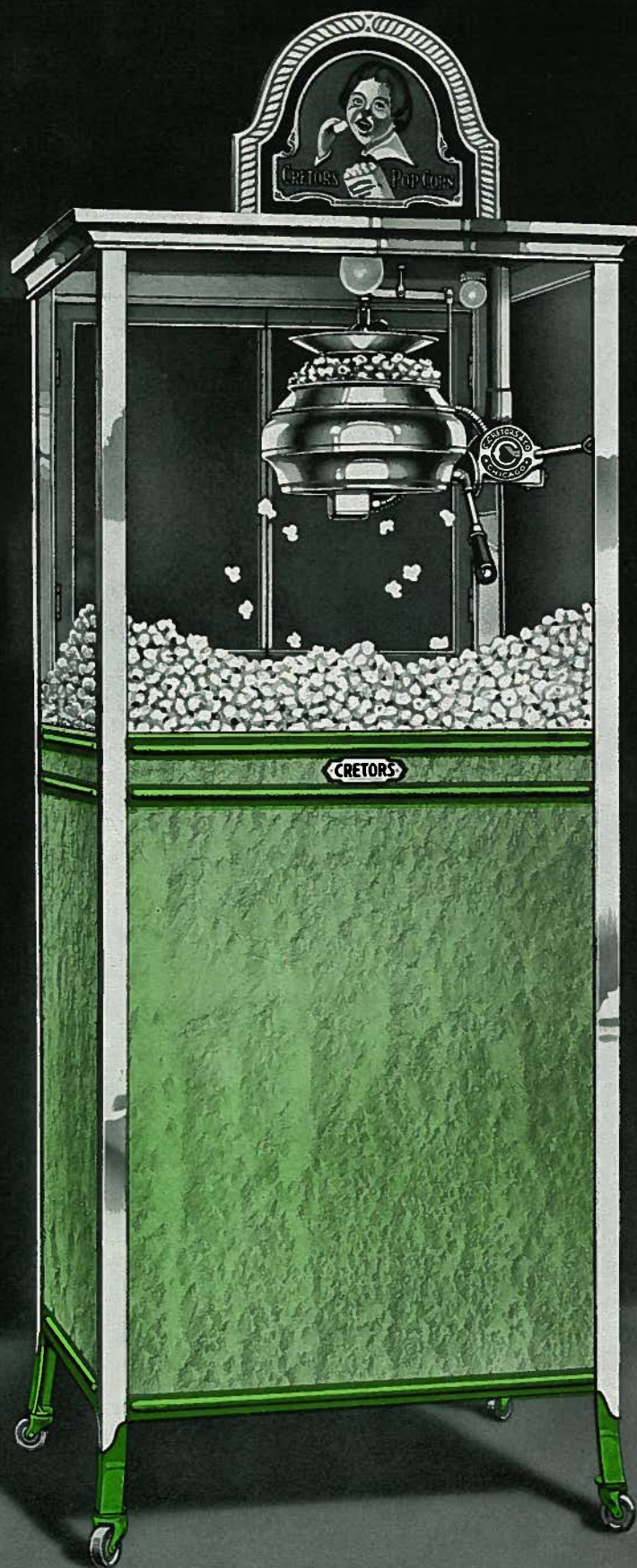
The cost of stock shown above is purposely figured higher than the prices prevailing at the time this is written. Prices vary according to locality, season and market—but your percentage of profit is so enormous that fluctuations in cost of stock are of but minor importance.

Nickels and Dimes Make Dollars

CASH IN ON THE SMALL CHANGE BUYER

"Your popper brings business into my store. It has increased my sales and brought many new customers."

John Demas
Minnesota



"Opportunity" Model Corn Popper

—Specifications—

New Inverting Type "High Speed" Electric Popper.

Amazing Capacity—\$8.00 to \$10.00 per hour.

No Special Wiring Required . . . Total Wattage 1250. Will operate from wall type Receptacle.

Quick Popping Feature. High Grade Heating Elements.

Special Pilot Light indicates when popping element is in use. Special case warming element.

Cash Drawer and waste corn drawer.

Removable Screen Separator for unpopped kernels.

Attractive Electric Flasher Sign on top of popper case. . . . Electric Light in popper case.

Drop Extension Shelf on rear is a great convenience. Provides an added working space.

Folding Doors to popper case on rear, swing completely around against side of case.

Adjustable Ventilator in Roof.

Chromium Plated popper case bottom, and trim on case and base. Popper pan and sundry other parts are highly finished in brilliant nickel plate.

All Metal Construction insures supreme strength and durability.

Fully Enclosed Base provides storage space for supplies.

Durable, attractive Two-tone Green, baked crackle finish.

Case Dimensions—18"x24" without moulding. 75" high to top of sign. Net weight 149 lbs. Shipping Weight 228 lbs.

Counter Model is 43" high to top of sign. Net weight, 112 lbs. Shipping weight, 165 lbs.

Low in Price High in Earning Power

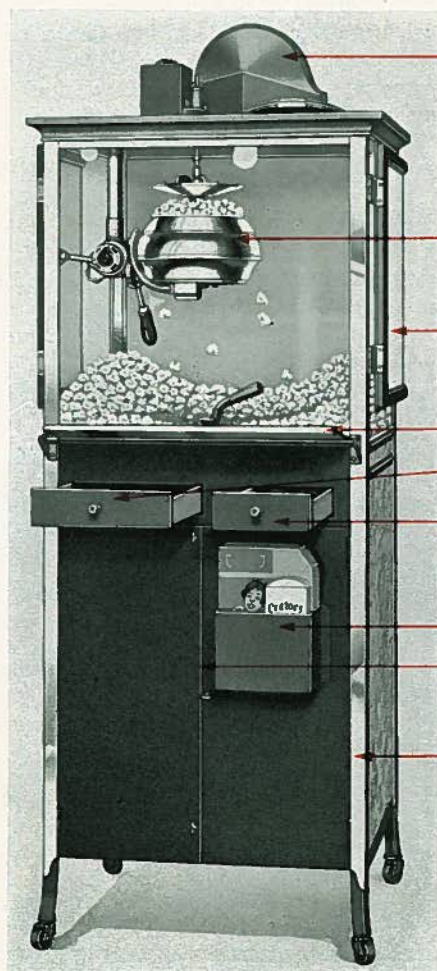
CRETORS "Opportunity" Model is the outstanding value among all low priced corn poppers. Of exceptional earning power, it has many of the trade-winning features which have influenced thousands of successful merchants to select a Cretors machine in preference to all others.

You will be pleased with its beauty and amazing ease of operation. You will especially like the "Opportunity" Model because it will be a money-maker and business-builder for you. In a wide variety of locations, this really fine machine is making a splendid profit week after week for store owners, roadstands, theatres, etc. It should do the same for you.

All Electric—Large Capacity

The Opportunity Model is an attractive, full size, All-Electric machine. It is equipped with our new inverting type, high-speed popper, of **surprising capacity**. Its quick popping feature enables you to promptly care for a rush business.

You will take pride in serving your customers the delicious "**Popped in the Seasoning**" corn produced by this machine. This unequalled method, originated by Cretors, seasons each and every kernel alike, and produces a better flavor corn at low cost.



REAR VIEW

Attractive electric flasher sign

Inverting type high-speed electric popper

Doors swing flush against side of machine

Drop shelf provides added working space

Waste corn drawer

Cash drawer

Bag and carton holder

Ample storage space for supplies

All-steel frame construction



"Opportunity" Counter Model

The Counter Model shown above, is an ideal machine for roadstands or other locations where no base is required. Place it on your counter or in your show window, and start making pop corn profits the same day you receive it.

No experience necessary—the Opportunity Model is so simple a boy or girl can easily operate it. Readily kept clean.

Electric Flasher Sign

Note the attractive electric Flasher Sign, on top of popper case. This glass sign is in several colors, and is only one of the many trade-winning features of this money-making corn popper.

The "Opportunity" Model is a genuine Cretors Machine, now offered at such an attractive **Low Price and Easy Terms**, as to bring it within easy reach of merchants who always preferred "Cretors," but thought they could not afford one.

Read The Proof From Cretors Machine Owners

Expressions Of A Few . . . Hundreds Say The Same

Used His Cretors 40 Years

"This month, 40 years ago, September, 1893, I had you make for me a Peanut Roaster and Pop Corn Popper. I have roasted thousands of bushels of Peanuts and popped many bushels of Pop Corn. The machine is in good condition today. You make them too good. Whoever buys one of your machines has bought the best, in every particular, that ever has or ever will be made. I have been in business nearly fifty years and am going strong."

H. O. Dold . . . *Virginia*

Very Profitable

"We have had a Cretors Machine for five years. It has proved very profitable and is in good working condition. Last year we placed a Cretors Opportunity Model in our main store. It has given us good earnings in spite of the conditions of the past year. We recommended the Opportunity Machine to a friend, who placed two at roadside stands this past summer. He also finds them very profitable."

N. Demos . . . *New York*

Well Satisfied

"We are well satisfied with our Cretors Pop Corn Machine. It is paying us more for the amount invested than any of the rest of our equipment."

Lyric Drink Shop . . . *Oklahoma*

Cretors Machine Paid For Home

"My machine is 15 years old, and is in 100% working condition today. If I cared to, could sell it at a good price. But why sell—it paid for the home I live in."

H. H. Blanchard . . . *Wisconsin*

You Certainly Build Quality

"We have now had our Cretors machine five years. We sell a great deal of pop corn and keep our machine running steadily for several hours a day. In view of the steady operation, it is remarkable to us that we have had absolutely no mechanical trouble. You certainly do build quality."

Sally's Sweet Shoppe, Inc. . . . *Alaska*

No Substitute For Cretors

"I am now owner of four Cretors. A few years ago I got another model. Only kept it a short time, trading it for a Cretors. If I buy another machine, I would not buy any other but a Cretors, regardless of price."

C. C. Chamberlain . . . *Minnesota*

37 Years Of Satisfaction

"I have one of your wagon corn poppers and peanut roasters which was exhibited at the Omaha Exposition in 1897, and it is in good condition, and still in use on streets of our city. It has proved a very profitable investment."

D. M. Brown . . . *Kentucky*

Cretors Is Best

"I have been in the pop corn business for 25 years. Have tried a number of machines. The Cretors Machine is the best pop corn system of any. Anyone who gets a Cretors has the best make, I know."

J. R. Maendele . . . *Kansas*

One Calls for Another

"I have just received my Opportunity Model. Sold \$28.30 worth of corn the first two days. I am well pleased with it, and have ordered another Opportunity Model for my Ritz Theatre."

W. L. Brandenburg . . . *Georgia*

Has Seven Cretors Wagons

"During the past thirteen years, we have built up an enviable reputation in Oregon and Washington with the use of seven Cretors pop corn wagons. It is surprising the number of tourists who make regular trips each year from all parts of the country, who praise the quality of our pop corn and peanuts. No other pop corn equipment would help us to hold up our reputation for quality so well as Cretors equipment."

"Kernel" R. C. Moseley . . . *Washington*

Good Investment

"I have owned and operated a Cretors Pop Corn Machine for the past three years. Have never had the least trouble with this machine. Have seen days when my sales were \$60.00. I consider it one of the best investments in my store."

Young's Confectionery . . . *Texas*

Cretors Machines Get the Money

"I have bought seven Cretors Machines. At the present time, I own your Model 401-G. Have never had one minute's trouble with any of your machines, and I can heartily say that any one considering buying a pop corn machine can look no further if they want value received. They are sure money-getters."

L. M. Leach . . . *Michigan*

\$300 Per Month

"My Cretors Pop Corn Machine has been in continuous operation every day for the past eight years. It is in perfect condition and satisfactory in every respect. There are three other pop corn machines within two blocks of me, but I have been informed that I do as much business as the other three machines together, due to putting out a superior product. This machine has made as much as \$75.00 to \$80.00 on a single day. My income will average around \$300 a month. I would not trade my old Cretors Machine for the three other makes of machines operated here."

J. D. Wade . . . *Texas*

Superior To Higher Priced Machine

"About four years ago, I bought a Junior Model Pop Corn Machine from you. Have used this machine constantly, and found it entirely satisfactory in every way. It has proved far superior to another machine, costing much more, that I discarded when I bought this one."

Sam Miller . . . *Alabama*

Makes Lots of Money

"I purchased a Cretors 'Earn-More' machine in 1927. It has been satisfactory in every respect and makes lots of money. I consider \$30.00 to \$35.00 sales from this machine as average for a Saturday. Am glad to recommend Cretors Machines as economical to operate and a good investment."

City News Stand . . . *Texas*

Doing a Fine Business

"The Cretors machine has sure been doing a fine business. We are satisfied with it in every respect. Have sold as high as \$24.00 worth of corn on a Saturday."

State Theatre . . . *Ohio*

"We have been using a Cretors Pop Corn Machine about four years. It is very profitable for us."

Mike Katsarakis
Alabama

Profit by the Experience of Others

Why Buy A Cretors?

WHEN selecting your corn popper, please remember that C. Cretors & Co., are pioneer manufacturers in this industry. Established in 1885, we have over 50 years' experience in building successful corn popping equipment. *The Cretors Self Seasoning popper, revolutionized the pop corn machine industry*, and is the daddy of them all.

Thousands In Use

Thousands of Cretors machines have been sold for use in many parts of the world, thus enabling us to gain experience beyond all others. Any Cretors machine represents that which is best and most progressive in Simplicity of Design . . . Efficient and Economical Operation . . . and Trade-Winning Features.

In purchasing Cretors equipment, you are buying a known quantity, which has stood the acid test of use under every possible condition of service, over a long period of time. We have never marketed a failure or experimented at the expense of the public. We build our machines complete from the raw material, and our workmen are employed on a day rate basis, thereby avoiding hurried or careless work.

Cretors Popping Method Brings Success

Among many other important developments in this industry, Charles Cretors, in 1888, originated and perfected the mechanical process of popping corn direct in the seasoning, sometimes referred to as the "wet process" . . . This Cretors method of popping has never been equalled by any other process, and still produces the most delicious and evenly flavored corn possible. *"Each and Every Kernel Seasoned Alike"* has been our slogan for over forty years—and is one reason for the tremendous success of Cretors machine owners everywhere.

Attracts New Trade

A Cretors draws new customers to your store, and is often worth its cost as an attraction alone. Of beautiful design and finish, all Cretors machines harmonize with the most elaborate store equipment. They are business-builders.

Low Operating Cost

You want a machine which is most economical in operating cost. Cretors corn poppers are famous for their economy, and are especially designed to produce a superior product at minimum cost.

Quick Popping Feature

You will like the quick popping feature of your Cretors machine. *No pre-heating of any Cretors popping unit is necessary.* Certain other make machines lose considerable valuable time before they are able to produce the first popping. Your customers will appreciate the prompt service given by a Cretors.

Reasonable Price

The reasonable first cost of a "Cretors," is much more desirable than an inferior-built and perhaps cheaper machine giving frequent trouble. The enduring service and satisfaction, built into your Cretors machine will remain long after the price is forgotten.

You will be proud to own a genuine Cretors popper, and to serve your customers the most delicious pop corn which can be produced.

Cretors Equipment Commands Success

Durable and Dependable

You want a machine which will give many years of efficient and satisfactory service. Frequent shut-downs for costly repairs, resulting in the loss of profits while machine is out of use, makes an inferior-built and perhaps lower-priced machine than a genuine Cretors, the most expensive one for you to buy. *Cretors machines are famous for their long life and dependability.* Many give excellent service after 20 years' use.

Superior Quality

Cretors' policy for 50 years, has been to build the best pop corn machines in the world, and sell them at a fair and reasonable price. This policy is one reason for our steady growth and success. We refuse to lower our high standard of manufacture by substituting inferior materials or workmanship, as this would lower the efficiency and reputation of our product. *Price is never allowed to dominate quality.*

Once A Cretors—Always A Cretors

Easy To Operate And Clean

There is no complicated mechanism with which to contend in the operation or maintenance of a Cretors machine. All parts are of strong and simple construction.

Another important and time-saving feature you will appreciate, is that Cretors machines are quickly and easily cleaned.

All-Electric . . . Gas . . . Gasoline

Cretors machines are built in various models, using electricity for heat and power. We also make other models adapted to either Gas or Gasoline fuel, with steam or electric power.

All heating appliances used in Cretors machines are exceptionally efficient, and are the result of our many years' experience and development work in this industry.



You May Recall Having Seen This Toy Figure—It Is Our Old Trade Mark, Which Has Been Placed On Thousands Of Cretors Machines During the Past Half Century

"Have used Cretors Machines since 1906. I have always made money with them, having no trouble with them whatsoever."

W. B. Render
Texas



"Anniversary" Model Corn Popper With Nut Display

High Speed Inverting Type Popper.

Exceptional Capacity \$12.00 to \$15.00 per hour.

Quick Popping Feature—Marvelous Economy in operation. Special Pilot Light indicates when popping element is in use.

Attractive Electric Flasher Sign—on top of popper case. Electric Light in popper case.

Perforated Screen Corn Separator.

Cash Drawer, Waste Corn Drawer and Raw Corn Bin with salt compartment.

Peanut Display and Popper Case Compartments are efficiently heated by electricity.

Beautiful Hand-Grained Walnut Finish Steel Panels . . . Attractive Cream, or Two-tone green baked crackle finish at lower cost . . . Corn Popper, and sundry other parts are Brilliant Nickel Plate. Popper Case Bottom, Drop Shelf, Case and Base Trim are Chromium Plated. All Metal Construction.

Drop Extension Shelf on Rear, very convenient, provides additional working space.

Folding Doors to popper case swing completely around against side of case.

Fully Enclosed Base provides storage space for supplies.

Adjustable Ventilator in Roof.

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

All-Electric Model—(High and Low Heat.) Total Wattage 1640. Will operate from wall type receptacle.

Case Dimensions, 20"x30" without moulding. 73" high to top of sign. Net weight 195 lbs. Shipping weight, 290 lbs.

Counter Model is 43" high to top of sign. Net weight 142 lbs. Shipping weight 202 lbs.

Sell Both Pop Corn and Nuts Make Two Profits

The "Anniversary Model" Corn Popper establishes a new standard of value in the Pop Corn Machine Industry. Modern in every detail, this Golden Jubilee machine is right up-to-the-minute in attractive design and money-saving efficiency.

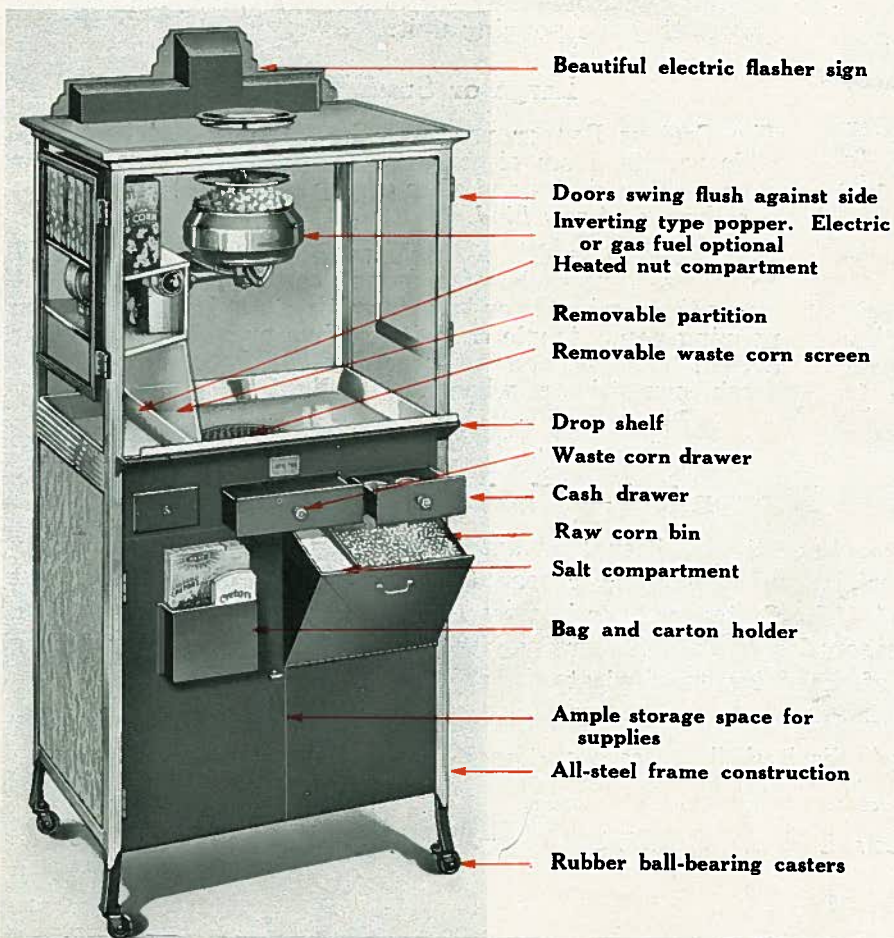
The heated Display Compartment for Nuts, enables you to make Two Profits by selling both Pop Corn and Nuts. This machine does not roast the nuts, but displays same to best possible advantage, and keeps them piping hot. If Nut Compartment is not wanted, the partition may quickly be removed, thereby enlarging space for pop corn.

In this marvelous machine, you see a master combination of real beauty in design. . . . Big Earning Power . . . and Amazing Ease of Operation. The "Anniversary" has an exceptionally large Popping Capacity, for a machine of its price.

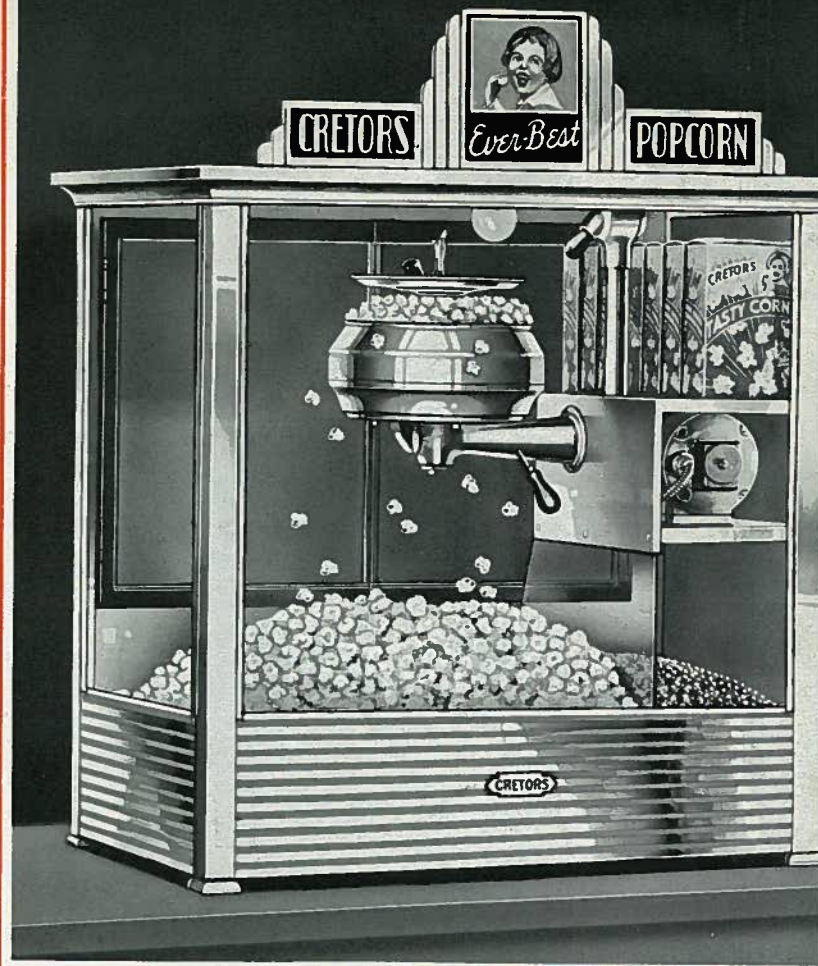
Just Right in Size

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 place of business or inside, it will draw a trade of its own and prove to be a valuable attraction.

The Anniversary Model is larger in size than the "Opportunity" Model shown on page 4. Of greater popping capacity, it has the additional feature of having a heated compartment for Nuts.



REAR VIEW



Anniversary Counter Model

Outstanding Value

Even with all its exclusive features, the "Anniversary Model" is priced so low that it is recognized as the outstanding value in corn poppers.

Electric Flasher Sign

Note the attractive Electric Flasher Sign on top of popper case. This specially etched transparent Belgian glass sign is only another of the many trade-winning features of this money-making machine.

Cretors Quality Throughout

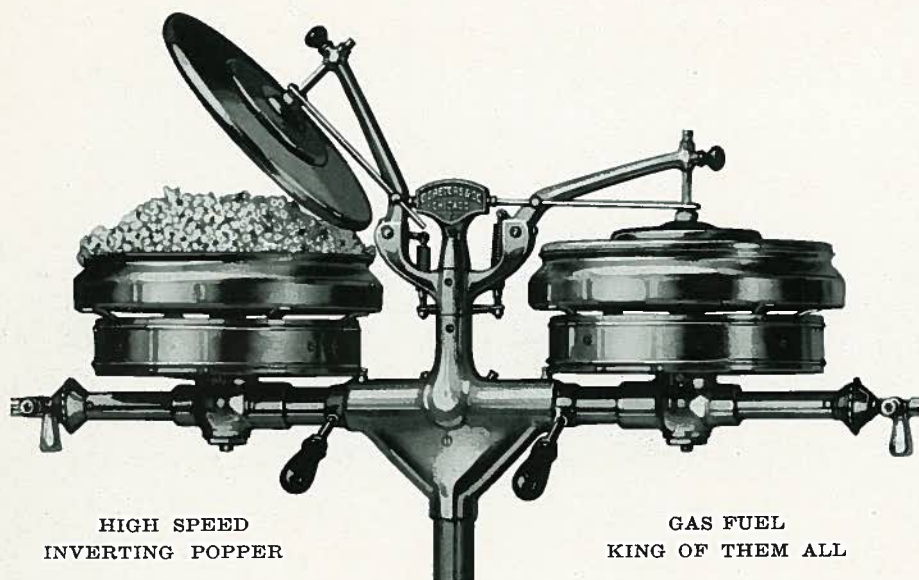
Of Cretors Quality and exclusive design throughout. Working parts are remarkably few in number. The Anniversary Model will give the same long life and dependable operation for which Cretors Machines are famous.

Surprising Capacity

The Anniversary Model has the remarkable Popping Capacity of from \$12.00 to \$15.00 per hour, thus enabling you to quickly serve a rush business.

The compact "all metal" cabinet is highly finished, and will harmonize with the most elaborate store fixtures. Base is beautiful hand-grained walnut finish on steel. Or, if you prefer, we can supply it in attractive cream, or two-tone green baked crackle finish at lower cost. Occupies but minimum floor space.

Pop Corn Eaters Prefer Cretors



THOSE who are in a position to know, say that pop corn, as produced by the **Cretors Self Buttering and Salting Corn Popper** (patented), is the most delicious and evenly seasoned of any they have ever eaten. *A tasty, wholesome treat for the entire family.* Don't be satisfied to sell anything but the best.

Cretors Original Process

If Confections and other foods must be seasoned while cooking to impart a superior flavor, then **WHY NOT POP CORN?** This has been our contention since 1888.

Speed — Better Flavor — Less Waste

The Cretors popper not only produces a superior quality of corn, but **Pops Faster** and **With Less Waste** than the old-fashioned dry process.

Regardless of how fast or slow a charge of raw corn may pop, due to its variety or grade, the patent automatic cover of 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 other make, the popping period is definitely "timed," and all corn is discharged from the popper at regular periods, whether completely popped or not. This is liable to cause excessive waste or scorched corn.

No "Hit and Miss" Method

Many have tried, without success, to compete with the Cretors famous process of popping corn. It is impossible to secure the same uniform seasoning by any other method.

Smearing or sprinkling butter and salt on the corn after popping is a waste of time, and seriously delays the operator in caring for a rush business.

You Serve Customers Quickly

Cretors Pop Corn is ready for immediate sacking and sale when it leaves the popping pan, without further buttering or salting—which enables the operator to handle a rush business with dispatch and all around satisfaction.

Seasons Each Kernel Alike

By the Cretors Original Method, butter or other seasoning, and salt, are placed in the popping pan over the raw corn. Each little grain is rolled over and over in the seasoning while popping, and the resistless flavor is cooked right into the heart of each kernel "just right" all the way through. *The last bite in the bag is as tender and delicious as the first.*

Crisp and dry, Cretors Pop Corn does not soil the container or fingers of purchaser.

No Waiting for Popping Unit to Heat

With proper voltage and a good grade of corn, our *All Electric* poppers require about five minutes to produce the first popping, after which subsequent continuous poppings are produced within about the same time as where gas fuel is used. With a Cretors, there is no annoying wait for pre-heating the popping unit.

Large or Small Capacity

The Cretors Popper produces the quickest and best possible results, from either a full or partial charge of raw corn. *All varieties and sizes of pop corn can be used without change of any kind.*

According to model, a single popping, producing from 7 to 18 five cent sacks of seasoned corn, can be had about every three minutes or less, from time gas is lighted under popping pan. Ample capacity is thus provided to care for a rush business, and yet promptly supply customers with fresh corn at hours when trade is light.

More Economical — Choice of Seasoning

With a Cretors, you have the additional advantage of being able to use a variety of seasoning materials, such as butter, cocoanut butter, peanut oil, etc., without change of any kind. The Cretors popper is very economical in butter consumption. You can pop unseasoned corn in a Cretors popper if you so wish, by merely adding a small quantity of seasoning to lubricate the agitator blades.

Sells Itself—Cretors Pop Corn is of such tempting fragrance and delicious quality that it practically "sells itself." *Once a customer—always a customer.*

Cretors Method Increases Production and Sales

"My Cretors machine sure gets the business. People come from all over town to get corn popped in it."

C. A. Doty
Texas

Cretors Machines Sold on Easy Terms

WE make it easy for you to secure your share of Cretors Pop Corn Profits. . . . We purposely make our Installment Terms so low, that your machine should easily pay for itself out of earnings, and give you a profit in addition. Some even earn the entire cost of their machine within two or three months.

Let Our Capital Help You

A small down payment brings the machine, and your profits start at once. *Pay the balance in convenient installments.* During the past 50 years, we have trusted thousands of others who have "made good," therefore we can trust you.

The Pop Corn business is a winner.

Get This Extra Money

Now that you can obtain a Cretors so easily, can you afford to be without one? Ask yourself, "*How much money am I losing each day because I do not have a Cretors Popper?*" Decide now to get this extra income.

Cretors machines earn money for other business men in your line. One should do the same for you.

*For 50 Years the Name "Cretors" has been a
Guarantee of Absolute Responsibility and Fair Dealing*

Guarantee

Cretors machines are built of first-class material by skilled workmen. Each machine is carefully tested and inspected prior to shipment. Should any part prove defective within one year from date of shipment, we will gladly replace same, free of charge, upon receipt of defective piece with transportation charges prepaid.

All electric heating elements are guaranteed for a period of one year, providing same have not been damaged or burned out, due to machine having been connected onto a line of improper voltage.

This guarantee does not cover damage caused by misuse or neglect.

C. CRETORS & CO.

The proven Quality and Earning Power, built into each Cretors machine, has made thousands of friends for us throughout the nation. *Ask any Cretors owner why he prefers his machine to all others.* These men know from their own experience why Cretors is the best machine for you to buy.

As an example of our service to old Cretors Machine owners, we occasionally supply repair parts for the

many Cretors machines which have been in use from 15 to 25 years, and are still giving satisfactory service.

The corn popping capacities as shown in specifications of various models, are based on factory tests, using Cretors standard size cartons and bags, and are subject to variation according to variety and grade of corn used, fluctuation in electric current, etc.

UNDERWRITERS' LABORATORIES

Various Cretors Models have been examined, and "Listed as Standard" by The Underwriters' Laboratories. These listings mean much to you.

For many years, we have been strong advocates of this rigid service.

Cretors for Enduring Service and Satisfaction

"Your machine is all you have claimed for it. Have sold about three times as much corn since it was installed."

H. E. Rehfield
Iowa

Improved Model 400-G Corn Popper

With or Without Peanut Roaster



ILLUSTRATION SHOWS GAS FUEL POPPERS

—Specifications—

Double "Inverting Type" Corn Poppers (see Page 10) . . . Maximum Capacity . . . "All Steel" Frame Construction . . . Electric Motor Power . . . Gas Fuel . . . Monel Metal Trim . . . Electric Lights on four corners as shown . . . Monel Metal, Heated Popper Case Bottom . . . Heated Peanut Drawer . . . Stock Drawers on rear.

Finish—White Lacquer and Nickel Plate.

Dimensions—50" long, 31" deep, 71" high.

Net Weight 500 lbs. Shipping weight 680 lbs.

Glass Extension Cases for Potato Chips, Peanuts, etc., can be supplied at Extra Cost.

Also Built in Super High-Speed "All Electric" Model 400-E, which requires special feed wires.

MODELS 401-G and 401-E practically same as above specifications excepting popper case is enclosed.

THE Model 400-G is especially designed for Pop Corn Shops and other indoor locations, which require a machine of surpassing beauty and maximum popping capacity. For years, this model has been famous as a big money-maker.

Both of the high-speed inverting type poppers can be operated at the same time, or either one can be operated independently of the other. See illustration on page 10. The machine illustrated uses Gas Fuel and has the enormous popping capacity of approximately \$50.00 per hour.

A peanut roaster of 10 pounds capacity can be supplied at extra cost.

For indoor locations, our Model 400-G is the last word in Efficiency, Attraction, and exclusive Trade-winning Features. Also built in super high-speed "ALL ELECTRIC" MODEL 400-E, which requires that you install a special feed wire.



REAR VIEW

Cretors Pop Corn Shops Are Money-Makers

These unique shops, with our popular 400-G Model in the show window, do a surprising volume of business. In addition to Cretors Seasoned Pop Corn, several other profitable items, such as Pop Corn Crisp, home-made candies, pop corn balls, nuts, potato chips, etc., are sold. This fine machine, in a small, attractive store, well located, should be a good paying business for you. Write for details of the pop corn shop idea.

"Have been using Cretors machines since 1914. To anyone looking for a pop corn machine, I heartily recommend a Cretors."

Wm. H. Gurry
Missouri



Model 402-E Corn Popper

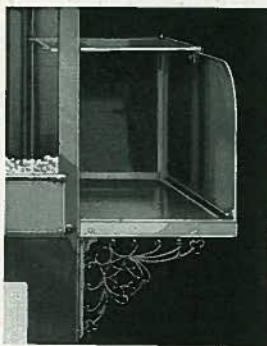
With or Without Peanut Roaster

AN ideal model for Parks, Bathing beaches, Department Stores, Theatre lobbies, or any location requiring an unusually attractive machine of maximum capacity and dependable operation.

Equipped with our inverting type, High-Speed Double Electric Poppers. Has ample popping capacity to quickly serve crowds of customers. Will produce approximately \$50.00 of popped corn per hour. A peanut roaster of 10 pounds capacity, can be attached at extra cost.

All-steel frame construction. . . . Monel metal trim. . . . Base panels are highly finished, striped chromium plate. . . . Bevel edged plate glass throughout. . . . Double hinged folding doors at rear. Requires special electric feed wire.

Also built in Gas Fuel Model 402-G.



POTATO CHIP, OR PEANUT CASE—EXTRA



ILLUSTRATION SHOWS ELECTRIC POPPERS

—Specifications—

Double "Inverting Type High-Speed," Electric Corn Poppers . . . Maximum Capacity . . . All-Steel Frame Construction . . . Electric Motor Power . . . Monel Metal Trim . . . Heated Popper Case Bottom . . . Heated Peanut Drawer . . . Stock Drawers on Rear.

Finish—Base panels are beautiful striped Chromium . . . Double hinged folding doors at rear . . . Bevel edged plate glass throughout . . . Dimensions—50" long, 31" deep, 74" high. Net weight 675 pounds. Shipping weight 900 pounds.



"My Cretors Machine has been working about 16 years and is still in good running order."

Joe Bennyhoff
Oregon

Candy Coated Pop Corn

CANDY CORN is the talk of the nation. . . This quick-selling confection is a great favorite with everybody . . . It is easy to make, and pays a big margin of profit . . . Progressive merchants are cashing in on this popular new business, with Cretors combination Candy Corn and Seasoned Pop Corn machines.



"Duplex G-1" Popper and Candy-Corn Machine

"The Cretors Machine is the best I have ever had."

T. F. Boozer
Alabama

DUPLEX "G" combination models, two machines in one, are especially designed to produce not only Cretors famous Seasoned Pop Corn, but also a variety of Candy Corn products, Home-Made Candies, Salted Nuts, etc. . . *We supply our own tested recipes free with each machine.*

A National Sensation



REAR VIEW — DUPLEX G-1 MODEL WITH CASE

Retail Stores and Pop Corn Shops, operated by both men and women, are making money every day with Cretors DUPLEX Machines. They are also being used by many large Department Stores with gratifying results.

Now is the time for you to take advantage of this wonderful opportunity to increase your present business and profits. *Duplex "G" Equipment is a valuable attraction for your store.*

With CRETORS DUPLEX "G" machines, you use our famous "Each Kernel Seasoned Alike" pop corn both for making Crisp, and serving your Buttered Corn trade. *Crisp, made from Cretors Seasoned Pop Corn, has a superior flavor.* This is not an untried proposition; it is making money every day in locations and towns similar to your own.

—Specifications—

Inverting type Corn Popper . . . Gas Fuel . . . Electric motor power . . . Electric heated popper case with corn separator . . . "Pull-out," high-duty, Gas, candy furnace, with adjustable pilot light . . . Automatic gas shut-off valve . . . 16" x 15" copper crisp mixing kettle . . . Monel metal work table and trim . . . Glass serving shelf . . . All-steel frame construction . . . Frame dimensions, 60" long x 26" wide . . . Closed, or open popper case according to model . . . With or without corner lights.

Special "All-Electric" Candy Furnace, and Electric Corn Popper, can be supplied on any of our "Duplex" Models at extra cost.



"PULL-OUT" CANDY FURNACE
Showing how furnace and crisp kettle push into base of machine out of the way, when not in use. Removes furnace heat from work table when making crisp. (Patented.)

Candy Corn Profit Schedule

100 Ten Cent Packages sell for.....\$10.00

Average Cost, at time this book is written, to produce the above, including corn, sugar, butter and other ingredients, gas, etc.—Approximately..... 2.50

Average Profit on \$10 Sales \$7.50

What other business can equal this margin of cash profit?



DUPLEX G-3 MODEL

DON'T DELAY—write now for special bulletin on the model of your choice.

"My Cretors popper has proved to be a money-maker as well as a trade-builder."

Martin Gravitte
Kansas

"Junior" Model 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 wall or base receptacle, and Add a New Profit to your store.

Simple—Efficient—Durable.

—Specifications—

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

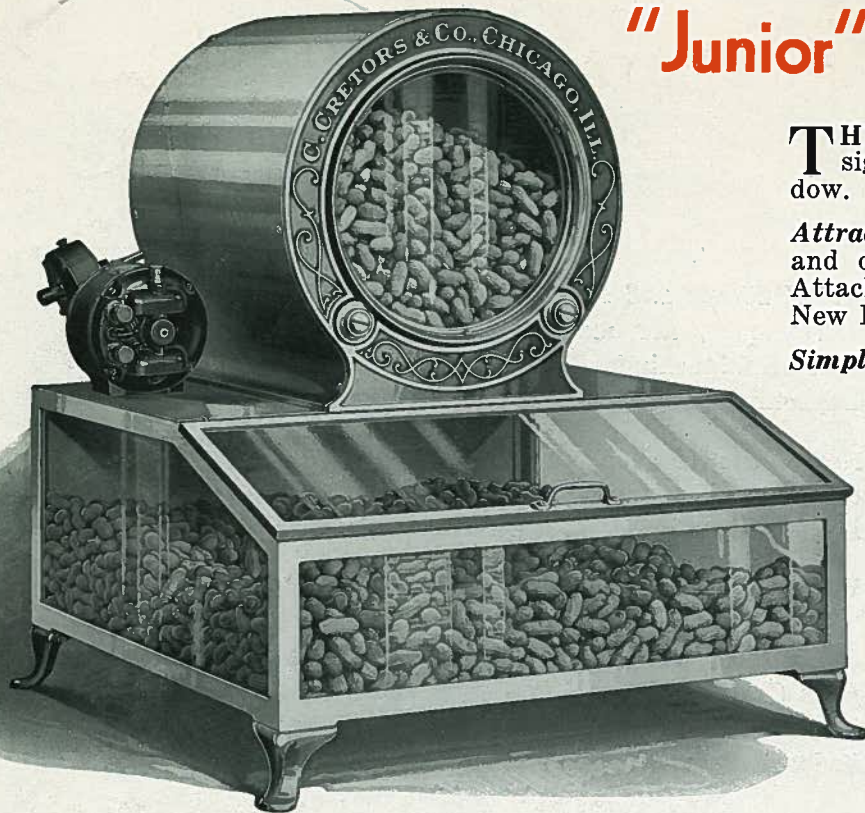
Roasting Capacity—8 lbs. . . . No Special Wiring Required . . . Quick Roasting Feature . . . Peanut Display Compartment 16 lbs. capacity . . . Electric Heating Element keeps peanuts hot.

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

Dimensions—Height over all 26½ inches. Peanut Display Compartment 22 x 22 x 9 inches.

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

Net weight 90 pounds. Shipping weight 136 pounds.



"Ideal" Counter Model Popper and Roaster

THE most handsome Counter Style popper and roaster on the market. Converts non-productive counter or window space into a New Profit Department.

—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 Power with Shaft and Gear Drive throughout . . . Electric Light Inside Popper Case.

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.

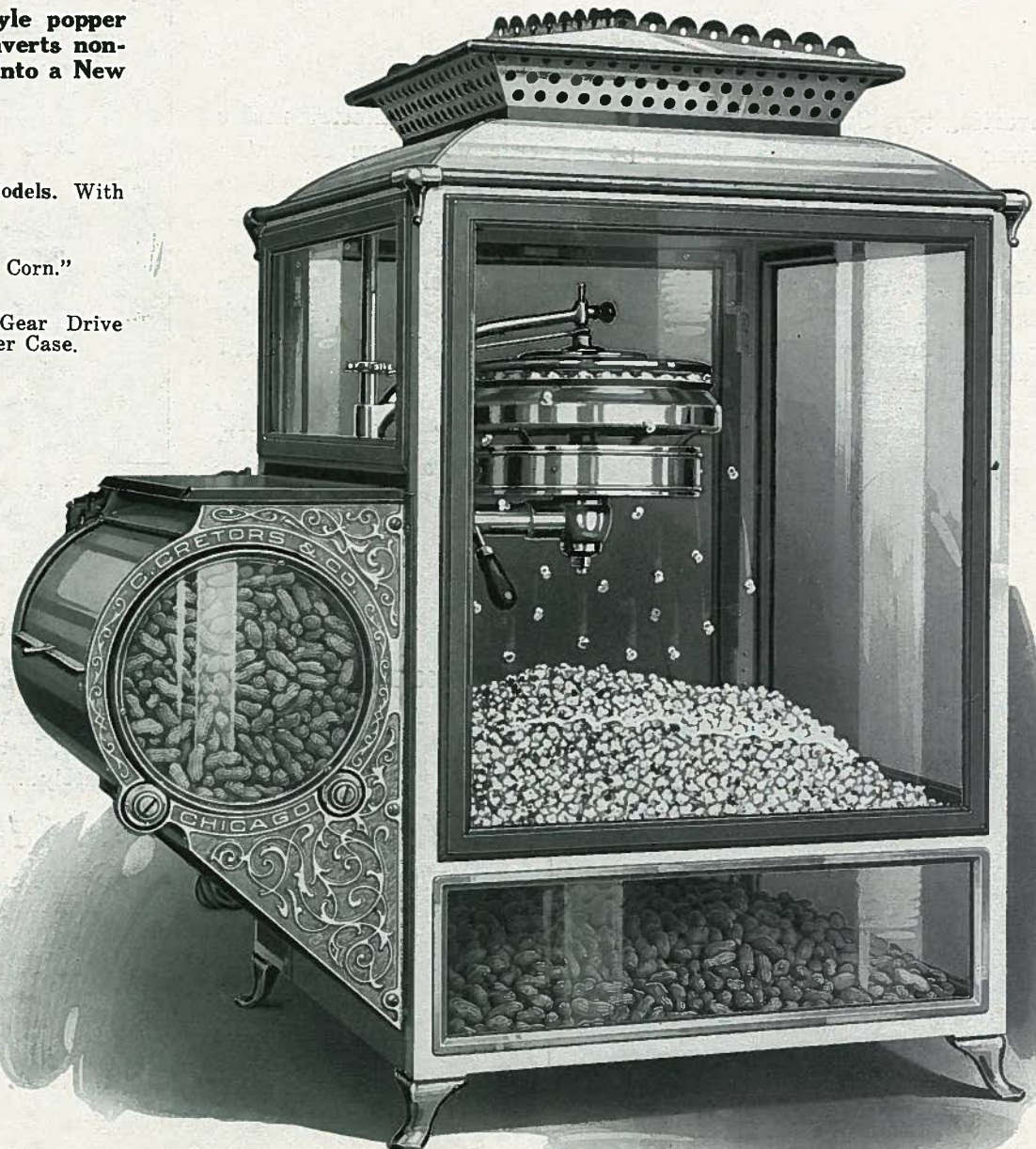
Sturdy Design and Simple Construction—Insures Maximum Service and Dependability.

Dimensions—Popper Case 24" wide x 24" deep. Width, including Roaster, 38". Total Height 45". Net weight 175 pounds. Shipping weight 285 pounds.

Toy figure on shelf over roaster if desired.

Illustration shows "Gas" Popper.

"All Electric" Model Requires Special Feed Wire.



"The Junior Peanut Roaster I bought in 1929 is going good. It is easy and cheap to operate, and very attractive."

H. V. Cronin
Georgia

No. 6 Earn-More Popper and Roaster

THIS attractive combination Corn Popper and Peanut Roaster, is a great favorite. Thousands of this model have been sold. Its many features are instantly appreciated by careful buyers.

The beauty of this machine, the aroma of corn popping in the seasoning, and of peanuts roasting, attract new customers the year 'round. *It will help pay your rent and other overhead expenses.*

—Specifications—

Marvelous Capacity: 312 three-quarter pound bags per hour of the world's best pop corn. Popping pan is same size as used on our largest and most expensive machines.

Peanut Roasting cylinder, 10 pounds capacity. Tester is provided for examining peanuts while roasting. Peanuts are dumped directly into heated compartment below popper case, without removing cylinder from its bearings.

No Special Wiring Required.

Quick Popping Feature.

Electric Lights on top, and in pop corn and peanut compartments.

Built for Gas or Gasoline Fuel only (Optional) . . . Electric Motor Power.

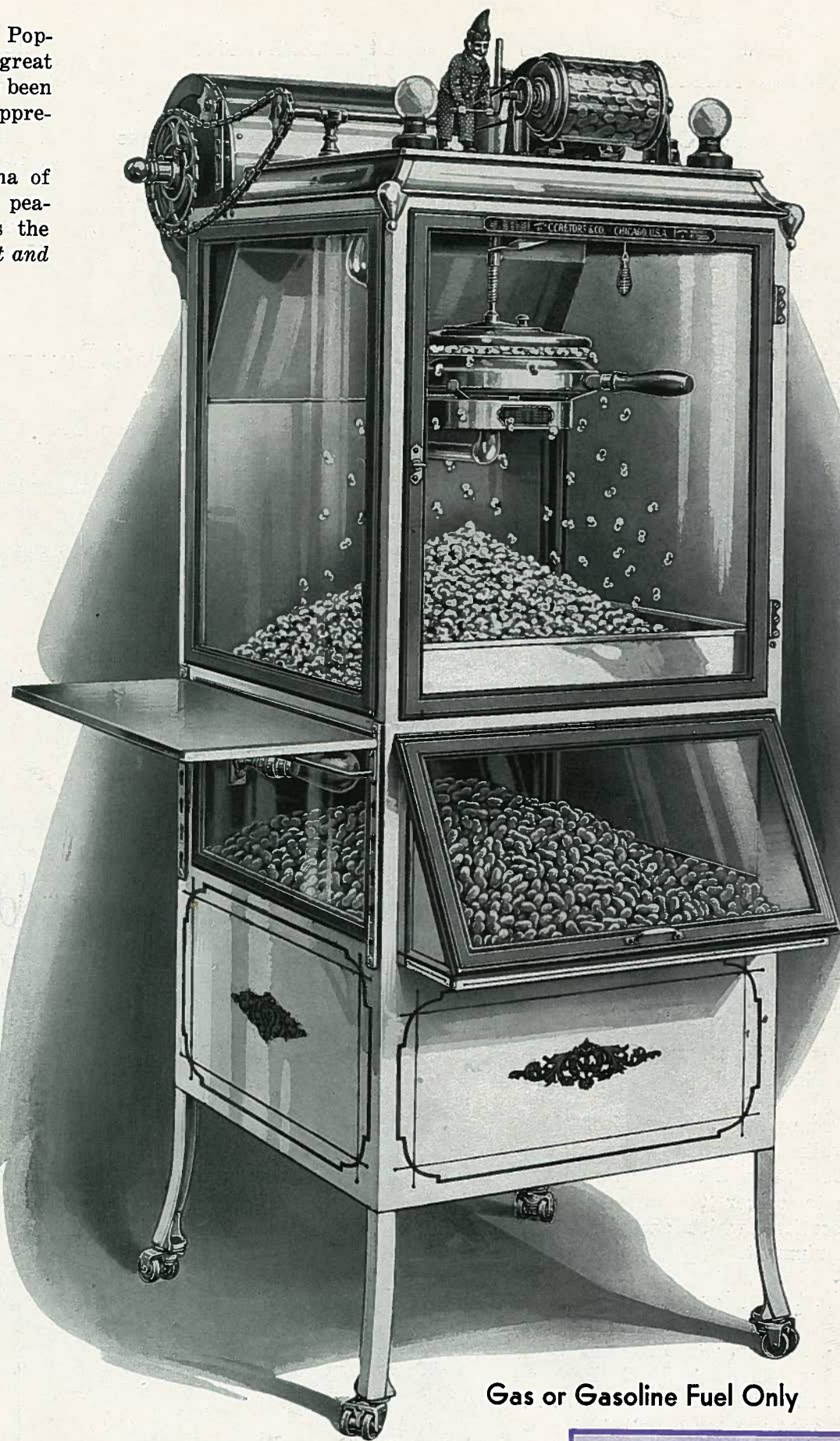
Electric heated Pop Corn and Peanut Display Compartments, have glass on three sides. Corn and Peanuts are kept piping hot.

All-Metal Construction.

Of Beautiful Finish—In White Lacquer, glass, and polished nickel-plate, this machine makes a handsome and profitable addition to any store.

Occupies Floor Space of only 24x24 inches. Height 70".

Net Weight 250 lbs. Shipping Weight 375 lbs.



Gas or Gasoline Fuel Only

This style machine may be had in Steam Power, using either Gas or Gasoline for fuel, at slight extra cost.

A Great Favorite For Many Years

"Our Cretors machine is doing fine. It turns out pop corn that keeps many satisfied customers."

Fall's Variety Store
Illinois

Profitable Locations For A Cretors Machine

Confectionery Stores
Theatres
Drug Stores
Pop Corn Shops
Highway Stands
News Stands
Ball Parks
Bathing Beaches

Department Stores
Fruit Stores
Bakeries
Five and Ten Cent Stores
Delicatessen Shops
Bus Terminals
Transfer Points
Amusement Parks

Grocery Stores
General Stores
Billiard and Pool Rooms
Restaurants
Cigar Stores
Railway Stations
Taverns
Where People Congregate

Experienced Buyers Select Cretors



FRED HARVEY COMPANY
CHICAGO

CRETORS Equipment has been selected by such nationally known Companies as:

Sears Roebuck and Company in various cities.

The Fred Harvey Co.

The Hershey Estates at Hershey Park, Pa.

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

Interstate News Co., Chicago.

Also by many prominent Amusement Parks.

Booth Model

RESPONDING to the demand for a compact, enclosed type "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.

Electric motor power. . . . Gas or gasoline fuel optional. . . . Latest improved inverting type Large Capacity, Single Popper. . . . Heated peanut drawer. . . . Peanut roaster supplied at reasonable extra cost. . . . Finish, white lacquer and nickel-plate. . . . All steel construction. . . . 3 feet wide, 6 feet long, 78 inches inside height. Please write for complete specifications.



California Exposition Uses Cretors



One of the pop corn booths at the California Pacific International Exposition, San Diego, Calif.

Cretors machines have been used at many prominent national expositions with the same exceptional success as shown at San Diego. They give maximum service and satisfaction under high-pressure duty.

Here are the 10 Cretors machines purchased for use at the California Pacific International Exposition, San Diego, Calif.

After careful investigation, ten Cretors high-duty, All-Electric machines were purchased by Western Concessions, Inc., for use at the California Pacific International Exposition, San Diego, Calif., 1935-1936. Read their letter. It speaks for itself.

Should you require a machine of large popping capacity, you will be better satisfied with a Cretors.

Operating Popcorn-Nut Concession at California Pacific International Exposition---1935

Main 2745

Western Concessions, Inc.

425 Ash Street

San Diego, California

"America's Exposition City for 1935"

November 26, 1935

C. Cretors & Co.
N. W. Cor. Cermak Road & Jefferson St.
Chicago, Illinois

Gentlemen:

The ten (10) Cretors #400-E pop corn machines we purchased from you for use at the California Pacific International Exposition gave us splendid service. We had no trouble with them during the entire Fair and are mighty well pleased with them.

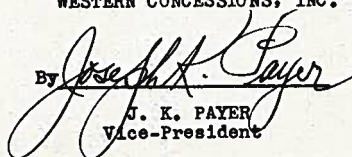
Your 50 years successful experience in building pop corn machines made a big impression with us. Then, when we actually saw in your factory the skilled workmanship and high grade materials you use, we were convinced that we would be entirely satisfied with your machines.

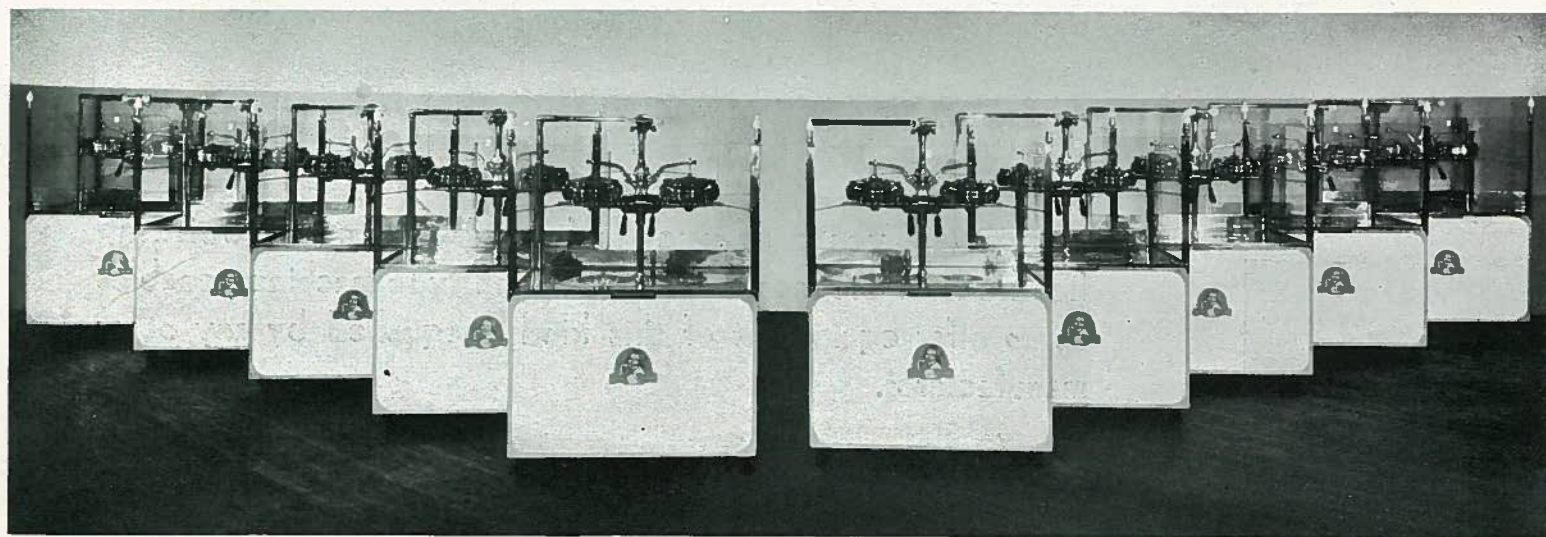
We could have obtained machines of other makes which would have cost us less money than Cretors. After we made a careful investigation of other makes, we decided, that regardless of price, your machines are superior in every way.

To anyone considering the purchase of a pop corn machine, we recommend they buy a Cretors if they want the best machine made at a reasonable price.

Yours very truly,

WESTERN CONCESSIONS, INC.

By 
J. K. PAYER
Vice-President



Steam Power Models

Cretors Steam Power Machines still lead the industry in this special class of equipment . . . Our present wagon type models represent many years development experience . . . Originally, all Cretors machines were built for steam power exclusively.

They Still Have Many Friends



NO. 1 WAGON



IMPROVED SPECIAL MODEL "D" WITH DRIVERS SEAT

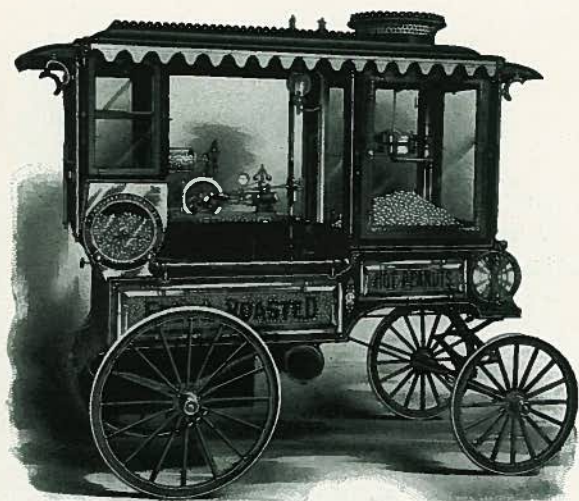
Our many years of successful experience in building hundreds of the most elaborate wagon type machines, enables us to offer equipment of this kind unequalled by any other manufacturer.

"I have operated a Cretors Model D Machine since 1917. No better machine on the market. Am well satisfied with it."

John H. Eiden
Michigan

Write for Special Bulletin and Specifications

Popular For 50 Years



IMPROVED NO. 1 WAGON, MODEL "A"



IMPROVED NO. 2 WAGON WITH NO. 1 ENGINE

A Cretors Machine is Your Opportunity



AUTOMOBILE MODEL

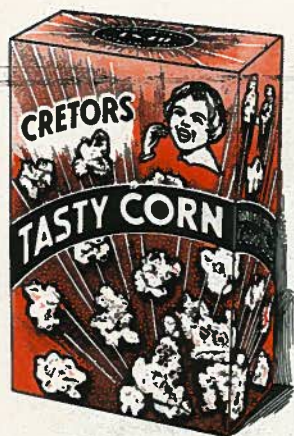
Our Automobile Model is the most Attractive and Efficient Equipment of this type on the market.

Write for Special Bulletin and Specifications

"I now own two Cretors steam power and one all-electric machine. For quality you cannot beat a Cretors Machine."

R. K. Ferry
Ohio

Cretors Profit Boosters



OF wonderful sales assistance, millions of Cretors copyrighted cartons and bags are used annually.

Convenient And Popular

The public appreciate these clean and attractive packages. . . . It is surprising how quickly particular people insist that their pop corn be served in our *"Booster Boy" Bags and Cartons*.



Cretors trade-winning cartons and bags instantly appeal to the public and are bound to increase your sales.

We grant you the privilege of using these popular copyrighted containers, and supply your requirements at reasonable cost.

Of standard size, *"Booster Boy" Bags and Cartons* have enabled many of our customers to secure hundreds of dollars in extra business each year.



Cretors "Ideal" Pop Corn Dressing is a Pure, Sweet, Neutral, Vegetable Product.

It is ready for instant use—No mixing is required.

Cretors *"Ideal" Dressing* expands in volume when heated. It is convenient and economical, and does not become rancid.

Cretors Machine Owners have greatly increased their Pop Corn Profits by introducing the Take Home a Carton Habit.

"My Cretors machine is operating satisfactorily. Cannot say enough for it. I should have had this machine 10 years ago."

J. W. La Gasse
New York



Most Value For Your Money

The intrinsic worth of any Cretors Machine more than justifies its reasonable cost.

You receive maximum earning power and satisfaction for your money.

Ask Any Cretors Owner

Many of the thousands, who have purchased our equipment during the past 50 years, consider their Cretors machine one of the best investments they ever made. The Cretors way is easy to pay.

Can You Afford to be Without One?



YOUR TRADE IS HUNGRY FOR CRETORS POP CORN

Join Cretors "Golden Jubilee" Parade And Secure Full Benefit From Your Location

- Order Your Cretors Machine Today
- Start Earning More Money
- Each Day You Delay Means A Loss Of Profit Which May As Well Be Yours

C. CRETORS & CO.

600-620 West Cermak Road

Chicago, Ill.

Established 1885

We reserve the right to make changes without notice, in prices and specifications at any time without incurring any obligation. C. Cretors & Co.

"I have owned a Cretors Pop Corn and Peanut Machine about five years. Am well satisfied."

Geo. Caridas
Alabama



Trade Mark
Registered

Everybody
Buys It

Supreme Quality—First, Last, and Always

CRETORS IN 1885



CRETORS TODAY