

... and here is the

"Ambassador's" big brother

the Super-Capacity

Cretons "Olympic"

World Champion Over-the-Counter Money-Maker!

CRETORS' all-steel gas or electric kettle teamed with dual elevator wells in an over-the-counter popcorn machine with enough popping and storage capacity to handle the biggest crowds.

CHOICE OF ELECTRIC OR GAS HEAT. 18-oz. electric kettle has an earning power of \$50.00 per hour, 32-oz. electric kettle \$75.00 per hour. Gas kettle pops 2 lbs. of raw corn per charge or \$75.00 per hour. Burns natural, manufactured, or bottle gas (specify which when ordering).

MAMMOTH POPPED CORN STORAGE! Not one, but TWO 3-cubic-ft. elevator wells give more heated storage capacity for popped corn. Each elevator well holds equivalent of 100 boxes of popped corn. One elevator may be used for storage of popped corn in the bulk, the other for boxed corn.

HANDSOME, EYE-APPEALING, STREAMLINED CABINET! The new CRETORS "Olympic" will give any concession the glamor and sales appeal so necessary for top earnings. Lower part of cabinet is finished in appetizing off-white, gleaming enamel finish for smarter appearance that will stay new-looking years longer. Smooth, rounded corners. Stainless steel trim. Molded yellow plastic decorative



strip is illuminated from behind and has red and green silk-screen "POPCORN" sign. Illuminated yellow medallion with flasher "Olympic" torch.

OVER-THE-COUNTER SERVICE AND LOTS OF WORKING SPACE! Eight-inch Formica counter entire length of popper case. Working area measures 46" long. Plenty of room for two busy attendants.

FORCED-AIR HEAT CIRCULATION KEEPS CORN CRISP ALWAYS! Two big-capacity electric blowers force heated, filtered air through the popped corn in both wells, keeping it hot, fresh, and crisp at all times regardless of weather or moisture conditions.

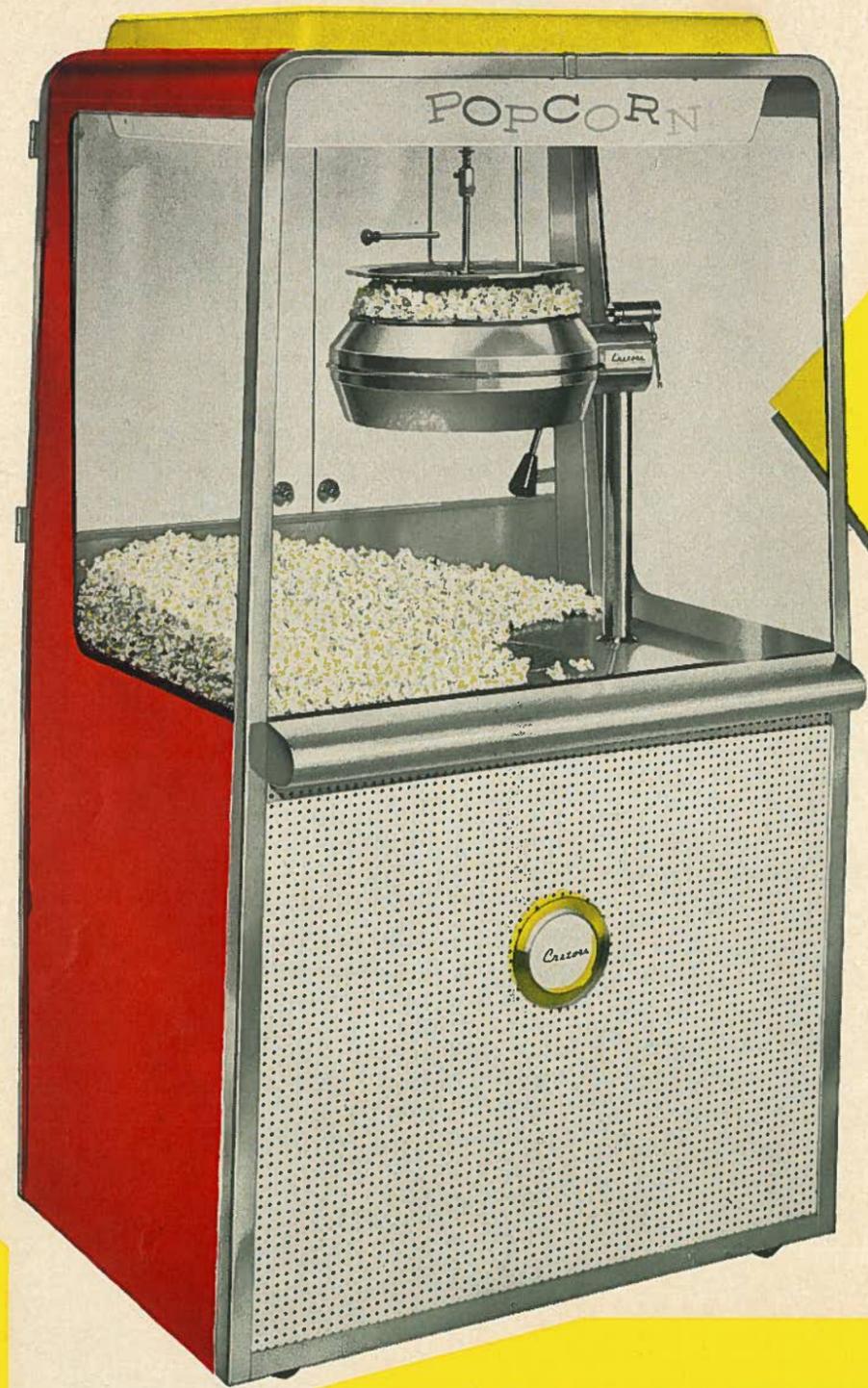
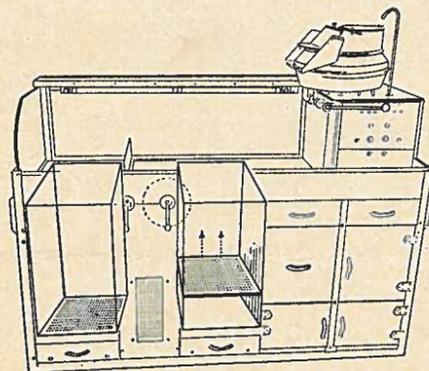
and these other exclusive CRETORS features!

NEW AUTOMATIC PUSH-BUTTON SEASONING PUMP • EASY OPERATING, SELF-LOCKING ELEVATOR MECHANISM • THERMOSTATICALLY-CONTROLLED HEATING SYSTEM • HEATED SEASONING DRAWER • INSULATED RAW CORN BIN • ALL-METAL CONSTRUCTION • OVER-SIZED CASTERS • CASH DRAWER

SPECIFICATIONS: 62" long, 24" deep, 46" high (to top of counter). Total wattage, gas model: 1,500. Total wattage, 18-oz. electric model: 4,700, 32-oz. electric model: 6,700 watts. Three-wire, single phase 110-220-volt AC service for electric models with No. 10 or larger wire. Domestic shipping weight: 560 lbs.

CATALOG NOS. OLYMPIC WITH 32 OZ. GAS KETTLE, O32G; WITH 18 OZ. ELECTRIC KETTLE O18E; WITH 32 OZ. ELECTRIC KETTLE O32E.

RECEIVED
JAN 24 1955
P. CRETORS & CO.



here it is!

The NEW Cretons "AMBASSADOR"

Designed by
Raymond Loewy!

CRETORS offers you the industry's most outstanding list of money-making features, all wrapped up in a beautiful new package styled by the world's foremost industrial designer! Converts any 30" by 36" space into a top-profit earner.

Cretons

SINCE 1885

SALES OFFICES • POPCORN BUILDING
NASHVILLE 9, TENNESSEE, U.S.A.

- *Styled for Sales*
- *Engineered for Profits*

Telephone • LD-179 Cable Address • CRETORS

FACTORY • CHICAGO, ILL.

1955 PRINTED IN U.S.A.

JAN. 1955



RAYMOND LOEWY

who styled the new CRETORS "Ambassador," is the world's most celebrated industrial designer. Other Loewy clients: Studebaker, Coca-Cola, Schick, Lux, Pepsodent, International Harvester, Lucky Strike, Sears, Lockhead, Firestone, Greyhound, and Lever Brothers.

The CRETORS "Ambassador" Popcorn Machine designed by Raymond Loewy for more sales, engineered by Charles Cretors for greater profits!

Feast your eyes on those lines! Drink in those sparkingly fresh colors!

Here is pace-setting ultra modern styling in a popcorn machine styled by the most celebrated of the advanced industrial designers. Here is eye appeal that will make this new CRETORS the focal point of your concession and rivet attention on your most profitable concession item—popcorn!

No other popcorn machine offers you so much—in eye appeal, in dependability and long life, and in money-making power! Look what you get in the new CRETORS "AMBASSADOR," the finest popcorn machine CRETORS has produced in its 70 years of building the world's finest popcorn machines:

NEW CONSTRUCTION:

Sidewalls of new one-piece armorply construction for extreme strength and durability. Popper case and elevator well of stainless steel. Top consists of two lucite sections, the lower one white for easier transmission of light downward into the popper case, and the top one butter yellow. Popper case doors are fitted with magnetic catches for holding doors in closed position without mechanical fasteners. Corn drawer is mounted on rollers for easy operation.

NEW FINISH:

The new Loewy-designed CRETORS "AMBASSADOR" is framed in a triple-plated, mirror-finish steel frame, which is first plated with copper, then nickel, and finally with chrome to give it a hard, gleaming finish with a deep lustre. The front panel is studded with perforations and finished in white enamel. A concealed light at the waist of the machine shines downward on the perforated panel, and the light striking the perforations at an angle accentuates the three-dimensional effects. The sidewalls are finished in a special shade of red developed expressly for this machine by Raymond Loewy.

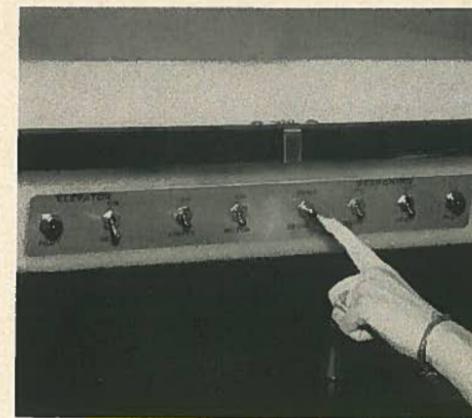
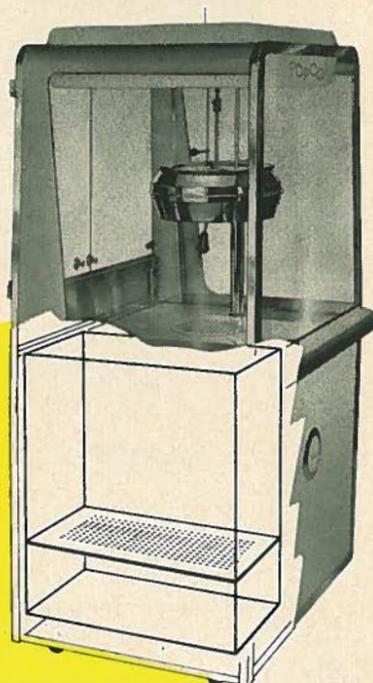
SUPER-PRODUCTION 18-OZ. STEEL KETTLE, WORLD CHAMPION MONEY-MAKER:

The kettle that gives up to 39% more popped corn, up to 51% faster than any other electric kettle, according to independent side-by-side tests. Exclusive time-tested CRETORS design. Extra-heavy-gauge steel bottom, lighter-gauge steel walls concentrate kettle heat where it is needed, under the corn, for greatest popping efficiency and minimum heat loss. All-steel construction makes it impervious to excessive temperatures. Lid lifts automatically at first touch of popping corn, permitting it to overflow into the popper case for greater animation and sales appeal.

BIGGER ELEVATOR STORAGE WELL:

Big 4-cubic-ft. stainless steel elevator well holds the equivalent of 130 ten-cent boxes of popped corn beneath the level of the popper case! Lets you pop a big supply of corn in advance of rush periods and keep it delightfully hot, fresh, and crisp. As corn is used from the top of the well, a twist of the crank elevates the stored corn into the popper case. Smooth-operating self-locking elevator mechanism. Popper case bottom of stainless steel. Waste drawer underneath.

TREMENDOUS EXTRA STORAGE capacity of the new CRETORS "Ambassador" is shown in this cutaway illustration. 4-cubic-ft. elevator well holds equivalent of 130 ten-cent boxes of popped corn beneath popper case.



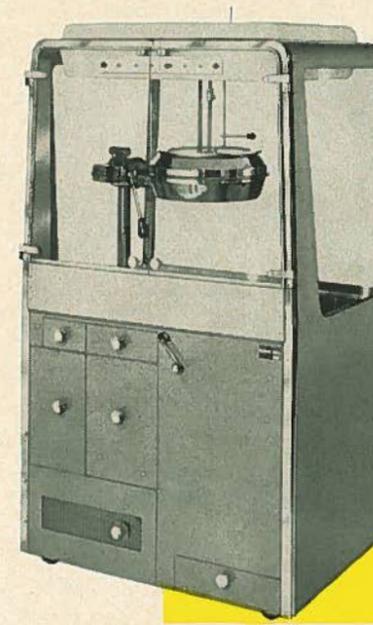
JUST PRESS THE BUTTON and—Presto!—an electric pump delivers just the right amount of oil to the kettle automatically! A money-saver.

NEW AUTOMATIC PUSH-BUTTON SEASONING PUMP:

The only popcorn machine to offer you such an advancement. Saves time, saves labor, saves seasoning. Just press a button and CRETORS' new electrically-driven pump delivers the correct amount of seasoning to the kettle automatically. Accurate, adjustable. Self-draining, low-pressure centrifugal-type pump has only one moving part. Driven by 1/20-h.p. totally-enclosed electric motor. Trouble-free, dependable.

NEW FORCED-AIR HEAT CIRCULATION:

Keeps popped corn crisp always, regardless of weather or moisture conditions! Big-capacity electric blower forces heated, filtered air through the popped corn. This means the end of tough, chewy corn due to excess humidity. Heat supplied by radiant heating element thermostatically controlled.



SPECIFICATIONS:

Overall height: 69". Width: 36". Overall depth (front to back): 30". Elevator well measures 12½ x 23¼ x 20½" deep. Inside popper case dimensions: 35¾ x 26¾ x 28½" high. Corn drawer capacity: 50 lbs. Seasoning tank capacity: 5 gallons or enough oil for 150 pounds of raw corn. Total wattage: 4,000. 110-220 volts AC. Single phase 3-wire system. Shipping weight: 500 pounds.

AMBASSADOR CATALOG NO. XL-100
AMBASSADOR "SPECIAL" CATALOG NO. XL-100S
AMBASSADOR "STANDARD" CATALOG NO. XL-100SW

WORKING SIDE of the new CRETORS "Ambassador" was designed to save the operator time and trouble. Tempered glass popper case doors have magnetic catches. New, attractive hardware. Stainless steel drop shelf.

EFFICIENT EXHAUST FILTER SYSTEM:

Pulls steam and cooking vapors out of popper case, filters out oil and water vapor, and releases the tantalizing aroma of popping corn. Keeps glass of popper case clear, protects drapes and carpets from oily vapors.

FULLY AUTOMATIC THERMOSTATIC HEAT CONTROL:

Just turn on the "Ambassador's" single heat control switch and leave it on until the last popping. CRETORS' all-steel construction and fully automatic heat control keep kettle heat within the proper range for maximum popping volume.

EXCLUSIVE TROUBLE-FREE AGITATOR DESIGN:

CRETORS machines are completely free of agitator drive troubles because power is transmitted from motor in top of machine straight down simple shaft which engages agitator hub from above. Thoroughly mixes each charge of corn, oil, and seasoning so each kernel is seasoned alike and insures positive agitation for greatest popping volume. Heating elements arranged non-concentrically (off-center) in relation to agitator, so that entire charge of raw corn gets proper uniform heat.

KETTLE HEATING ELEMENTS EASILY REPLACEABLE:

It is not necessary to buy a new kettle should CRETORS heating elements need replacement. They can be quickly replaced at small cost.

CONCEALED ELECTRICAL CONNECTIONS:

Power is transmitted to kettle heating elements through concealed bronze commutator. Assures positive contact and full power.

HEATED SEASONING DRAWER:

Electrically heated seasoning drawer keeps seasoning liquid and ready for instant use.