Cretors® President

STATE OF THE ART TECHNOLOGY IN HIGH VOLUME POPPING EQUIPMENT

C. Cretors and Company, innovator and world leader in popcorn equipment presents the two most highly advanced high-volume poppers made today.

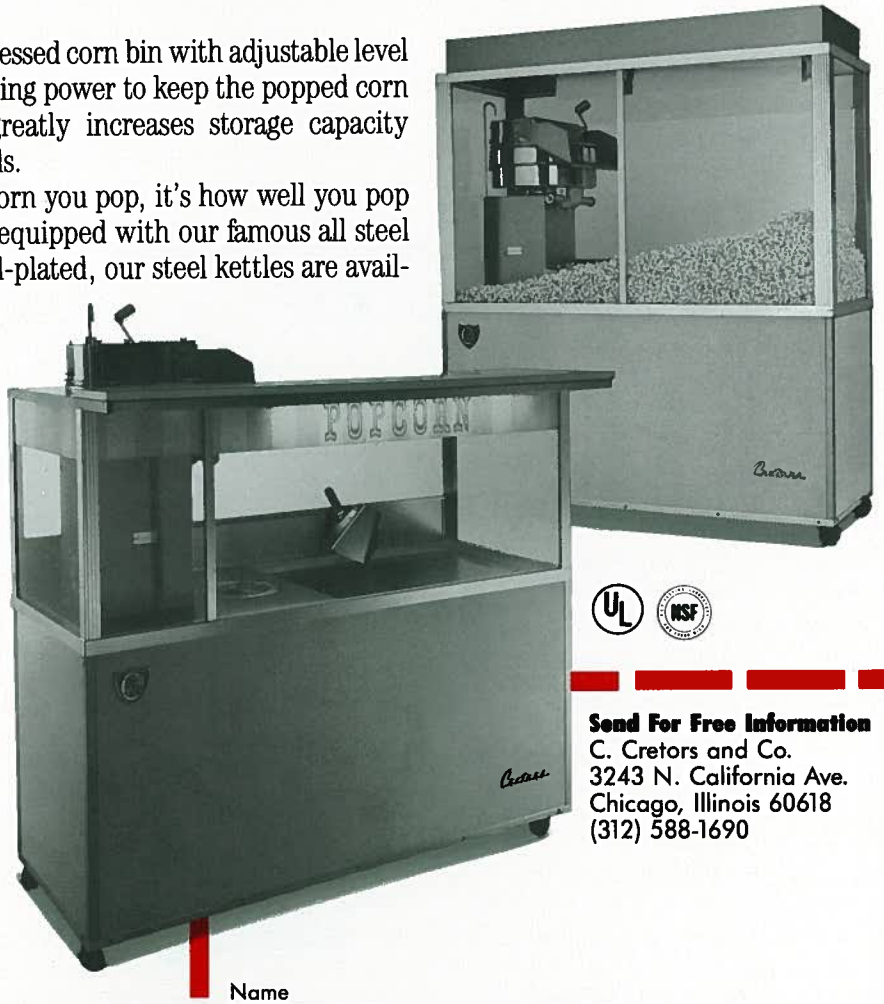
The Enclosed President answers customer demand for an enclosed cabinet high volume popper. Equipped with two activated charcoal filter systems the Enclosed President effectively removes the oil and smoke created by high volume popping.

If high-volume front-line popping is your first concern, then Cretors Open Top President leads the way. If features an attractive white formica serving shelf that gets added attention for more profit potential.

Both models feature a recessed corn bin with adjustable level storage and 1250 watts of heating power to keep the popped corn warm. The adjustable bin greatly increases storage capacity allowing for peak sales periods.

It's not just how much corn you pop, it's how well you pop it. Every Cretors President is equipped with our famous all steel kettle. Copper and then nickel-plated, our steel kettles are available in either 32 oz. or 20 oz. sizes. Standard equipment includes a 7700 automatic portion control oil pump, a complete accessory kit and every Cretors President sits on locking casters enabling easy access for cleaning.

Cretors President provides state of the art technology for state of the art profitability in high volume popping.



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ESTD. 1885
CRETORS®
The People Who Invented The Popcorn Machine ™

and boys, upper class avids—both urban and suburban, and liberal avids and religious avids. There are even middle-aged baby boomer avids—though they are a much smaller proportion of their cohort than for most other segments.

More often than not, a movie package, despite the best intentions of the distributor, attracts only certain of these avid types. "Crimes of the Heart," for example, appealed to certain female avids, especially those who were older and middle class, but did not initially appeal to men—especially young blue-collar men. This was reflected in the initial audience. The audiences were drawn from a narrow segment of the population, and despite the enthusiasm of those who saw it, the box-office was disappointing.

"Crimes of the Heart" is one of the many movies with generally positive audience reaction which were still box office failures. These failures reflect two important fundamental aspects of how movie audiences are recruited:

(1) No movie can be successful without attracting large numbers of situational and rare moviegoers.

(2) Situationals and rares decide to go to a particular movie only if they are told they will like it by avids whom they trust.

OPERATIONS: MARKETING THEATRES

It is commonly believed in the movie industry that the primary reason why a patron chooses one theatre over another is the specific movie that is playing. Since film zoning prevents direct competition among neighboring theatres, there is an assumption among many that theatre operations and amenities do not make much difference in attracting an audience.

Surprisingly, this pervasive assumption that film zoning severely limits competition has never been systematically evaluated. Our evidence indicates that this assumption was never altogether accurate, and, even more importantly, that the operations of theatres has recently become more salient in theatre choices, and that these concerns will become even more important as the proportion of teens and singles in the audience decreases. Our evidence for this includes the following:

(1) Despite the practice of film zoning, more than half of all moviegoers in our research report that they do have a choice of two (or even more) theatres that were offering the movie they had chosen to see. Over a quarter of those who had such a choice did not attend the theatre closest to home.

(2) The average traveling time to movie theatres is now over 20 minutes, and it appears to be rising. This suggests that people are increasingly willing to travel greater distances for the movie or theatre of their choice.

(3) The automobile is now the overwhelmingly predominant mode of travel to theatres, and this makes distant theatre choices easier.

(4) People whose outside leisure time is more limited are much more particular about the amenities and operations of a theatre. Therefore, as teens and singles are replaced by older baby boomers and families, this concern will become a larger factor in theatre choice.

We propose here some short-term responses to this new competitive environment, and indicate how to develop a strategic plan for long-term adjustments consistent with the changes now taking place in the movie industry.

Overcrowding and Undercrowding

In the past two years, the proportion of weekday admissions has decreased and the crowding on weekends has become more pronounced. This is a reflection of the decline in teens and singles, who are much less likely to be homebound during the week. It also has created a serious imbalance in theatre operations, since both overcrowding and undercrowding are now a problem.[4]

To increase admissions during the week, theatres should focus on couples, parents without children at home and senior citizens, since these groups are not homebound during the

4. They will also have the benefit of increasing concession sales—see the section on Concessions.

***Model GR6 Goldrush** (Left)*
CAPACITY: 6 Oz. All-Steel Kettle—132 one-ounce servings per hour
ELECTRICAL: 120 Volt, 60 Cycles, Single Phase, 900 Watts, 7.5 Amps
DIMENSIONS: 14½" D × 20" W × 27" T
NET WEIGHT: 44 lbs. Shipping Weight: 53 lbs.
SHPG. CARTON: 17" D × 23" W × 28" T; Cube: 6.3

***Model PT14C Profiteer** (Top)*
CAPACITY: 14 Oz. All-Steel Kettle—280 one-ounce servings per hour
ELECTRICAL: 120 Volt, 60 Cycle, Single Phase, 1800 Watts, 15 Amps
DIMENSIONS: 22" D × 28" W × 34½" T
NET WEIGHT: 85 lbs. Shipping Weight: 102 lbs.
SHPG. CARTON: 26" D × 32" W × 37" T; Cube: 17.8

***Model T-2000** (Right)*
CAPACITY: 8 Oz. All-Steel Kettle—160 one-ounce servings per hour
ELECTRICAL: 120 Volt, 60 Cycle, Single Phase, 1325 Watts, 11 Amps
DIMENSIONS: 21" D × 21" W × 30½" T
NET WEIGHT: 65 lbs. Shipping Weight: 78 lbs.
SHPG. CARTON: 24½" D × 24½" W × 32" T; Cube: 11

***Model A4WB Antique 4 Wheel Wagon Base** (Center)*
This base will accommodate the AT2C and APT14C.
DIMENSIONS: 60" L × 27" W × 33" T
NET WEIGHT: 108 lbs. Shipping Weight: 177 lbs.
SHPG. CRATE: 67½" D × 34" W × 38" T; Cube: 50.4

Model APT14C Antique Profiteer (Counter Model)
***Model APT14WB Antique Profiteer on Wagon Base** (Left)*
Capacity and Electrical: same as Profiteer
DIMENSIONS: 28½" D × 40½" W × 71½" T
NET WEIGHT: 142 lbs. Shipping Weight: 216 lbs.
SHPG. CRATE: 37" D × 44" W × 74" T; Cube: 70

Model AT2C Antique T-2000 (Counter Model)
***Model AT2WB Antique T-2000 on Wagon Base** (Right)*
Capacity and Electrical: same as T-2000
DIMENSIONS: 28" D × 34" W × 62" T
NET WEIGHT: 110 lbs. Shipping Weight: 165 lbs.
SHPG. CRATE: 34" D × 38" W × 65" T; Cube: 48.6

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