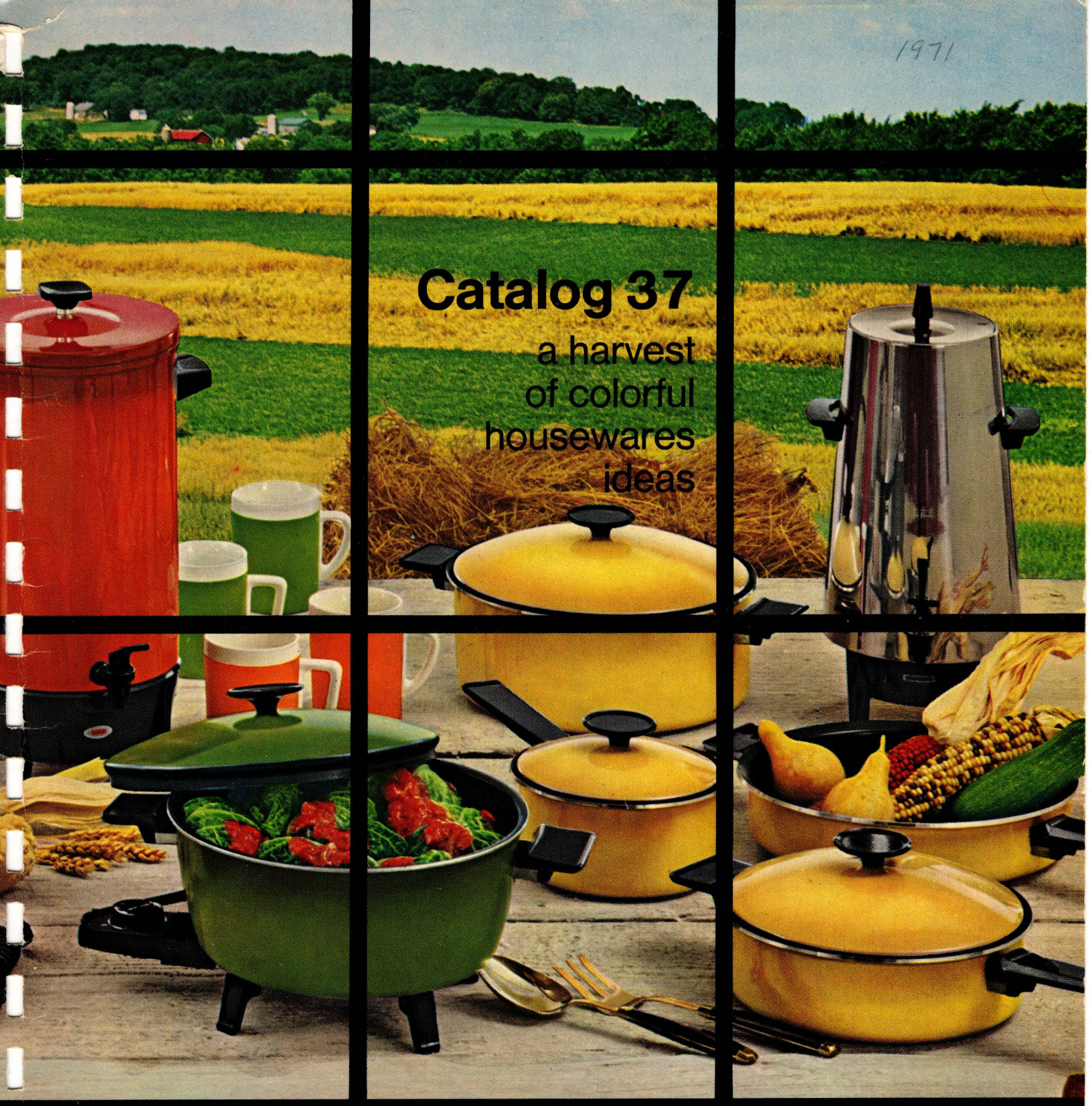
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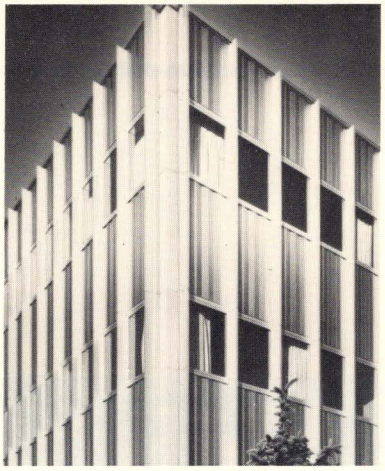
Catalog 37

a harvest of colorful housewares ideas



WEST BEND®

. . . where craftsmen still care®



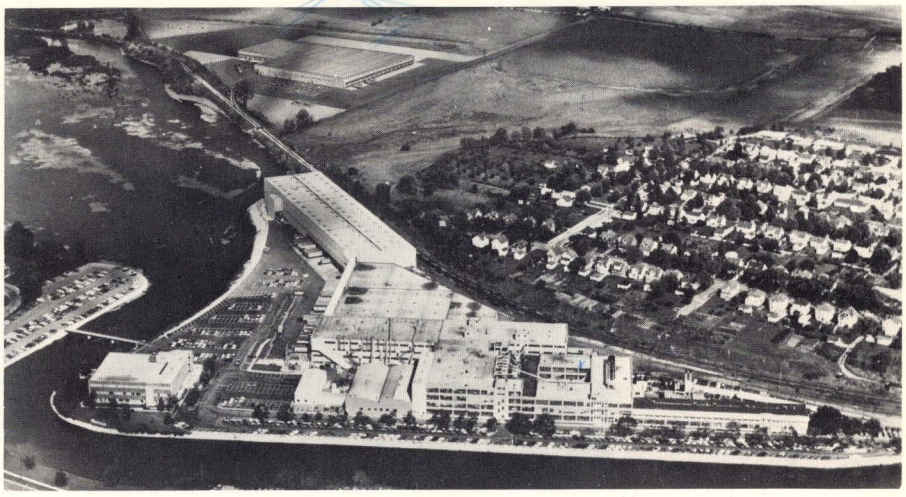
Only through the superior performance of West Bend products in the hands of a customer, can you as a dealer, or we as a manufacturer, hope to grow and prosper.

To that end, West Bend designs and manufactures quality cookware and appliances and proudly establishes, in its advertising, the quality-mark ". . . where craftsmen still care". It is your guarantee that West Bend's line will always measure up to the expectations of your customers.

You are urged to take full advantage of our merchandising aids, displays, sales promotion materials, advertising programs and the counsel of our field representatives. Case histories are available on many success stories of West Bend promotions.

It's our business to help expand your business — through more satisfied customers.

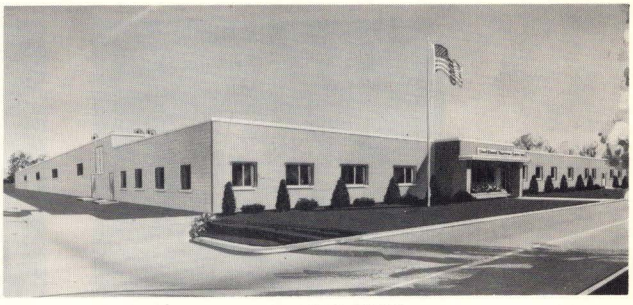
...where Craftsmen still care



WEST BEND, WISCONSIN



SHERIDAN, ARKANSAS

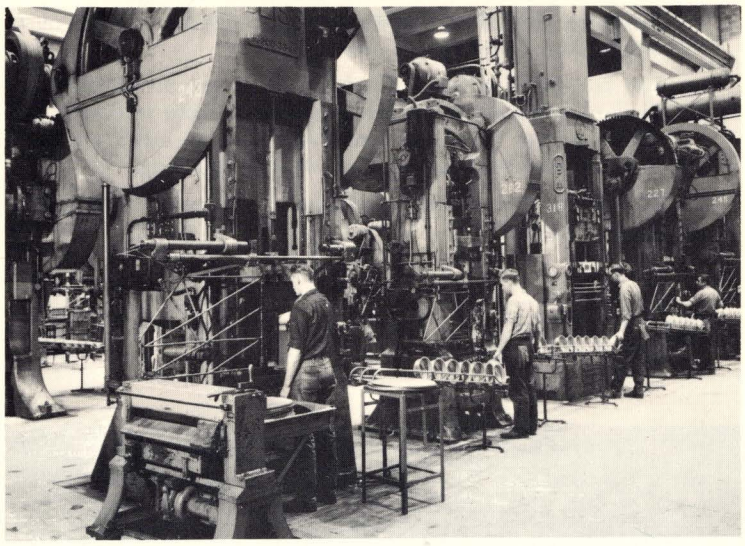


ANOKA, MINNESOTA



BARRIE, ONTARIO, CANADA

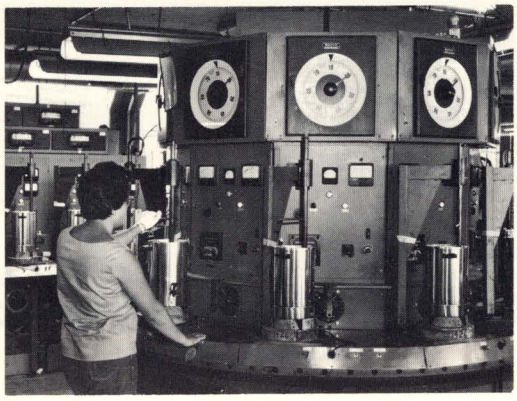
Production and Testing Facilities



A.



B.



C.





D.

A. DRAW PRESSES Sixty mechanical, hydraulic and air presses — from 25 to 1,000 ton capacity — form the many basic shapes and sizes from steel and aluminum for West Bend's cookware, giftware and appliance lines. Work moves smoothly, efficiently from press to press until drawing is complete.

B. PRODUCT ASSEMBLY LINE Products advance from the draw press line in successive stages of finishing, final assembly, testing and packaging.

C. TWO OF SEVERAL TEST PANELS to assure high, uniform quality of the finished product.

D. PERFORMANCE STANDARDS of new products —and those already in production—are tested and checked in the Home Service Test Kitchen.

Distribution and Shipping Facilities



INDOOR CAR LOADING

Indoor car loading area enables the firm to load at top efficiency despite inclement weather outside.

Automated for fast ordering service



AUTOMATIC TOW-LINE CONVEYOR FOR FAST ORDER ASSEMBLY

Automation has cut in half the time it takes West Bend to fill a customer's order.

Order carts, dispatched on the automatic tow-line conveyor, are drawn along and automatically switched into position for quick, easy loading at one or more of the nine assembly areas. Filled carts are automatically routed to check stations and transferred to truck and carloading docks for shipment. The arrangement has cut order filling time by 50% and enables West Bend to handle a far greater number of customers per month.

The new West Bend distribution center is the hub of a national and world-wide traffic system. Within the network are shipping and forwarding points at West Bend and Rockfield, Wis., Sheridan, Ark., Anoka, Minn., Barrie, Ontario, Canada, and five warehouses strategically located over the United States. A fleet of 20 company-owned trucks, over-the-road haulers, plus air and rail transportation combine to speed West Bend products to the firm's many customers throughout the nation.



Prompt customer service is the theme of West Bend Distribution Center . . . big enough to house four football fields

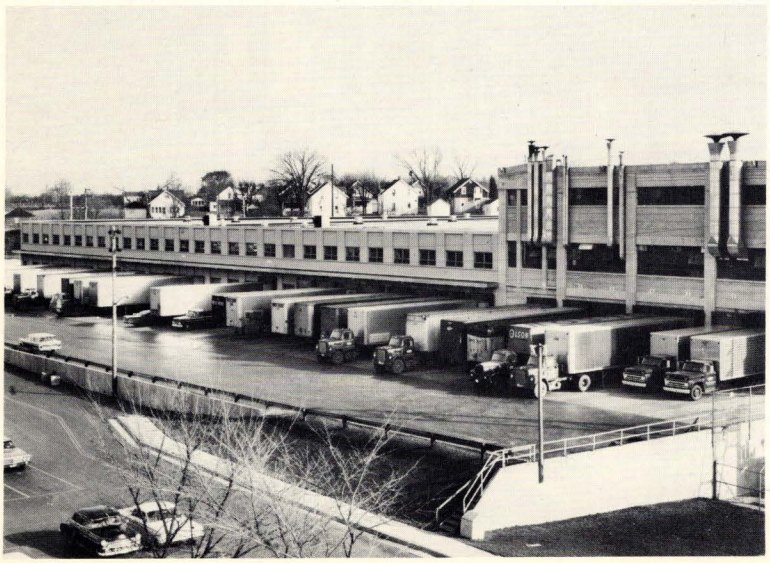
One third more shipping capacity, over twice as much warehouse capacity is provided by this new 260,000 square foot addition, made necessary by the increasing demand for West Bend products. Total area devoted to distribution activities at the West Bend plant now is nearly 850,000 square feet, including 1964 addition shown below, making the West Bend shipping operation unsurpassed in the industry in efficiency.

Efficiency is the key to West Bend's modern, new distribution center and the operation it houses

In an effort to speed distribution and provide fast, efficient order-handling, an improved system involving three major changes was adopted. A rail storage and order selection area was set up, a new conveyor system and Guide-o-matic "trains" were installed.

Order carts travel automatically throughout the entire order assembly area allowing West Bend to handle a greatly increased number of customer orders per month. Guide-o-matic "Trains" (Shown below) are automatically programmed to haul merchandise, cartons, and shipping supplies throughout the first floor Distribution Center.

100,000 sq. ft. addition completed in 1964



Guide-o-matic "Trains"





Section 1

bakeware, pantryware and cookware aluminum and stainless steel

BAKEWARE, Teflon-coated
- Cookie and Bake Pan
- 9″ Juice-saver Pie Pan
- Cookie Sheets
- Bake and Roast Pans
- Angel Food Cake Pan
- 6 and 12 cup Muffin Pans
- 9″ Square Cake Pan
- 9″ Round Cake Pan
- Meat Loaf Pan

COFFEE MAKERS, automatic
- Color finish on aluminum
  - 36 cup Party Perk
  - 9 cup Percolator

COOKWARE
- Continental, Teflon-coated
  - Porcelain-on-aluminum
  - Polished aluminum
- Country Inn Cook 'n Serveware, Teflon-coated
- 400 Line, Teflon-coated
- Stainless Steel

MIXING BOWL SETS, stainless steel

SKILLETS, automatic, Teflon-coated
- Porcelain-on-aluminum

SKILLETS AND GRIDDLES
- 12″ Teflon-coated Skillet with cover
- 10½″ Teflon-coated Skillet with cover
- 10¼″ Teflon-coated square griddle
- 10″ Teflon-coated Fry Pan without cover

PANTRYWARE
- Color finish on aluminum
  - Canister Sets
  - Range Sets
  - Waste Cans
  - Bread Boxes

TEA KETTLES
- 2½ Qt. Color Porcelain on Aluminum

TEFLON is DuPont's registered trademark
TEFLON II is DuPont's certification mark

Genuine Porcelain ON STAINLESS STEEL

durable aluminum

Stainless Steel

Genuine Porcelain ON ALUMINUM

TEFLON II scratch resistant

West Bend's "Country Inn" adds another Fashionable color note to its Teflon* Cook 'n Serveware

Popular

AVOCADO

and gala new

HARVEST



*Teflon is DuPont's registered trademark for its TFE non-stick finish.

Country Inn
COOKWARE
BY
West Bend



"Accent on Avocado

popular Avocado porcela

Country Inn by West Bend

...warm-hearted, colorful and wonderfully practical

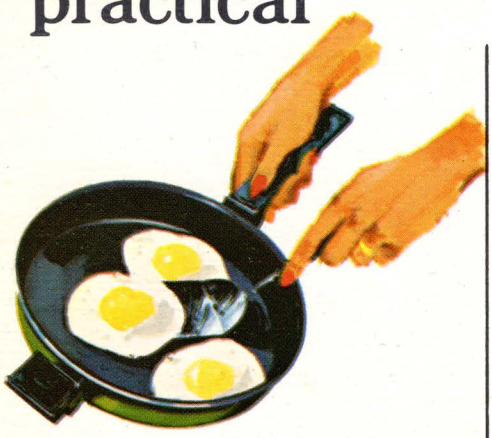
America's country inns are the symbol of serenity, good living and the finest cooking in the country.

West Bend's Country Inn Cook 'n Serveware . . . superbly captures the colorful glow and warm hospitality — in Avocado and Harvest color porcelain finish on low, contoured silhouettes — reminiscent of those wayside country inns.

Brawny and tough new hard-coat Fired-on Teflon* is scratch-resistant and durable enough to use metal spatulas or metal spoons. Each piece has a triple-laminated, no-stick, no-scour finish on extra-thick aluminum . . . with the same miraculous, stickless properties for swish-and-suds cleaning. Even the inside of each cover has a double coating of Teflon* to protect against moisture stains.

Yes, and the color accent is now on avocado and harvest . . . two-toned porcelain finish of quartz-like hardness . . . will not scratch, mar or dent in ordinary use. Easy to clean as a china dish . . . with the acid resistant, stainproof qualities of fine glassware.

Heatproof, fadeproof . . . the gleaming porcelain finish, permanently set by high-temperature "curing," keeps its original color and texture unimpaired by heat or flame. This genuine porcelain finish is safe in dishwashers, too.



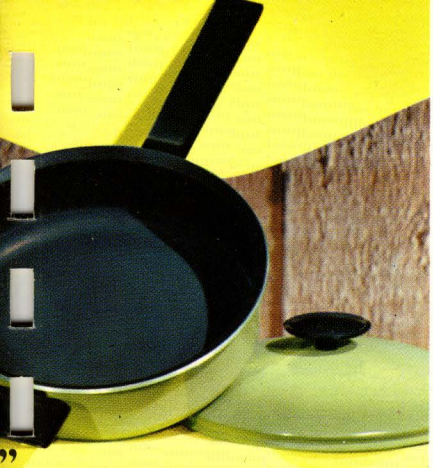
New Fired-on Teflon is made for metal spatulas and spoons



Even the covers are Teflon-lined! Protects against moisture stains . . . whisks clean



The cookware designed with range-to-table serving in mind



”

…sh on thick aluminum







gala new Harvest



DuPont approved finish
TEFLON II
scratch resistant
no stick-no scour
TEFLON is DuPont's registered trademark for its non stick finish

*TEFLON is DuPont's registered trademark
TEFLON II is DuPont's certification mark

New! super tough
hard-coat

Fired on
Teflon*

Genuine
Porcelain
ON
ALUMINUM

AVOCADO



1½ QT. SAUCETTE

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3331	10	12	1½	5



2½ QT. HI-BOY

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3347	10	12	2½	7½



2½ QT. SAUCE POT/SERVER

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. lbs.
3332	10	12	2½	7½



3½ QT. SAUCE POT/SERVER

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3333	10	12	3½	8⅛



2½ QT. CASSEROLE

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3334	10	12	2½	7



3½ QT. CASSEROLE

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3336	10	12	3½	7½



5 QT. DUTCH OVEN

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3335	10	12	5	10⅛



12″ BUFFET SKILLET

No.	Gauge Pan	Gauge Cover	Diam., in.	Ship. Wt. Std. Pk. Lbs.
3342	8	12	12	12⅛



10″ FAMILY-SIZE SKILLET

No.	Gauge Pan	Gauge Cover	Diam., in.	Ship. Wt. Std. Pk. Lbs.
3339	8	12	10	9½
3340	without cover			7½



8¾″ BREAKFAST SKILLET

No.	Gauge Pan	Gauge Cover	Diam., in.	Ship. Wt. Std. Pk. Lbs.
3338	8	12	8¾	7
3337	without cover			5¾



8 QT. DUTCH OVEN

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3348	10	12	8	11½

Range-to-table versatility

Beautifully fashioned to compliment kitchen decor, buffet or table setting

HARVEST



1½ QT. SAUCETTE

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3351	10	12	1½	5



2½ QT. HI-BOY

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3367	10	12	2½	7½



2½ QT. SAUCE POT/SERVER

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3352	10	12	2½	7½



3½ QT. SAUCE POT/SERVER

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3353	10	12	3½	8⅛



2½ QT. CASSEROLE

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3354	10	12	2½	7



3½ QT. CASSEROLE

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3356	10	12	3½	7½



5 QT. DUTCH OVEN

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3355	10	12	5	10⅛



12″ BUFFET SKILLET

No.	Gauge Pan	Gauge Cover	Diam. in.	Ship. Wt. Std. Pk. Lbs.
3362	8	12	12	12⅛



10″ FAMILY-SIZE SKILLET

No.	Gauge Pan	Gauge Cover	Diam., in.	Ship. Wt. Std. Pk. Lbs.
3359	8	12	10	9½



8¾″ BREAKFAST SKILLET

No.	Gauge Pan	Gauge Cover	Diam., in.	Ship. Wt. Std. Pk. Lbs.
3358	8	12	8¾	7



8 QT. DUTCH OVEN

No.	Gauge Pan	Gauge Cover	Capacity Qts.	Ship. Wt. Std. Pk. Lbs.
3368	10	12	8	11½



No. 14-1 Starter Group, Avocado
No. 14-51 Starter Group, Harvest

1½ quart saucette, for spicy meat sauces, gravies or delicate dessert toppings.

3½ quart sauce pot/server, for delicious, easy one-dish meals.

8¾" breakfast skillet, a happy morning meal for two.

Includes full color recipe booklet.

Shipping weight, per set, 9 lbs.



No. 14-2 Homemaker Group I, Avocado
No. 14-52 Homemaker Group I, Harvest

1½ quart saucette, for sauces, gravies, dessert toppings and puddings.

2½ quart sauce pot/server, for vegetables, soups and casseroles.

5 quart dutch oven, for complete meal cookery, and chili, soups and stews.

10" open skillet (uses dutch oven cover) for golden fried chicken, steaks and fish.

Includes full color recipe booklet.

Shipping weight, per set, 12½ lbs.



No. 14-19 Homemaker Group II, Avocado
No. 14-54 Homemaker Group II, Harvest

1½ quart saucette, for sauces and gravies, dessert toppings and puddings.

2½ quart Hi-Boy, for long stem vegetables — asparagus, broccoli or whole carrots; for frozen vegetable packages.

5 quart dutch oven, for complete meal cookery, and chili, soups and stews.

10" open skillet (uses dutch oven cover) for golden fried chicken, steaks and fish.

Includes full color recipe booklet.

Shipping weight, per set, 12 lbs.



No. 14-3 Gourmet Group, Avocado
No. 14-53 Gourmet Group, Harvest

1½ quart saucette, for gourmet sauces and toppings, cheese mix or dip.

3½ quart sauce pot/server, for shrimp creole, clam chowder, or lobster newburg.

5 quart dutch oven, for lobster tail, steamed oysters, clams in the shell.

10" covered skillet, for pan broiling deep-sea fish, country fried chicken, lake trout, beef, pork.

8¾" breakfast skillet, for sautéing mushrooms, onions, egg plant or green tomatoes.

Includes full color recipe booklet.

Shipping weight, per set, 15½ lbs.



D297

West Bend's new "Innkeeper"

Displays the complete line of Country Inn to best advantage in an authentic setting — a handsome colonial hutch design. Creates a "center of interest" display — in housewares and appliance departments, Bride's departments, town and country or gourmet shops and other specialized gift sections or to attract attention in high-traffic areas. This permanent all-wood display is sure to draw and excite attention to Country Inn. Genuine wood grain is etched with a satin-like honey-maple finish that lends traditional beauty and mellow charm to Country Inn Cook 'n Serveware. Bottom shelf is especially designed for convenient display of Country Inn's gift style packaging. Removable top can be converted into an attractive, compact unit for counter top or point-of-purchase display.

FIRST PLACE



Individual Display Packing
Attractive corrugated containers in avocado-color and black on white; harvest gold and black on white.



D289 Country Inn Counter-Top Display
Compact, ruggedly constructed counter top display makes Country Inn the focal point of interest.



D288 Display Plaque
For instant identification at point-of-sale.

West Bend



D287 Full-color Display Panels
For colorful display in limited areas.

...where Craftsmen still care

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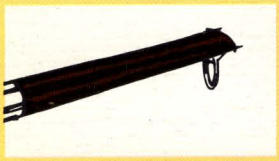

new from
West Bend's
craftsman
collection...
The 400 Line
lined with
scratch-resistant Teflon II
the Fired on finish that welcomes
metal spoons, metal spatulas!
DuPont approved finish
TEFLON II
scratch resistant
no stick-no scour
TEFLON is DuPont's registered trademark for its non stick finish

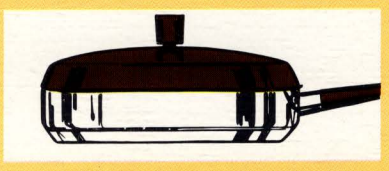


DuPont approved finish
TEFLON II
scratch resistant
no stick-no scour

*TEFLON is DuPont's registered trademark. TEFLON II is DuPont's certification mark.

West Bend's new slant on cookware... with scratch-resistant TEFLON II, colorful coppertone covers!





OVEN-SAFE HANDLES

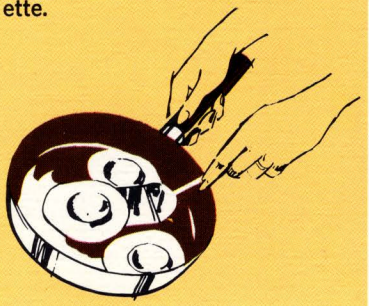
Safe for in-oven use up to 425° F. With wrap-around flame guards, stainless steel rings for hanging.

COPPERTONE COVERS

Antique coppertone color anodized covers accent West Bend's smart slanted silhouette.

SCRATCH-RESISTANT!

Fired-on TEFLON II no-stick, no-scour linings welcome your favorite metal spoons, metal spatulas.





A. 11″ SQUARE GRIDDLE

Has plenty of room for four grilled cheese sandwiches, or four slices of French toast at a time. Extra-thick aluminum heats evenly, and scratch-resistant Teflon II finish welcomes metal spatulas. Comfortable handle with hanging ring.

No.	Size, In.	Gauge Pan	Ship. wt., lbs. Pack of 3
3814	11 x 11	10	7

B. 8″ SQUARE BREAKFAST GRIDDLE

Handy! Smooth-heating extra-thick aluminum with scratch-resistant Teflon II for no-stick cooking, without grease or fats if desired.

No.	Size, In.	Gauge Pan	Ship. wt., lbs. Pack of 3
3818	8 x 8	10	5

C. 1 QUART COVERED SAUCE PAN

Handy size for sauces, custard, baby foods and left-overs. Beautifully proportioned. Smooth-heating aluminum, lined with Teflon II for scratch-resistance, no-stick cooking and no-scour clean-up.

No.	Capacity	Gauge Pan	Gauge Cover	Ship. wt., lbs. Pack of 3
3831	1 qt.	12	16	5

D. 2 QUART COVERED SAUCE PAN

The even-heating, gentle-cooking aluminum pan with 1,001 uses. Scratch-resistant Teflon II interior finish for stickless cooking, scourless clean-up. Use for vegetables, soups, cereals.

No.	Capacity	Gauge Pan	Gauge Cover	Ship. wt., lbs. Pack of 3
3832	2 qt.	12	16	7

E. 3 QUART COVERED SAUCE PAN

Generous capacity for preparing soups, stews, large vegetables. Fired-on Teflon II lining is scour-free and scratch-resistant. Graceful handle and knob.

No.	Capacity	Gauge Pan	Gauge Cover	Ship. wt., lbs. Pack of 3
3833	3 qt.	12	16	7

F. 10″ SQUARE CASSEROLE-SKILLET

Brown, bake and serve chicken and other foods, all in this casserole-skillet with non-stick Teflon II finish. Gracefully styled with side handles for table service. Use for top-of-range or oven cooking. Capacity, 3½ qt.

No.	Size, In.	Gauge Pan	Gauge Cover	Ship. wt., lbs. Pack of 3
3834	10 x 10	10	17	10



G. 3 QUART SAUCE 'N FROSTING COOKER

This practical combination includes 3 qt. sauce pan with cover and a 2 qt. inset with matching handle. Double boiler combination prepares perfect sauces, frostings, puddings. Sauce pan and inset can be used separately. Cover fits both.

No.	Capacity		Gauge		Ship. wt., lbs.
	Pan	Inset	Pan	Cover	Pack of 3
3837	3 qt.	2 qt.	12	16	12

H. 5 QUART COVERED DUTCH OVEN

For roasts, chili, stews, one-dish meals. Prepares the recipe economically with gentle, simmered flavor on a single range unit. Scratch-resistant Teflon II eliminates tedious scouring. Smooth-heating aluminum. Safe, convenient side handles are oven-safe to 425°.

No.	Capacity	Gauge		Ship. wt., lbs.
		Pan	Cover	Pack of 3
3835	5 qt.	12	17	12

I. 12″ EXTRA-LARGE COVERED SKILLET

Over 112 sq. inches of cooking surface . . . plenty of space to make 8 man-sized hamburgers, 4 medium rib steaks or 6-8 pork chops at one time. Low, range-hugging design with tapered sides; DuPont Teflon II lining.

No.	Diam., In.	Gauge		Ship. wt., lbs.
		Pan	Cover	Pack of 3
3840	12	10	17	14

J-K. 8″ SKILLET/EGG POACHER

Skillet is ideal for preparing breakfast for two — with or without cooking oils. Right-size for heating frozen vegetables, too. Scratch-resistant Teflon II finish prevents sticking, eliminates scouring.

No.	Diam., In.	Gauge		Ship. wt., lbs.
		Pan	Cover	Pack of 3
3838	8	12	16	7

Poacher combination includes inset with four cups plus 8-inch covered skillet. Teflon-coated poacher cups are removable, handy for preparing baby foods, too.

No.	Diam., In.	Gauge		Ship. wt., lbs.
		Pan	Rack	Pack of 3
3817	8	12	20	8

L. CASSEROLE/COMBINATION COOKER

Talk about versatile! This 5-in-1 combination of 3 qt. sauce pan and 2 qt. casserole is a "double boiler" frosting cooker, casserole, baking pan, sauce pan and covered stew pan.

No.	Capacity		Gauge		Ship. wt., lbs.
	Pan	Inset	Pan	Cover	Pack of 3
3836	3 qt.	2 qt.	12	16	11

M. 10″ "FAMILY-SIZE" COVERED SKILLET

One of the most popular of all Teflon-coated utensils. Even-heating, extra-thick aluminum with Teflon II for no-scour clean-up. Pan fries, sautes, and grills without sticking. Flame guard protects handle. Domed cover with large, easy-to-grip knob.

No.	Diam., In.	Gauge		Ship. wt., lbs.
		Pan	Cover	Pack of 3
3839	10	10	17	10

400 Line SETS

12-162

Includes 1 and 3 quart Sauce Pans with covers, 10″ Skillet, and 5 quart Dutch Oven (cover fits skillet, too) . . . plus 16 page recipe booklet.

Shipping weight per set, 10 lbs.

12-177 Same pieces as above, plus 4 egg poacher cups and rack.

Ship. weight per set, 10½ lbs.





DuPont approved finish
TEFLON II
scratch resistant
no stick–no scour
TEFLON is DuPont's registered trademark for its non-stick finish

The 400 Line by West Bend has earned DuPont's certification mark by meeting or exceeding their standards for scratch-resistant TEFLON-coated cookware.

12-115

Includes 1, 2 and 3 quart Sauce Pans with covers, 10″ Skillet, 5 quart Dutch Oven with cover that fits Skillet, too, and colorful recipe booklet.

Shipping weight per set, 11 lbs.

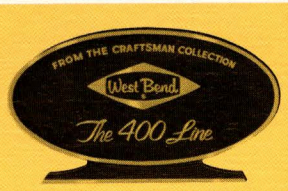
Colorful Displays



A



B



C

A. Display Merchandiser D-272
Displays the complete Craftsman Collection of cookware plus standard packs of bakeware. Yet so compactly designed it takes up less than 7½ square feet of floor space (48″ wide, 22″ deep). Tubular framework, white "stonework" background panel, and ¾″-thick flakeboard shelves covered with scuff-resistant "walnut" vinyl.

B. Counter-Top Display D-270
Handsome full-color selling aid. Unique "staircase" design holds any 400 Line cookware set. Pocket on side for sales literature.

C. Display Plaque D-271
Suggests the "Craftsman Look" of a carefully fashioned engraved plate. Injection molded of heavy styrene plastic, with counter easel and wall-hanging attachments. 10½″ wide, 5¼″ high.

WEST BEND® . . . where craftsmen still care®

THE WEST BEND COMPANY West Bend, Wisconsin 53095

R-1003

Printed in U.S.A.



CONTINENTAL™

by West Bend

- COOKWARE
- PANTRYWARE
- TEA KETTLES
- BUFFET APPLIANCES
- COFFEEMAKERS

now in three lively colors





D-307 Counter Display



CONTINENTAL
by West Bend

Set No. 13-3 Poppy Basic 7 . . . includes 1 qt. and 2 qt. sauce pans with covers, 5 qt. covered Dutch Oven and 10″ open skillet (uses Dutch Oven cover). Individual 4-color lithograph corrugated container, ship. wt., ea. set, 7½ lbs.

Set No. 13-4 Poppy (shown) Homemaker's 10 . . . includes 1, 2 and 3 qt. sauce pans with covers, 5 qt. covered Dutch Oven, 10″ open skillet (uses Dutch Oven cover) and 8″ open skillet (uses 3 qt. sauce pan cover). Individual 4-color lithograph corrugated container, ship. wt., ea. set, 9½ lbs.

No. 13-32 Harvest Basic 7 (shown) . . . includes 1 qt. and 2 qt. sauce pans with covers, 5 qt. covered Dutch Oven and 10″ open skillet (uses Dutch Oven cover). Individual 4-color lithograph corrugated container, ship. wt., ea. set, 7½ lbs.

No. 13-30 . . . Same as above but Avocado green.

No. 13-33 Harvest Homemaker's 10 . . . includes 1, 2 and 3 qt. sauce pans with covers, 5 qt. covered Dutch Oven, 10″ open skillet (uses Dutch Oven cover) and 8″ open skillet (uses 3 qt. sauce pan cover). Individual 4-color lithograph corrugated container, ship. wt., ea. set, 9½ lbs.

No. 13-31 . . . Same as above but Avocado green.

Colorful Porcelain-on-Aluminum Cookware

Here's exciting porcelain-on-aluminum Continental! In Avocado green, Poppy red and Harvest gold . . . so fashionable for today's color oriented kitchens. Certified hard-coat Teflon II* permits use of metal spatulas and spoons; provides no-stick cooking and no-scour cleaning. Thick aluminum provides even heating for best cooking results. Ebony-color Teflon and molded plastic trim lend dramatic emphasis to the colorful exteriors. Available in seven and ten-piece sets and open stock.

Genuine Porcelain ON ALUMINUM

Genuine porcelain-on-aluminum is dishwasher safe, stain resistant and fade-proof.

Certified TEFLON II is super tough for metal kitchen tools.

DuPont approved finish
TEFLON II
scratch resistant
no stick no scour



Beautiful 4-color Gift Packaging

CONTINENTAL™ by WEST BEND

Color Enamel-on-Steel PANTRY WARE
3 FRESH 'N BRIGHT COLORS



BREAD BOX

Continental's new enameled steel Bread Box is color-matched for today's kitchens . . . in fashionably shaded Avocado, Harvest Gold and Poppy. Stain resistant, gracefully rounded corners and attractive convex curved door with built-in warp-proof slicing board. Removable shelf.

SPECIFICATIONS:

No. 2401 BREAD BOX. Avocado color enamel finish on carbon steel. Dimension: 14½" x 11" x 9½". Individual corrugated container, ship. wt. ea., 8½ lbs.

No. 2402 Same as above except in Harvest gold.

No. 2405 Same as above except in Poppy.

Choice of Popular Avocado, Harvest Gold or Poppy



STEP-ON WASTE CAN

Continental's new Step-on Waste Can has recessed step-on treadle with aluminum toe-plate; quiet self-closing cover and large (over 21 qts.) inner liner of strong white plastic. Outside is enamel finished steel . . . in three brilliant colors . . . Avocado, Harvest Gold and Poppy.

SPECIFICATIONS:

No. 2403 STEP-ON WASTE CAN. Avocado color enamel finish on carbon steel. White plastic inner liner (over 21 qts.). Outside dimensions: 12" x 10¼" x 19"; liner, 11¾" x 9⅞" x 13⅜". Individual corrugated container, ship. wt., ea., 10 lbs.

No. 2404 Same as above except in Harvest gold.

No. 2406 Same as above except in Poppy.



COFFEETIME "COLOR FIESTA"

Here's fashionable, refreshing color to enhance your party-time — anytime — coffee enjoyment. Serving is a colorful event . . . a bright graceful reflection of warm hospitality. Fully automatic — 12 to 36 cup capacity — and there's no guesswork, or gadgetry, with West Bend's time and temperature control. Just the assurance a hostess needs that there will always be delicious, full-flavored coffee for her guests. Heat-resistant, stain-resistant finish; black molded plastic trim and base; portable; one cup serving, or continuous flow faucet . . . cup-and-saucer fit easily under faucet.

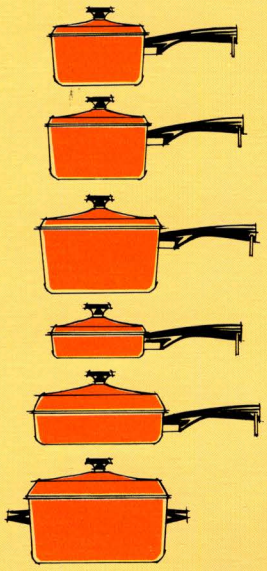
Specifications: No. 9407. 12 to 36 cup Automatic Percolator. Poppy-color finish on aluminum. Black phenolic base, handles and cover knob. Overall height, 17". Enclosed 1090 watt heating unit. UL and CSA approved. Detachable cord. 120 volts AC only. Packed individual corrugated container, ship. wt., 4¾ lbs.

No. 9408. Same as above except in Avocado finish

No. 9409. Same as above except in Harvest finish

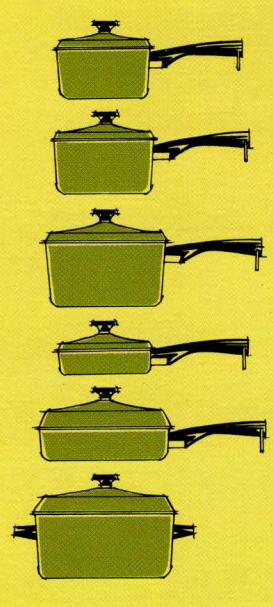
CONTINENTAL ™ by West Bend

CONTINENTAL COOKWARE OPEN STOCK



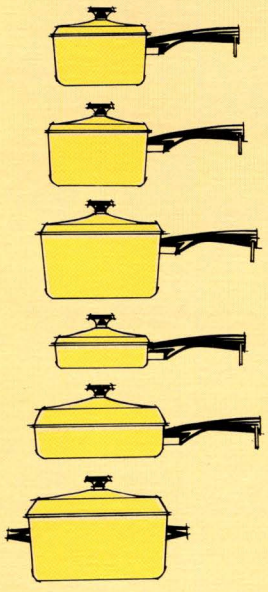
Item No.	Description	Gauge pan	Gauge cover	Ship. wt., Std. pk. of 3, lbs.
1451	1 qt. sauce pan	12	14	5
1452	2 qt. sauce pan	12	14	6¾
1453	3 qt. sauce pan	12	14	8½
1458	8″ skillet	12	14	6¾
1459	10″ skillet	10	14	9¾
1455	5 qt. Dutch Oven	12	14	10¼

POPPY



1501	1 qt. sauce pan	12	14	5
1502	2 qt. sauce pan	12	14	6¾
1503	3 qt. sauce pan	12	14	8½
1508	8″ skillet	12	14	6¾
1509	10″ skillet	10	14	9¾
1505	5 qt. Dutch Oven	12	14	10¼

AVOCADO



1511	1 qt. sauce pan	12	14	5
1512	2 qt. sauce pan	12	14	6¾
1513	3 qt. sauce pan	12	14	8½
1518	8″ skillet	12	14	6¾
1519	10″ skillet	10	14	9¾
1515	5 qt. Dutch Oven	12	14	10¼

HARVEST

Pantryware in fresh 'n bright color

Lively two-tone colors — glowing Poppy Red, refreshing Avocado Green, mellow Harvest Gold — to accent the colorful kitchens of today. Durable stain-resistant finish on aluminum — fade-proof and easy to keep sparkling . . . like new! Attractive medallion-like symbols identify contents.

Harvest Canister Set: No. 13-38; Range Set: No. 13-39; Salt and Pepper Set: No. 13-40. Same specifications as Poppy sets.





Avocado Canister Set: No. 13-35; Range Set: No. 13-36 and Salt and Pepper Set: No. 13-37. Same specifications as Poppy sets.



Poppy Canister Set No. 13-24 4 pc. includes flour, sugar, coffee, tea canisters. Stain-resistant finish on 18 gauge aluminum; Tea canister and all covers, 20 gauge. Black plastic knob (P253-19): black identifying symbols. One set to individual container; ship. wt., standard pack of 3 sets approx. 9½ lbs.

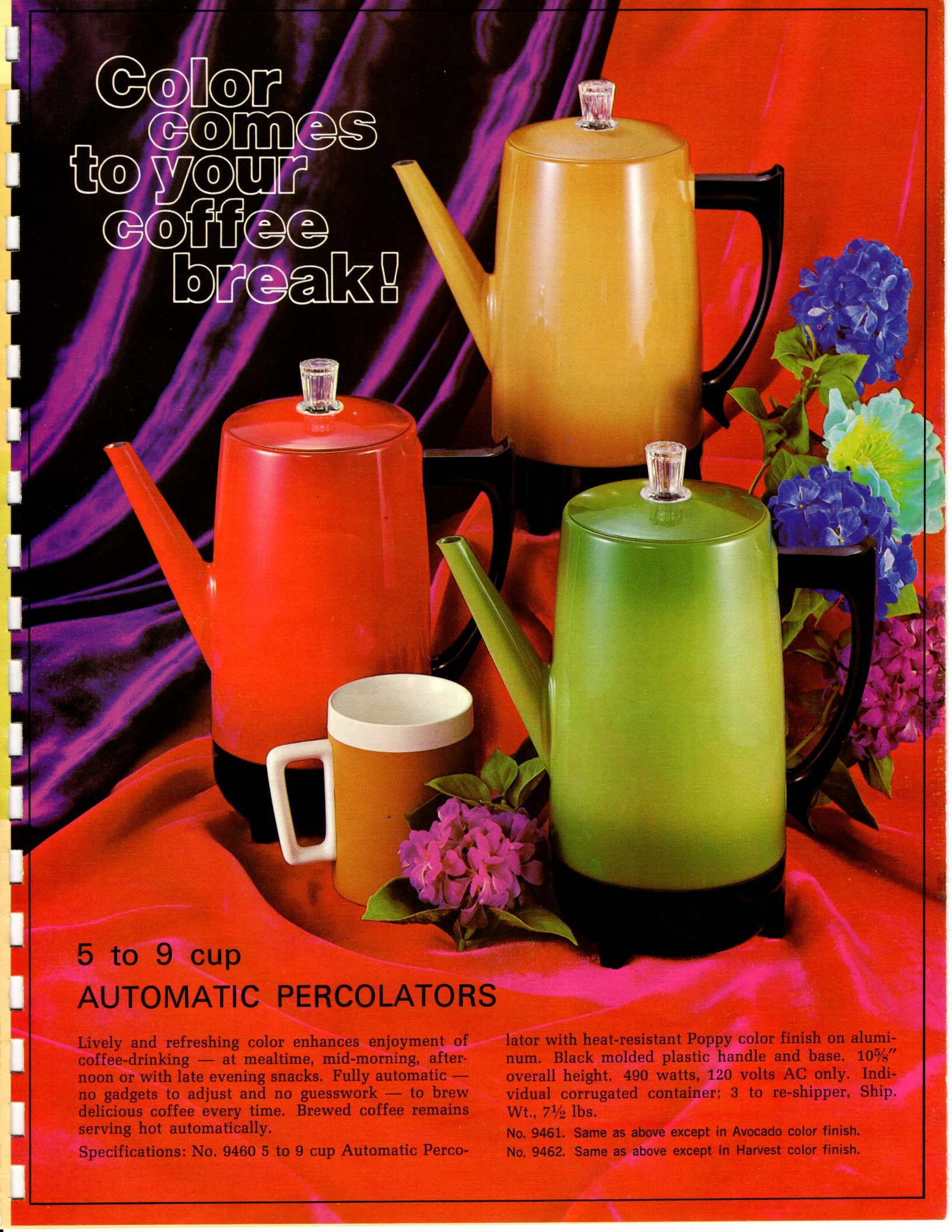
Poppy Range Set No. 13-25 3 pc. range set includes Grease canister, Salt and Pepper shakers. (Grease canister is large enough to hold empty one-pound coffee can to store drippings.) Canister, 18 gauge; cover and shakers, 20 gauge. Shaker caps are plastic (P32-89, P31-89). Standard pack of 3 sets, approximately 3½ lbs. No. 13-26 Salt and Pepper set only.



West Bend's famous trigger-operated Singing Tea Kettle . . . now "sings" in three gay colors . . . Poppy, Avocado and Harvest. Genuine porcelain-on-aluminum. 2½ quart capacity. Flat, all-aluminum base hugs range unit.

Specifications:
No. 1400 Poppy. Gauge: outside, 20; spout, 18. 2½ quart capacity. Individual corrugated container; 3 to a re-shipper, ship. wt., 5½ lbs.

No. 1510 Same as above except Avocado-green
No. 1520 Same as above except Harvest-gold



5 to 9 cup
AUTOMATIC PERCOLATORS

Lively and refreshing color enhances enjoyment of coffee-drinking — at mealtime, mid-morning, afternoon or with late evening snacks. Fully automatic — no gadgets to adjust and no guesswork — to brew delicious coffee every time. Brewed coffee remains serving hot automatically.

Specifications: No. 9460 5 to 9 cup Automatic Percolator with heat-resistant Poppy color finish on aluminum. Black molded plastic handle and base. 10⅝" overall height. 490 watts, 120 volts AC only. Individual corrugated container; 3 to re-shipper, Ship. Wt., 7½ lbs.

No. 9461. Same as above except in Avocado color finish.

No. 9462. Same as above except in Harvest color finish.



CONTINENTAL™

Automatic BUFFET SKILLET

Brilliant new colors

Certified TEFLON II finish*

super-tough for metal kitchen tools

Now . . . West Bend's Automatic Skillet with sparkling porcelain finish in *three* bright new colors . . . Poppy, Avocado and Harvest. Durable porcelain finish is stain-resistant and fade-proof. *Fired-on hard-coat* certified TEFLON II finish for no-stick cooking, no-scour cleaning. Skillet is immersible. High dome cover makes skillet into a roaster. Colorfully styled to enhance dining decor.

Specifications: No. 1450 Automatic Buffet Skillet with two-tone poppy-red porcelain finish on aluminum; 8 gauge skillet, 16 gauge high dome cover. Size: 11" x 11". Fired-on TEFLON finish inside. Molded black handle (P747-20); knob (P238-19); legs (P45-77). Heat control included. 1255 watts, 120 volts AC only. Individual corrugated container, ship. wt., 6¾ lbs. each.

No. 11460. As above except two-tone Avocado-green finish.

No. 1470. As above except two-tone Harvest-gold finish.

*TEFLON is DuPont's registered trademark
TEFLON II is DuPont's certification mark

THE WEST BEND COMPANY
West Bend, Wisconsin 53095

R1014 Rev.

Printed in U.S.A.

Chef Ware® by West Bend

2½ Qt. Casserole-Server

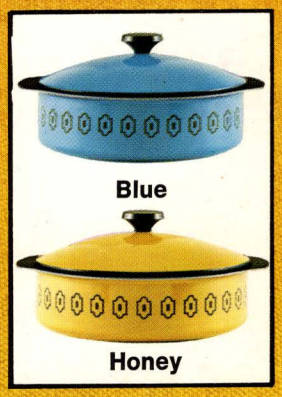
- Fashionably exciting color . . . Pimento, Honey and Blue
- Porcelain on aluminum—for permanent, fadeproof and stain resistant color
- Certified TEFLON II welcomes metal spoons and spatulas

Pimento

DuPont approved finish
TEFLON II
scratch resistant
no stick - no scour

TEFLON is Du Pont's registered trademark.
TEFLON II is Du Pont's certification mark.

Genuine **Porcelain** ON ALUMINUM



Fadeproof
Stain Resistant

FADEPROOF • STAIN RESISTANT

West Bend's new Gourmet Casserole-Server is ideal to cook and serve with traditional gourmet flair. Three vibrant color choices are offered—Pimento red, Honey gold, and Blue—with distinctive decorator motif. Prepare your most cherished gourmet recipes . . . tender, delicate, delicious souffles, chicken baked in tomato and cheese sauce, or tasty beef rolls in wine. Great foods for great appetites . . . and discriminating tastes elegantly and conveniently served right from range to table.

Specifications: **No. 1610 2½ Qt. Casserole-Server.** Pimento color porcelain finish with decorator motif. Aluminum: 12 gauge pan and cover. Certified TEFLON II inside. Inside diameter of pan, 8¾". Individual lithographed container, ship. wt., standard pack of 3, 8⅝ lbs.

No. 1611. Same as above except Honey color.
No. 1612. Same as above except Blue.

WEST BEND®

. . . where craftsmen still care®

product of THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R1084

Litho in U.S.A.

CONTINENTAL(TM)

10" Porcelain finish OPEN SKILLETS

. . . by West Bend

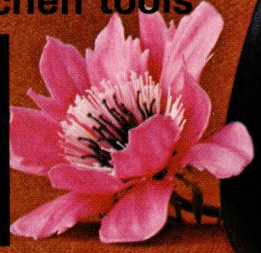
with Genuine Porcelain ON ALUMINUM

and Certified

TEFLON II*

Use smooth-edged metal kitchen tools

DuPont approved finish
TEFLON II
scratch resistant
no stick–no scour
TEFLON is DuPont's registered trademark for its non-stick finish





*TEFLON is DuPont's registered trademark. TEFLON II is DuPont's certification mark.

Colorful and bright porcelain-on-aluminum in a choice of three popular colors — Poppy, Avocado and Harvest. Heat, stain resistant and fadeproof. Super-tough TEFLON* finish allows use of metal spoons, spatulas and other smooth-edged kitchen tools . . . and no-stick cooking, no-scour cleaning. Thick aluminum utensils provide even heating for best cooking results. Corrugated container, pack of 6, ship. wt., 7¾ lbs.

Specifications: No. 1457 10" Open Skillet. Poppy color porcelain outside finish on aluminum pan 14 gauge. Fired-on certified TEFLON II inside finish. Black plastic handle.
No. 1447 Same as above except in Harvest.
No. 1467 Same as above except in Avocado.

THE WEST BEND COMPANY
West Bend, Wisconsin 53095

Printed in U.S.A.



CONTINENTAL by West Bend

- certified TEFLON II finish for easy cleaning
- extra-thick aluminum for even heating

DuPont approved finish
TEFLON II
scratch resistant
no stick-no scour

*TEFLON is DuPont's registered TM
TEFLON II is DuPont's certification mark

New Fired-on hard-coat TEFLON* . . . TEFLON II DuPont certified . . . is a super-tough finish. Foods won't stick . . . washes clean in seconds. There's no need to soak or scour. Metal spatulas and spoons may be used without harm to the stickless surface. Continental's extra-thick aluminum spreads gentle, even heat quickly, using low heat . . . foods keep their natural taste and flavor . . . and low heat cooking is more economical, too. Walnut-brown phenolic handles are complete with stainless steel flame guards and storage rings. Cover knobs are cool, comfortable to grasp.



7 PIECE SET GIFT BOX

No. 212-760 Container lithographed in full-color, includes: 1 and 2 qt. sauce pans with covers; 5 qt. Dutch Oven (cover fits skillet); 10" open skillet. Ship. wt. per doz. sets, 90 lbs.



8 PIECE SET

No. 212-110 Consists of: 1 and 3 qt. sauce pans and covers; 5 qt. Dutch Oven and cover, 8" skillet (uses 3 qt. cover), 10" skillet (uses Dutch Oven cover). Packed one set per re-shippable container. Ship. wt. 114 lbs. (est.) per doz.



9 PIECE SET

No. 212-130 Consists of: 1, 2 and 3 qt. sauce pans and covers; 5 qt. Dutch Oven and cover, 10" skillet (uses Dutch Oven cover). Packed one set per re-shippable container. Shipping wt. 120 lbs. (est.) per doz.



12 PIECE SET

No. 212-109 Consists of: 1, 2 and 3 qt. sauce pans and covers, 5 qt. Dutch Oven and cover, 8" skillet and cover, 10" skillet and cover. Packed one set per re-shippable container. Shipping wt. 144 lbs. (est.) per doz.

R895 Rev.

Printed in U.S.A.

Continental®
by West Bend

fired-on hard-coat TEFLON*-FINISH
for no-stick cooking • no-scour cleaning



1 QT. COVERED SAUCE PAN — Just right for peas or sauces. Double coated Teflon-finish cleans like magic.

ITEM NO.	GAUGE PAN	GAUGE COVER	SHIP WT. PER DOZ.
No. 24101	12	16	16 lbs.



2 QT. COVERED SAUCE PAN — Potatoes, tomatoes, puddings, and frostings cook to perfection with the extra-thick aluminum of Continental Cookware.

ITEM NO.	GAUGE PAN	GAUGE COVER	SHIP WT. PER DOZ.
No. 24102	12	16	22 lbs.



3 QT. COVERED SAUCE PAN — Whole carrots, beets, even small roasts are easy when you use this generous size pan. Walnut-brown phenolic handles — complete with stainless steel flame guards and storage rings.

ITEM NO.	GAUGE PAN	GAUGE COVER	SHIP WT. PER DOZ.
No. 24103	12	16	27 lbs.



8″ COVERED SKILLET — The perfect breakfast skillet; use it for thawing frozen foods, too.

ITEM NO.	GAUGE PAN	GAUGE COVER	SHIP WT. PER DOZ.
No. 24108	12	16	22 lbs.
No. 24108-1U w/o cover	12		18 lbs.



10″ COVERED SKILLET — Not even steaks, roasts or chicken will stick to DuPont's amazing Teflon-finish. No need to add cooking fats or oils.

ITEM NO.	GAUGE PAN	GAUGE COVER	SHIP WT. PER DOZ.
No. 24100	10	16	35 lbs.
No. 24100-1U w/o cover	10		27 lbs.



5 QT. DUTCH OVEN — Twin handles make carrying safer when making chili, soup or the Sunday roast. Even baked-on foods wash off in seconds without soaking or scouring. Foods refuse to stick to DuPont's Teflon finish.

ITEM NO.	GAUGE PAN	GAUGE COVER	SHIP WT. PER DOZ.
No. 24105	12	16	35 lbs.



12″ and 10½″ SKILLETS WITH COVERS — Foods can't stick! Eggs, pancakes and all the other family favorites slide free from DuPont's amazing double-coated Teflon finish. Washes clean in seconds without soaking or scouring. Extra-thick aluminum cooks foods to perfection.

ITEM NO.	DESCRIPTION	GAUGE PAN	GAUGE COVER	SHIP. WT. PER DOZ.
No. 24153	12″ Skillet with cover	10	18	44 lbs.
No. 24122	10½″ Skillet with cover	10	18	40 lbs.

Continental a product of
THE WEST BEND COMPANY, West Bend, Wisconsin

stainless TRi/PLY steel

Gleaming elegance with carefree convenience!



SET INCLUDES:

1 QT. SAUCE PAN with cover

2 QT. SAUCE PAN with cover

3 QT. SAUCE PAN with cover

10" OPEN SKILLET

6 QT. DUTCH OVEN with cover (fits skillet)

SPECIFICATIONS:

No. 7-337, 9 piece Cookware set. 1 qt. sauce pan, .031" three-ply stainless steel; 2 qt. and 3 qt. sauce pans, 6 qt. Dutch Oven, .037"; 10" skillet, .050"; all covers, .025". Flame-guard handles (P740-20) and knobs (253BA-19) of cool phenolic. Handle also has hanging ring. 9 pc. set, corrugated, 4 color lithographed container, ship. wt. approx. 14 lbs.

- **STAINLESS STEEL OUTSIDE**
- **CARBON STEEL FAST-HEAT CORE**
- **STAINLESS STEEL INSIDE**

Now . . . West Bend offers 3 Ply Stainless Steel . . . for best cooking results . . . and carefree convenience. 3 Ply Stainless by West Bend . . . enduring beauty, brightly polished STAINLESS STEEL outside — rapid, even-heating CARBON STEEL FAST-HEAT CORE — and easy cleaning STAINLESS STEEL with "Glo-ray" finish inside . . . for long-lasting service. Dramatically contrasting trim accents the gleaming elegance . . . the cheery beauty of West Bend's 3-ply Stainless Steel cookset.

CONTINENTAL™

by WEST BEND

THE WEST BEND COMPANY, WEST BEND, WIS. 53095

R-957

Printed in U.S.A.

Stainless TRi/PLY Steel

Popular Sizes-Beautifully Styled!

- STAINLESS STEEL INSIDE
- STAINLESS STEEL OUTSIDE
- CARBON STEEL CORE



1 QT. COVERED SAUCE PAN

Sauces, soups, small vegetables.

7511 Std. Pk., 3 — ship. wt., 6½ lbs.



2 QT. COVERED SAUCE PAN

Dried fruits, vegetables, stews.

7512 Std. Pk., 3 — ship. wt., 8 lbs.



3 QT. COVERED SAUCE PAN

Large vegetables, fresh and frozen fruits, chili.

7513 Std. Pk., 3 — ship. wt., 10½ lbs.



8″ COVERED SKILLET

Breakfast for two — eggs, bacon, sausage.

7518 Std. Pk., 3 — ship. wt., 9 lbs.

10″ COVERED SKILLET

Steaks, Chops, Fish, meat sauces.

7510 Std. Pk., 3 — ship. wt., 9 lbs.

6 QT. COVERED DUTCH OVEN

Complete meal, large vegetables, roasts, food for a crowd.

7516 Std. Pk., 3 — ship. wt., 13½ lbs.



No. 7-337. 9 piece, 3 Ply Stainless Steel Cookset

Selected sizes for homemaking convenience. Includes: 1, 2, 3 qt. sauce pans with covers, 10″ open skillet, and 6 qt. Dutch Oven with cover (cover fits skillet). Rapid, even-heating stainless gives best cooking results. Cool phenolic knobs and handles. Handle also has hang-up ring and Flame-guard.



3 PLY!

STAINLESS STEEL COOKWARE

For long-lasting service . . . and enduring beauty — brightly polished STAINLESS STEEL outside . . . rapid, even-heating CARBON STEEL FAST-HEAT CORE . . . and easy cleaning STAINLESS STEEL with "Glo-ray" finish inside.

WEST BEND®

. . . where craftsmen still care®

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

Stainless Steel

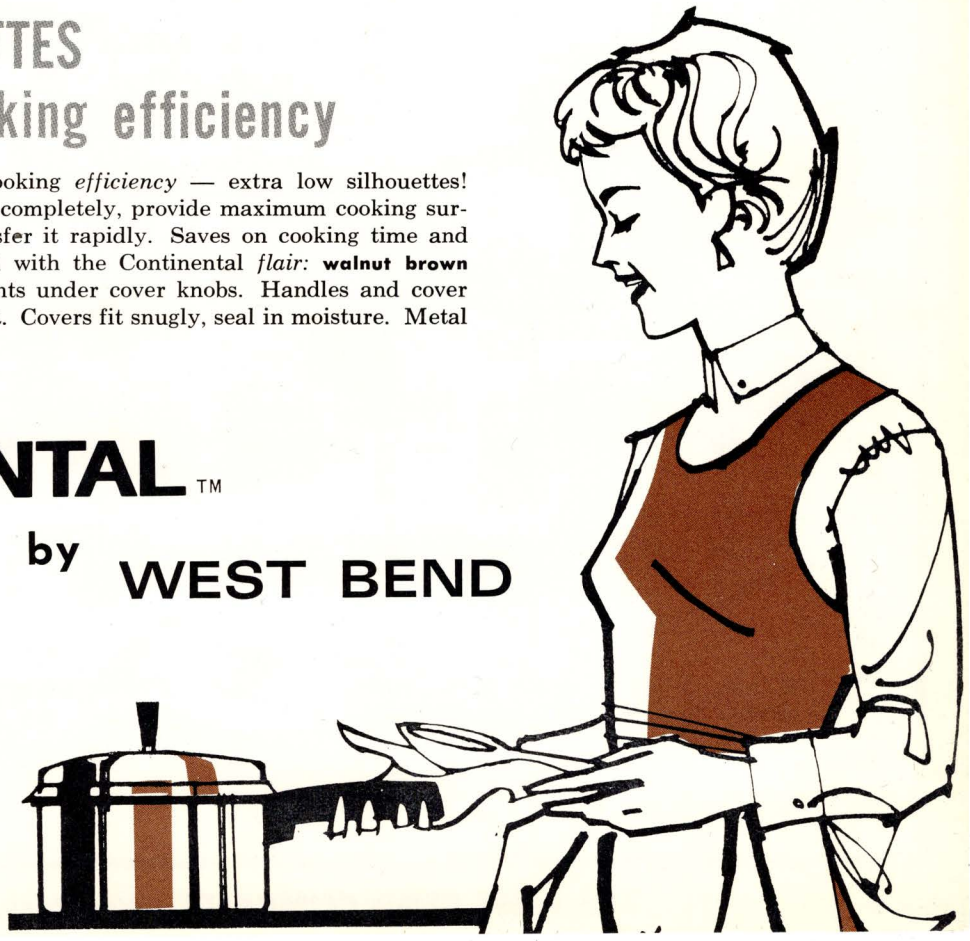


BRILLIANT, SOLID
STAINLESS STEEL

Stainless Steel

New, LOW SILHOUETTES for maximum cooking efficiency

West Bend's newest dimension in cooking *efficiency* — extra low silhouettes! Broad, flat bottoms cover range units completely, provide maximum cooking surface to absorb heat quickly and transfer it rapidly. Saves on cooking time and fuel bills. Solid stainless steel styled with the Continental *flair:* **walnut brown** trim and distinctive **copper-color** accents under cover knobs. Handles and cover knobs are contoured and heat-resistant. Covers fit snugly, seal in moisture. Metal flame guards on handles.



CONTINENTAL™

by WEST BEND

SPECIFICATIONS:

#7-166 Continental Stainless Steel cookware set consisting of 1, 2 and 3 qt. sauce pans with covers, 10½" skillet with cover, and 5¾ qt. dutch oven with cover. Skillet features 18-8, TRI-PLY stainless steel. Std. pack ship. wt. for #7-166 set: 12 lbs.

#7-195 Same as above except 10½" skillet furnished without cover (uses Dutch Oven cover). Ship. wt. per set: 9½ lbs.

CONTINENTAL™ SOLID STAINLESS STEEL

new, low silhouettes for maximum cooking efficiency **by West Bend**



#7641, **1 qt. covered sauce pan.**
Packed 3. Wt. per std. pack—3¾ lbs.



#7642, **2 qt. covered sauce pan.**
Packed 3. Wt. per std. pack—4½ lbs.



#7643, **3 qt. covered sauce pan.**
Packed 3. Wt. per std. pack—5½ lbs.



#7646, **5¾ qt. dutch oven with cover.** Packed 3. Wt. per std. pack — 8½ lbs.



#7649, **10½″ covered skillet.**
Packed 3. Wt. per std. pack—8½ lbs.

R1087

THE WEST BEND COMPANY, West Bend, Wisconsin, 53095

Litho in U.S.A.



WEST BEND®

Teflon* Bakeware

DOUBLE COATED

in new dark chocolate color

BAKE OFF 20 — a great American event

West Bend Teflon-coated bakeware was selected for use in the 1969, annual Pillsbury Bake-Off.

NO-STICK COOKING WITH NO-SCOUR CLEAN-UP
TEFLON®
DU PONT APPROVED FINISH
*TEFLON is Du Pont's registered trademark for its TFE non-stick finish.

Teflon is DuPont's registered trademark for its TFE non-stick finish.



COOKIE and BAKE PAN

Bakes beautifully! Swishes clean! Seamless aluminum; no hidden corners. Double-coated Teflon in appealing new dark chocolate color. Packed 6 per container.

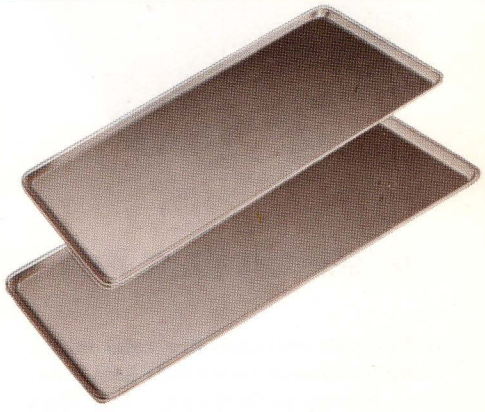
No.	overall dim. in.	gauge	ship. wt. per doz.
4246	15½ x 10½ x 1	18	12½ lbs.



9″ JUICE-SAVER PIE PAN

Extra wide juice catcher rim guards against oven spatter. Double-coated Teflon makes cleaning easier than ever. Seamless aluminum. Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4277	11 dia.	20	5½ lbs.



COOKIE SHEETS

No need to soak or scour; DuPont's double-coated Teflon cleans without hard rubbing. Seamless aluminum spreads heat evenly and quickly. Most cookies do not even need a greased pan. Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4256	15½ x 12	18	11 lbs.
4257	17 x 14	18	13½ lbs.

WEST BEND®

Teflon* Bakeware

DOUBLE COATED

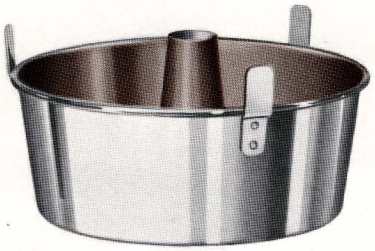
* TEFLON is Du Pont's registered trademark.



BAKE and ROAST PAN

Double-coated Teflon makes these big, seamless aluminum pans quick 'n easy to clean. Even burned-on meat drippings refuse to stick to this dark chocolate color Teflon-finish. Ideal for baking cakes and rolls, too. Two practical sizes. Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4237	12 x 17	18	18½ lbs.
4264	9½ x 13	18	11½ lbs.



ANGEL FOOD CAKE PAN

Sturdy aluminum, double-coated with DuPont's amazing Teflon-finish cleans like a dream without hard scouring. Cakes are easy to remove without crumbling. Three sturdy legs support cake while cooling. Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4240	10 x 4 in. high	20	12 lbs.



6 and 12 CUP MUFFIN PANS

Double-coated Teflon in dark chocolate color. Bakes generous size muffins, biscuits, and cupcakes. Cups measure 2⅝" x 1" deep. Seamless aluminum bakes thru and thru. Swishes clean. Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4236 6 cup	9¾ x 6¾	18	3½ lbs.
4238 12 cup	12¾ x 9¾	18	6½ lbs.



9" SQUARE CAKE PAN

Holds most standard-size cake mixes. Seamless aluminum spreads heat evenly — browns perfectly too. And West Bend double-coated Teflon is a lot easier to clean! Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4245	9 x 9 x 2	20	6½ lbs.



9" ROUND CAKE PAN

Every kitchen needs several of these layer cake pans. Seamless aluminum plus double-coated Teflon finish makes baking easier than ever. Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4255	9 dia.	20	6 lbs.



MEAT LOAF PAN

Meat loaf bakes evenly and deliciously. An ideal bread pan, too. There's no need to soak or scour, foods wash away in just seconds with no scouring — ever. Seamless aluminum. Packed 6 per container.

No.	overall dim. in.	gauge	ship. wt. per doz.
4247	5 x 9 x 3	20	5½ lbs.

Bakeware of Distinction

a product of

THE WEST BEND COMPANY

West Bend, Wisconsin

Printed in U.S.A.

R897 Rev.

The New West Bend Mixing Bowl with pouring lip, graduation marks and handle

Homemakers will agree . . . West Bend's Grip 'n Whip — The new mixing bowl with a handle and pouring lip — has a place in every kitchen.

Comfortable side handle is easy to hold—easy to pour. Eliminates holding on to side or slippery rim.

Pouring lip positioned for easy pouring. Reduces messy dripping. Graduation marks are easy to see.



West Bend®

3 QUART

Stainless Steel

Grip 'n Whip

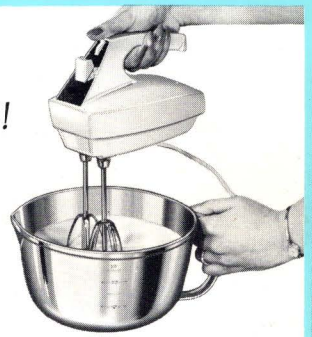
Stainless Steel Mixing Bowl

Specifically designed for portable electric mixers, or hand mixing; this three quart bowl is especially easy to hold or carry. The sturdy, all metal handle provides a safe grip — keeps fingers away from spinning mixer blades. Graduation marks and pouring lip make this stainless steel bowl extra handy for any kitchen task.

SPECIFICATIONS:

No. 7053 — Electropolished stainless steel with handle. Top inside diameter 8". Individually packed in corrugated container. Strapped in threes. Shipping wt. 18 lbs. (approx.) per dozen.

ELECTRIC MIXING!



PERFECT FOR POURING!



STORAGE!



THE WEST BEND COMPANY West Bend, Wisconsin

R-465

Printed in U.S.A.

West Bend®

MIXING BOWLS OF Stainless Steel



- FOR USE WITH ELECTRIC MIXERS
- THREE SPECIALLY SELECTED SIZES FOR EVERY PURPOSE
- SMOOTHLY ROUNDED FOR EASIER MIXING
- CLEANS LIKE MAGIC

Each bowl is packed in individual corrugated container; 3 to a re-shipper.

West Bend offers a complete set of gleaming stainless steel bowls for a lifetime of use. There are three specifically designed sizes — ¾ quart, 1½ quart and 3½ quarts — for every daily use from beating one egg to mixing a chiffon cake. They can be easily nested together. A drop on the floor won't even dent these bowls because they're made of super-hard stainless steel. Yet they're light and easier to handle than old-fashioned crockery bowls. Each bowl has a smooth finish with gently rounded sides that make it easy to get every last bit of batter. All three sizes are designed for use with electric food mixers.

BOWL Master®

No. 7-9 MIXING BOWL SET

Set of three in corrugated container. Ship wt. per doz. 33 lbs.; 3 to re-shipper.

No. 7034, 3½ quarts. The big, convenient size for cake mixes, waffle or pancake batter. Fits electric mixers. Wonderful for preparing yeast dough, washing vegetables, making salads and storing food in pantry or refrigerator. Excellent, too, for serving salads,, fruit, popcorn, potato chips. Overall diameter 9⅜", depth 4-5/16", ship. wt. per doz. 16 lbs.

No. 7035, 1½ quart. A middle-sized bowl for middle-sized jobs. Made to order for mixing mayonnaise, whipping cream and beating egg whites for meringues and sauces. Perfect for sauces and thickenings. Has smoothly rolled edge which is easy to grasp for hand mixing. Overall diameter 6½", depth 4-5/16", ship. wt. per doz. 10 lbs.

No. 7036, ¾ quart. Just the right size for use with small portable mixers or with one beater of a regular electric mixer. Ideal for hand beating one or two egg yolks, making a small amount of frosting, warming or melting foods on the range or keeping food in refrigerator. Overall diameter 5", depth 3⅝", ship. wt. per doz. 7 lbs.

PRODUCTS OF THE WEST BEND COMPANY, WEST BEND, WISCONSIN

WP-317

Printed in U.S.A.

WEST BEND®

perfect companions for any standard or portable electric or hand mixer



3 QUART



1½ QUART



BOWLS NEST FOR EASY STORAGE



¾ QUART

MIXER MATE stainless steel MIXING BOWLS

Truly a housewife's delight . . . the handiest bowls she'll ever own. Specifically designed for use with any electric mixer, these gem-hard .016 stainless steel bowls will serve a lifetime of needs, yet stay bright-as-new through constant daily use. They are versatile too, because these different sizes can also be used for everything from serving popcorn to feeding the dog. Clean up in a jiffy too, and stainless steel won't corrode, rust, chip, crack, break or stain.

SET 7-217

PRODUCT OF THE WEST BEND COMPANY, WEST BEND, WISCONSIN

WP381

Printed in U.S.A.

Section 2
insulated serveware

BEVERAGE SERVERS, 44 oz.

CASSEROLE SERVERS, 2 qt.

COFFEE CUPS, 7 oz.

ICE BUCKET, 4 qt.

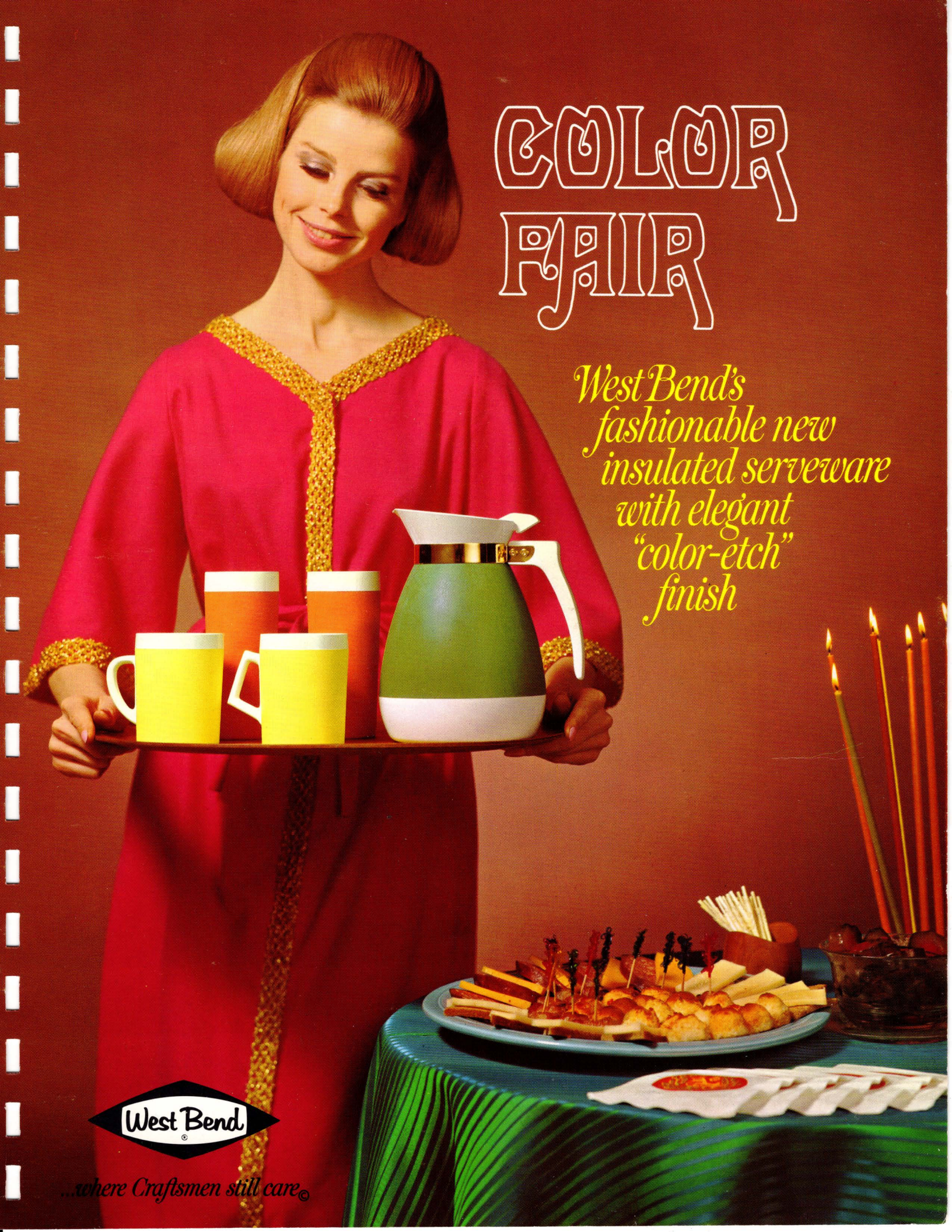
MUGS, 10 oz.

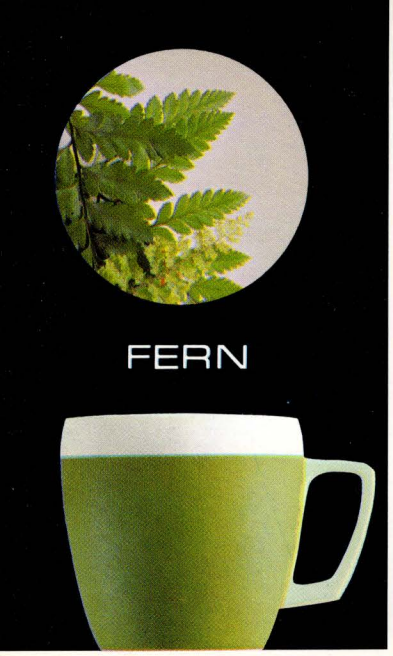
STEINS, 16 oz.

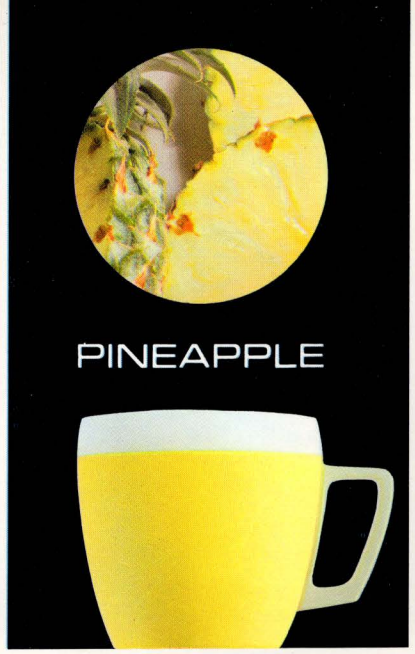
SALAD 'N SERVE SET, 7 pc.

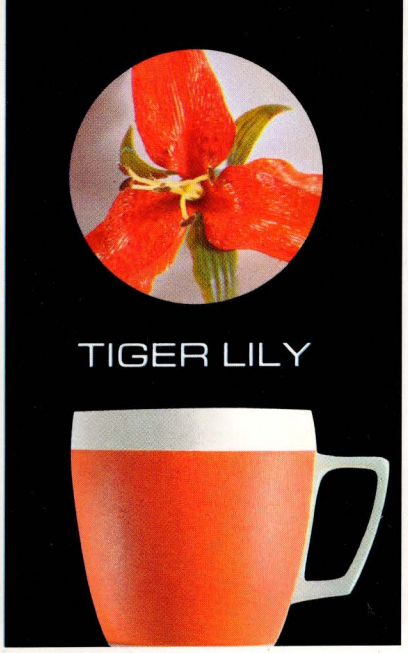
TUMBLERS, 12 oz.

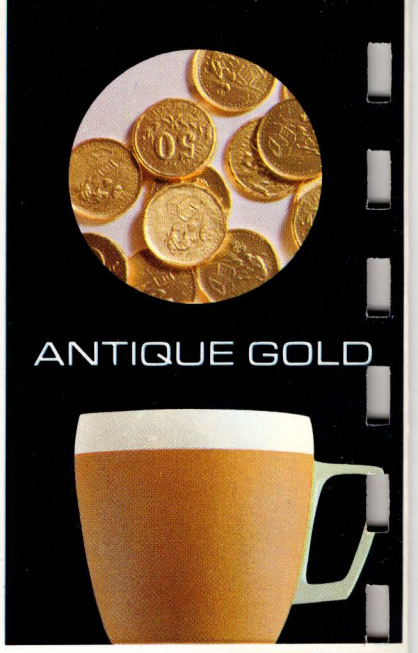



COLOR FAIR
West Bend's fashionable new insulated serveware with elegant "color-etch" finish
West Bend
...where Craftsmen still care©













7 OZ. INSULATED COFFEE CUPS

Good coffee occasions are more cheerful with Color Fair's bright color styling. Double-wall insulated for hot or cold beverages. Top-rack dishwasher safe. Generous capacity.

Item	Description	Color	Std. Pk.	Ship. Wt., Std. Pk., lbs.
No. 21-1	Set of 4, 7 oz. cups	Fern	3	4¼
No. 21-2	Set of 4, 7 oz. cups	Pineapple	3	4¼
No. 21-3	Set of 4, 7 oz. cups	Tiger Lily	3	4¼
No. 21-4	Set of 4, 7 oz. cups	Antique Gold	3	4¼

COLOR FAIR





44 OZ. INSULATED BEVERAGE SERVER

Introduces "color-flair" into graceful, convenient serving . . . hot or cold beverages. Double-wall insulated to hold temperatures . . . serving hot or icy cold. No condensation on outside when serving cold drinks. Top-rack dishwasher-safe. Shockproof. Fade-proof H & G colors.

Item	Description	Color	Std. Pk.	Ship. Wt., lbs.
2309	44 Oz. Server	Fern	1	2¼
2319	44 Oz. Server	Pineapple	1	2¼
2329	44 Oz. Server	Tiger Lily	1	2¼
2339	44 Oz. Server	Antique Gold	1	2¼

COLOR FAIR

12 OZ. INSULATED TUMBLERS

Generous size—12 ounces of delicious hot or cold beverages. Double-wall insulation prevents condensation when serving cold drinks . . . comfortable to hold when serving hot drinks (eliminates rings on furniture). Top-rack dishwasher safe, fade-proof color, "color-etch" textured finish resists scratching.

Item	Description	Color	Std. Pk.	Ship. wt. lbs.
21-9	Set 4, 12 oz. Tumblers	Fern	3	5
21-10	Set 4, 12 oz. Tumblers	Pineapple	3	5
21-11	Set 4, 12 oz. Tumblers	Tiger Lily	3	5
21-12	Set 4, 12 oz. Tumblers	Antique Gold	3	5

Double-Wall Insulated • Vacuum Sealed • Top-Rack Dishwasher Safe • Shock Proof

COLOR FAIR



10 OZ. INSULATED MUGS

Great for coffee, or cold punch! Well-balanced, colorful. Fadeproof House and Garden colors, double-wall insulated. Top-rack dishwasher-safe, and scratch resistant.

Item	Description	Color	Std. Pk.	Ship. Wt., per std. pk., lbs.
21-5	Set of 4, 10 oz. Mugs	Fern	3	5½
21-6	Set of 4, 10 oz. Mugs	Pineapple	3	5½
21-7	Set of 4, 10 oz. Mugs	Tiger Lily	3	5½
21-8	Set of 4, 10 oz. Mugs	Antique Gold	3	5½





- **Serve Hot or Iced-cold Beverages**
- **New color-etch finish resists scratches**
- **Double-wall Insulated—prevents condensation with cold beverages — comfortable to handle with hot beverages. Vacuum sealed.**

16 OZ. INSULATED STEINS

Wherever friendly folks get together these festival-color steins are ready to join the hearty toasting and saluting to the pleasures of good company. Sets of 4 gift-boxed. Top-rack dishwasher safe. No condensation. Fade-proof House and Garden colors.

Item	Description	Color	Std. Pk.	Ship. Wt., per std. pk., lbs.
21-13	Set of 4, 16 oz. Steins	Fern	3	9
21-14	Set of 4, 16 oz. Steins	Pineapple	3	9
21-15	Set of 4, 16 oz. Steins	Tiger Lily	3	9
21-16	Set of 4, 16 oz. Steins	Antique Gold	3	9

COLOR FAIR



4 QT. INSULATED ICE BUCKET

Colorful and fashionable way to serve ice cubes for frosty drinks. Keeps ice up to 4 hours. "Color-etch" textured finish resists scratches. Fadeproof House and Garden colors. Double-wall insulated and vacuum sealed.

Item	Description	Color	Std. Pk.	Ship. wt., Std. pk., lbs.
No. 2308	4 qt. Ice Bucket	Fern (shown)	1	3½
No. 2318	4 qt. Ice Bucket	Pineapple	1	3½
No. 2328	4 qt. Ice Bucket	Tiger Lily	1	3½
No. 2338	4 qt. Ice Bucket	Antique Gold	1	3½

West Bend®

...where Craftsmen still care ©

THE WEST BEND COMPANY,
WEST BEND, WISCONSIN 53095

© Copyright, 1967,
The West Bend Company,
West Bend, Wisconsin 53095

in authorized 1968 H&G COLORS

COMPLETE COLOR FAIR GROUP

in either of 4 fadeproof H & G colors — Fern (shown), Pineapple, Tiger Lily, and Antique Gold — with pure white interiors and trim.

Printed in U.S.A.

West Bend 7 pc. Salad 'n Serve Set

- Walnut grain textured finish
- Enduring molded plastic
- Looks like wood
- Resistant to salad oils
- Dishwasher safe

COLOR FAIR



West Bend's handsome new Color Fair Salad 'n Serve set has the great look of walnut with a new kind of durability. Molded of virtually unbreakable plastic. The set is dishwasher safe (top rack) and is impervious to salad oils and vinegar as well as detergents. The complete set is available in attractive "Color Fair" gift packaging. For salads, desserts, dips, popcorn and snack chips.

No. 21-37 7 Pc. Salad 'n Serve Set. Includes 4 - 6" bowls, 1 - 12" bowl, 1 fork and spoon. Individually Gift boxed. Molded plastic, walnut grain textured finish. 3 sets to a re-shipper, ship. wt., 10 lbs.

No. 21-38 Four 6" Salad Bowls. 6 sets of 4 to a re-shipper, ship. wt., 9 lbs.

WEST BEND®

. . . where Craftsmen still care®

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

Printed in U.S.A.

New West Bend 2 Qt. Insulated Casserole Server

COLOR FAIR



NO STICK COOKING WITH NO SCOUR CLEAN UP
TEFLON
DU PONT APPROVED FINISH

no stick, no scour Teflon-coated aluminum inset pan cleans in a jiffy!



ANTIQUE GOLD

PINEAPPLE

FERN

TIGER LILY

Thermo-maid in 4 House & Garden decorator colors!

Prepare your favorite casserole, gelatin salad or one-layer cake mix, place it in the inset pan . . . then bake, freeze or chill it! At serving time, pop the pan into the double-wall plastic insulated dish and take it wherever you wish. Foods will stay piping-hot or icy-cold for hours. Aluminum inset pan is coated with no-stick, no-scour Teflon for easy and fast cleaning. Serving dish is smartly designed in scratch-resistant, color-etch finish, with smooth white liner.

Item No.	Description	Color	Std. Pk.	Ship. Wt., Std. Pk.
2320	2 qt. Casserole	Fern	1	2½ lbs.
2321	2 qt. Casserole	Pineapple	1	2½ lbs.
2322	2 qt. Casserole	Tiger Lily	1	2½ lbs.
2323	2 qt. Casserole	Antique Gold	1	2½ lbs.

WEST BEND®

. . . where Craftsmen still care®

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R-1055

Printed in U.S.A.



Section 3

electric housewares
buffet appliances

BEAN POT, electric

BEAN POT SET

BROILER-ROTISSERIE, electric

BUFFET CHEF, automatic Teflon-coated

BUFFET-PATIO SERVER, electric

BUFFET-PATIO SERVER SET

BUFFET SKILLETS
- automatic, Teflon-coated
- automatic, with hi-dome cover, Teflon-coated
- porcelain on aluminum, Teflon-coated

CORN POPPERS
- automatic 4 qt., Teflon-coated
- automatic 4 qt., Teflon-coated base
- automatic 4 qt., electric

COUNTRY CASSEROLES
- automatic, 3½ qt., Teflon-coated, porcelain on aluminum

COUNTRY SKILLETS
- automatic, 10″ round
- automatic, 12″ round
- Teflon, coated, porcelain on aluminum

COUNTRY KETTLE, automatic, Teflon-coated

ELEC-TRIVET
- electric, porcelain on steel

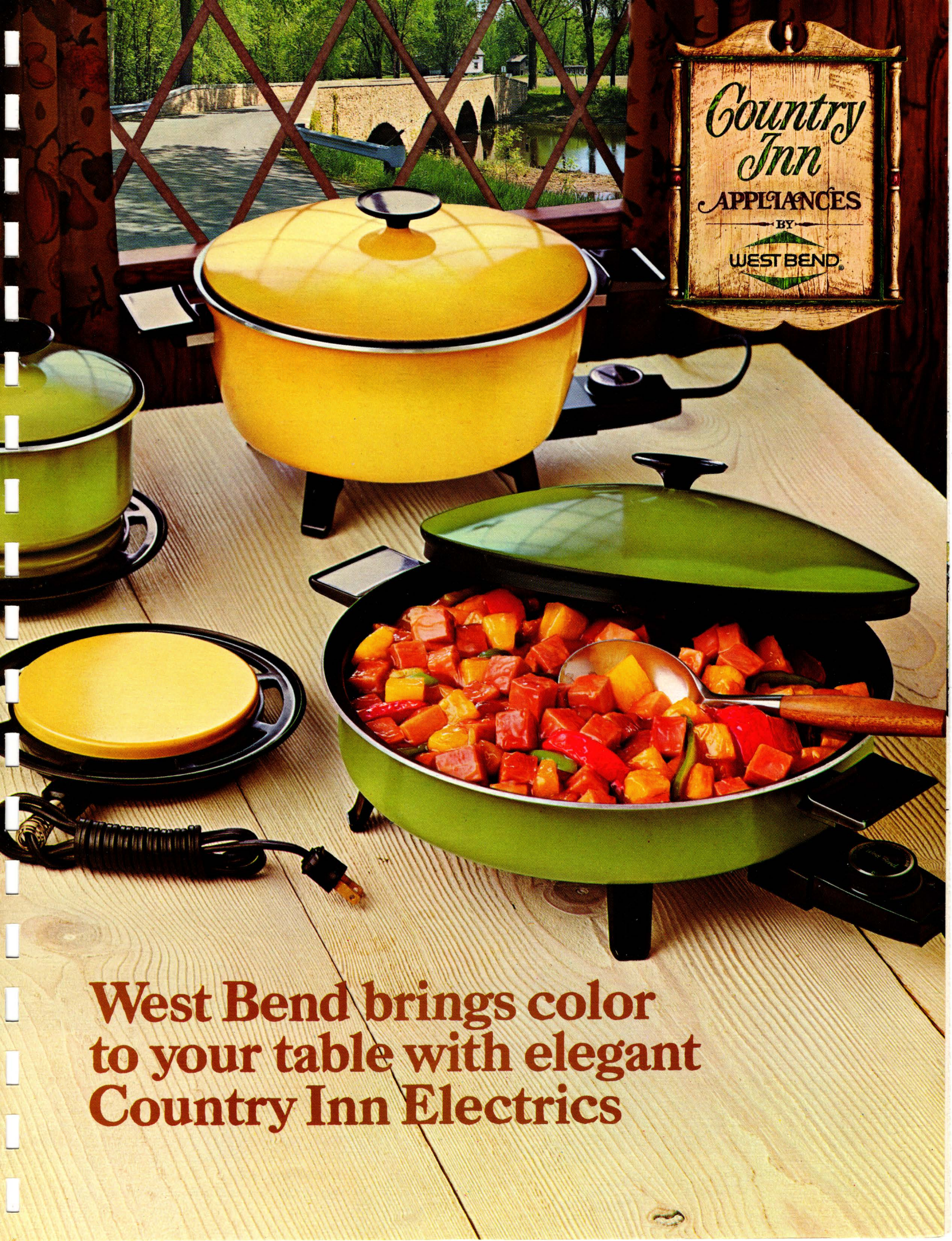
GRIDDLE, automatic, Teflon-coated

HOT WATER HEATER, automatic, polished aluminum

SKILLETS
- automatic, Teflon-coated, polished aluminum
- automatic, with hi-dome cover, Teflon-coated, polished aluminum

TOASTERS, electric, 2 and 4 slice

TEFLON is DuPont's registered trademark
TEFLON II is DuPont's certification mark



West Bend brings color to your table with elegant Country Inn Electrics



West Bend's 10″ and 12″ Automatic *Country Skillet*

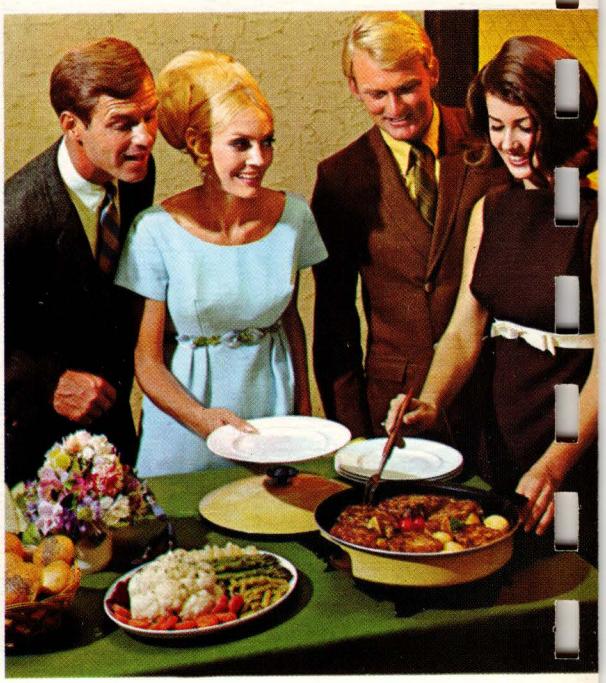
Too pretty to hide in the kitchen! More than just pretty, West Bend's Country Skillets have all the features, all the versatility to meet modern cooking needs. They cook and serve anywhere there's an electrical outlet—*automatically.* Simply set the heat control dial, and proper temperatures (from 150° to 425°) are maintained for cooking and serving. Interiors are lined with DuPont's certified TEFLON II*...scratch-resistant for carefree cooking, non-stick for carefree cleaning. Colorful porcelain-clad aluminum stays fresh looking for years and years, even if cleaned day-in, day-out in an automatic dishwasher!

10″ Family-Size

Ideal for breakfast foods, main dishes, luncheon and patio fare • Genuine porcelain-on-aluminum • Certified TEFLON II* interior finish • Fully automatic heat control • Fadeproof, stain-resistant, dishwasher-safe

No. 3309, Avocado; No. 3319, Harvest





12″ Buffet-Size

Generously sized for "country-style" breakfasts, rec room parties, company dinners • Genuine porcelain-on-aluminum • Certified TEFLON II* interior finish • Fully automatic heat control • Fadeproof, stain-resistant, dishwasher-safe

No. 3350, Avocado; No. 3360, Harvest

West Bend's 3½ Qt. Automatic

Country Casserole

Tasty casseroles, hearty soups and chowders, delicious party dishes of spareribs or beef stroganoff — even desserts and snacks — can be prepared and served with automatic ease in West Bend's Country Casserole. Fired-on certified TEFLON II* interior finish invites use of metal kitchen tools, and provides the pleasureable convenience of no-stick cooking and no-scour cleaning. Lovely for dinner table or buffet use, the casserole wears porcelain exterior finish in fashionable two-tone color — color that won't fade, that resists staining and is completely dishwasher-safe!

Just right for family meals and small informal parties • Genuine porcelain-on-aluminum • Certified TEFLON II* interior finish • Fully automatic heat control • Fadeproof, stain-resistant, dishwasher-safe

No. 3304, Avocado; No. 3314, Harvest



West Bend's 5 Qt. Automatic

Country Kettle

Buffet dinners, backyard patio parties, open-house gatherings, teenage get-togethers. . . . What's needed for these occasions? Food! Good food and plenty of it — easily prepared and tastefully served. The Country Kettle is ideally suited for preparing large amounts of chili, barbecue or spareribs. Equally well, it bakes potatoes, simmers a pot roast, acts as a food warmer, and works as a deep-fryer, too — for fish, chicken or doughnuts. It features dishwasher-safe porcelain finish on the outside, no-scour TEFLON II* on the inside. And the Teflon is scratch-resistant, so tough it welcomes *metal* kitchen tools! Detachable heat control regulates cooking and serving temperatures from 150° to 425°.

For use as a cooker, roaster, deep-fryer, food warmer and server • Genuine porcelain-on-aluminum • Certified TEFLON II* interior finish • Fully automatic heat control • Fadeproof, stain-resistant, dishwasher-safe

No. 3365, Harvest; No. 3366, Avocado



West Bend's

Country Inn

Elec-Trivet

This handy low-wattage trivet-heater keeps buffet favorites deliciously-hot throughout meal serving. (Ideal, too, for slow-simmering beans, soups, stews!) It distributes heat quickly, yet gently, to stainless steel and aluminum utensils — and it's perfectly safe when using porcelain, ceramic, china or glass serving ware. Colorful rock-hard porcelain finish on stainless steel wipes clean with a damp cloth. Black phenolic trim.

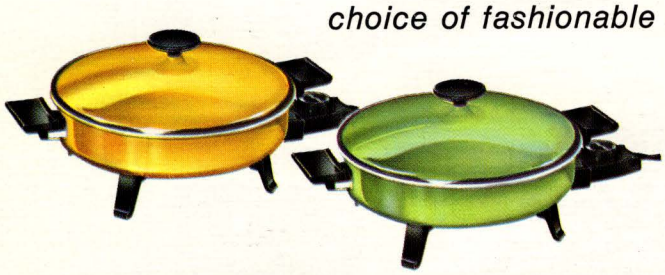
Genuine porcelain-on-steel • Black phenolic trim • 80 watts • Safe for buffet, counter or table-top use

No. 3324, Avocado; No. 3325, Harvest



West Bend Country Inn Electrics

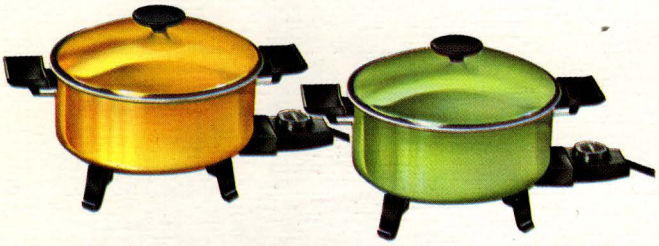
choice of fashionable Avocado or festive Harvest



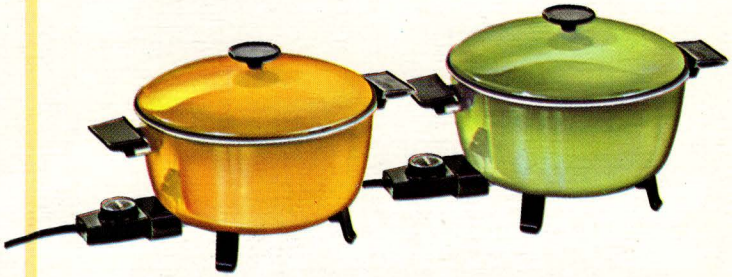
No. 3309 Avocado; No. 3319 Harvest — 10″ Automatic Skillet. Porcelain finish on 8 gauge aluminum; 12 gauge cover. Molded black plastic trim. Fired-on certified TEFLON II* inside skillet; regular Teflon inside cover. Immersible. Automatic Heat Control included. 1050 watts, 120 volts, AC only. Standard pack of 2, ship. wt., 10½ lbs. approx.



No. 3350 Avocado; No. 3360 Harvest — 12″ Automatic Skillet. Porcelain finish on 8 gauge aluminum; 12 gauge cover. Molded black plastic trim. Fired-on certified TEFLON II* inside skillet; regular Teflon inside cover. Immersible. Heat Control included. 1250 watts, 120 volts, AC only. Standard pack of 2, ship. wt. 15¼ lbs. approx.



No. 3304 Avocado; No. 3314 Harvest — 3½ Qt. Automatic Casserole. Porcelain finish on 8 gauge aluminum; 12 gauge cover. Molded black plastic trim. Fired-on certified TEFLON II* inside pan; regular Teflon inside cover. Immersible. Heat Control included. 850 watts, 120 volts, AC only. Standard pack of 2, ship. wt., 8½ lbs. approx.



No. 3366 Avocado; No. 3365 Harvest — 5 Qt. Automatic Kettle. Porcelain finish on 8 gauge aluminum; 12 gauge cover. Molded black plastic trim. Fired-on TEFLON II* inside kettle; regular Teflon inside cover. Immersible. Heat Control included. 1350 watts, 120 volts, AC only. Standard pack of 2, ship. wt., 15½ lbs.



No. 3324 Avocado; No. 3325 Harvest — Elec-Trivet. Low wattage heater. Porcelain finish on .047″ steel. Diameter, including decorative plastic rim, 8″. 80 watts, 120 volts, AC only. Cord included. (Not immersible). Individual "gift" carton. Standard pack of 2, ship. wt. 3½ lbs.

Genuine Porcelain on Aluminum

DuPont approved finish TEFLON II scratch resistant no stick - no scour

Country Inn Electrics . . . featuring genuine porcelain outside, super-tough TEFLON II inside . . . are heat and fade-proof, stain-resistant and dishwasher safe.

*TEFLON is DuPont's registered trademark. TEFLON II is DuPont's certification mark.

Country Inn The Craftsman identification in cookware and electrics...



National Advertising

Millions of readers are pre-sold through West Bend's advertising in top magazine media.

Attention is focused on Country Inn cookware and electric appliances through single and double-page, full color ads in carefully selected home service and women's magazines such as *McCall's* and *Better Homes and Gardens.*



Point-of-Purchase Identification

Store counter selling aids include West Bend's Country Kettle display (No. D-302) and a plaque for all Country Inn Electrics (No. D-288).



Full Color

GIFT-DISPLAY "PICTURE PACKAGES"

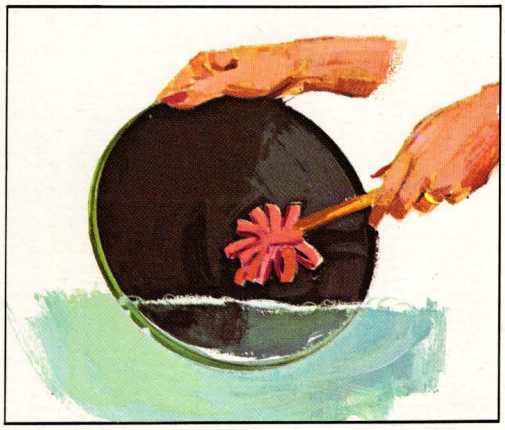
Handsomely designed "picture" packaging is lithographed in full color to present Country Inn Electrics for attractive display and for gift appeal.



Country Inn Electrics serve a full course of sales features too!



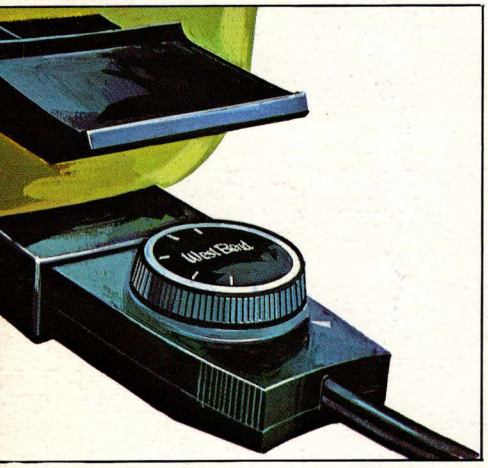
Fired-on certified TEFLON II* is scratch-resistant for carefree cooking — it welcomes the use of your metal spatulas and spoons. It cleans in seconds, without soaking, scrubbing or scouring!



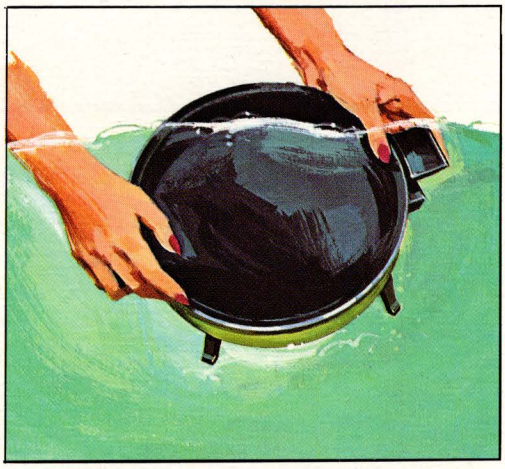
The inside of each cover has a double coating of Teflon for cleaning ease. Phenolic cover knobs, handles and legs are heat-resistant for handling comfort and safe table-top use.



Colorful, genuine porcelain resists stains, is fadeproof and automatic dishwasher safe! Extra-thick aluminum conducts heat quickly and evenly for efficient cooking.



"Dial-a-meal" wherever there's an electrical outlet! Detachable heat control provides accurate cooking and serving temperatures from 150° to 425°. Fully automatic.



Completely immersible when heat control is removed. Simply pop appliance in dishpan or automatic dishwasher, and swish clean, just as you would a dinner plate!



Beautifully styled in fashion's most popular colors, Country Inn Electrics are designed for buffet or dinner table use. Country Inn "companions" include cook 'n serveware, canisters and range set.

WEST BEND®

...where craftsmen still care®

THE WEST BEND COMPANY
West Bend, Wisconsin 53095

R-1044

Printed in U.S.A.

NEW PARTY SKILLET

by West Bend®

West Bend's new Automatic Buffet Skillet goes "high hat" for parties . . . to cook and serve generous-size roasts, baked ham or festive meat loaf.

Color styled in fashion's bright, glowing avocado and harvest porcelain finish . . . designed with dramatic advantages of black hard-coat Fired-on Teflon*, high-dome cover and automatically controlled heat.

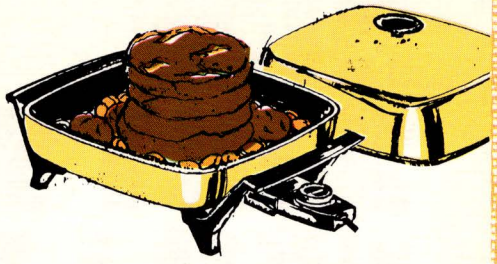


WEST BEND'S NEW

AUTOMATIC BUFFET SKILLET

with HIGH-DOME COVER

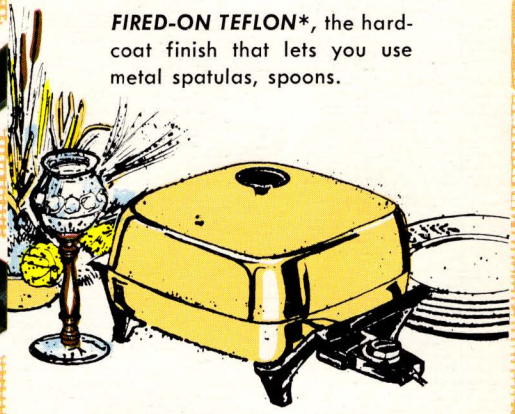




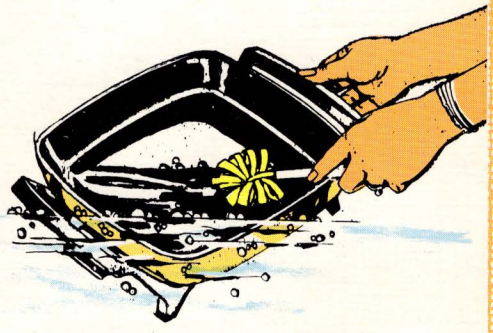
HIGH DOME COVER for roasting, baking and cooking large quantity recipes.



FIRED-ON TEFLON*, the hard-coat finish that lets you use metal spatulas, spoons.



BUFFET SERVICE . . . beautifully styled to enhance dining atmosphere.



IMMERSIBLE for thorough, easy cleaning.

Automatic . . . to maintain correct temperatures for both cooking and serving . . . to prepare great party dishes. A hostess can have complete confidence that her favorite recipes will be perfect . . . roast duck, round-of-beef, or crown of lamb. Also fry golden, tender chicken, grill bacon or pancakes. Serving is easy . . . for buffet, supper, luncheon or formal dinner. Temperature is automatically controlled to keep foods simmer-hot and delicious for guests when they arrive.

DuPont approved finish
TEFLON II
scratch resistant
no-stick, no-scour

Genuine
Porcelain
ON
ALUMINUM

Specifications:

No. 3344 Automatic Buffet Skillet with High Dome cover. Skillet is triple-thick aluminum, 8 gauge; cover is 16 gauge. Molded black phenolic handles, (#P737-20), Knob, (#P128-26). Size: 11" x 11". Fired-on hard-coat Teflon finish inside; avocado-color porcelain outside. Cover is porcelain finished to match the skillet. Heat control included . . . 1255 watts, 120 volts AC only. Individual corrugated container, ship. wt., approx. 5¾ lbs.

No. 3364. Same as above in Harvest color porcelain.

product of
THE WEST BEND COMPANY
West Bend, Wisconsin 53095

West Bend ©

where craftsmen still care ©

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*TEFLON is DuPont's TM for non-stick finish.

R-910 REV.

Printed in U.S.A.

Fired on

HARD COAT

DuPont approved finish
TEFLON II
scratch resistant
no stick no scour

automatic SKILLET

Tough, new Fired-on hard-coat Teflon II* surface prevents sticking—lets metal spatulas and spoons be used. Foods glide easily out of the skillet. Completely "stickless" and easy to clean as a dinner plate. Fry, bake, roast, grill or serve hot dishes without a hint of sticking. Automatically controlled heat provides the perfect temperature for cooking. Vent in cover for browning, and handy temperature guide on handle. Completely immersible with heat control removed. 1255 watts, 120 volts, AC only.

Specifications: No. 28222 Electric Skillet with TEFLON II*. 11″ x 11″; 8 gauge aluminum; 18 gauge vented high-dome cover. Molded brown trim: handle (P686-20), knob (P245-19), legs (P45-77). Immersible with heat control removed. 1255 watts, 120 volts, AC only. Includes heat control. Individual container, ship. wt., standard pack (1), 6 lbs.



WEST BEND® ...where craftsmen still care®



Fired on

HARD COAT

DuPont approved finish
TEFLON II
scratch resistant
no stick no scour

automatic GRIDDLE 'N SERVER with over 200 sq. in. of grilling area

West Bend's new super-tough hard-coat Teflon II* lets metal spatulas and spoons be used. Foods won't stick . . . and the smooth non-stick surface never needs scouring. Fries two or more foods at once — or grills a dozen pancakes at one time (10½ x 19½ inch cooking area). Keeps party snacks serving-hot for hours. Accurate heat control assures perfect cooking temperatures — automatically. Clean-up is never bothersome — even the stickiest foods wash clean in a hurry. Smooth, rugged cast aluminum heats quickly and evenly. All-around grease well. Completely immersible. 1470 watts, 120 volts, AC only.

Specifications: No. 3941 Electric Griddle with Fired-on hard-coat Teflon II*. 10½″ x 19½″, over-all dimensions. Extra thick cast aluminum. Molded brown phenolic handles No. 687BA-20. Completely immersible when heat control is removed. 1470 watts, 120 volts, AC only. Includes heat control. Individual container. Ship Wt. per std. pack (1), 9½ lbs.

products of THE WEST BEND COMPANY, West Bend, Wisconsin

Fired on

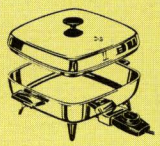
HARD COAT

DuPont approved finish TEFLON II scratch resistant no stick no scour

automatic BUFFET SKILLET

Hard-coat Teflon II* finish makes cooking easier—no-stick, no-scour—and lets you use metal spatulas and spoons. Automatic, balanced heat cooks food evenly, keeps it piping hot. Beautifully styled for buffet or table service. Controlled heat—150° to 425°—for warming, serving, baking and grilling. Washes clean with just a swish of a sudsy cloth and a quick rinse. Completely immersible with heat control removed. 1255 watts, 120 volts, AC only.

Specifications: No. 28322 Automatic Buffet Skillet with TEFLON II*. 11″ x 11″; Aluminum: 8 gauge, 18 gauge vented high-dome cover. Molded brown trim; handles (P691-20), knob (P245-19), legs (P45-77). Immersible with heat control removed. 1255 watts, 120 volts, AC only. Heat control included. Individual container, ship. wt., standard pack (1), 6 lbs.





WEST BEND® ...where craftsmen still care®



Fired on

HARD COAT

DuPont approved finish TEFLON II scratch resistant no stick no scour

automatic BUFFET CHEF

4-in-1 electric appliance — skillet, griddle, roaster, server — with new super-tough, hard-coat Teflon II*. No-stick, no-scour hard-coat Teflon surface allows use of metal spatulas and spoons. Washes clean with just a swish of suds and a quick rinse. Completely immersible. 1350 watts, 120 volts, AC only.

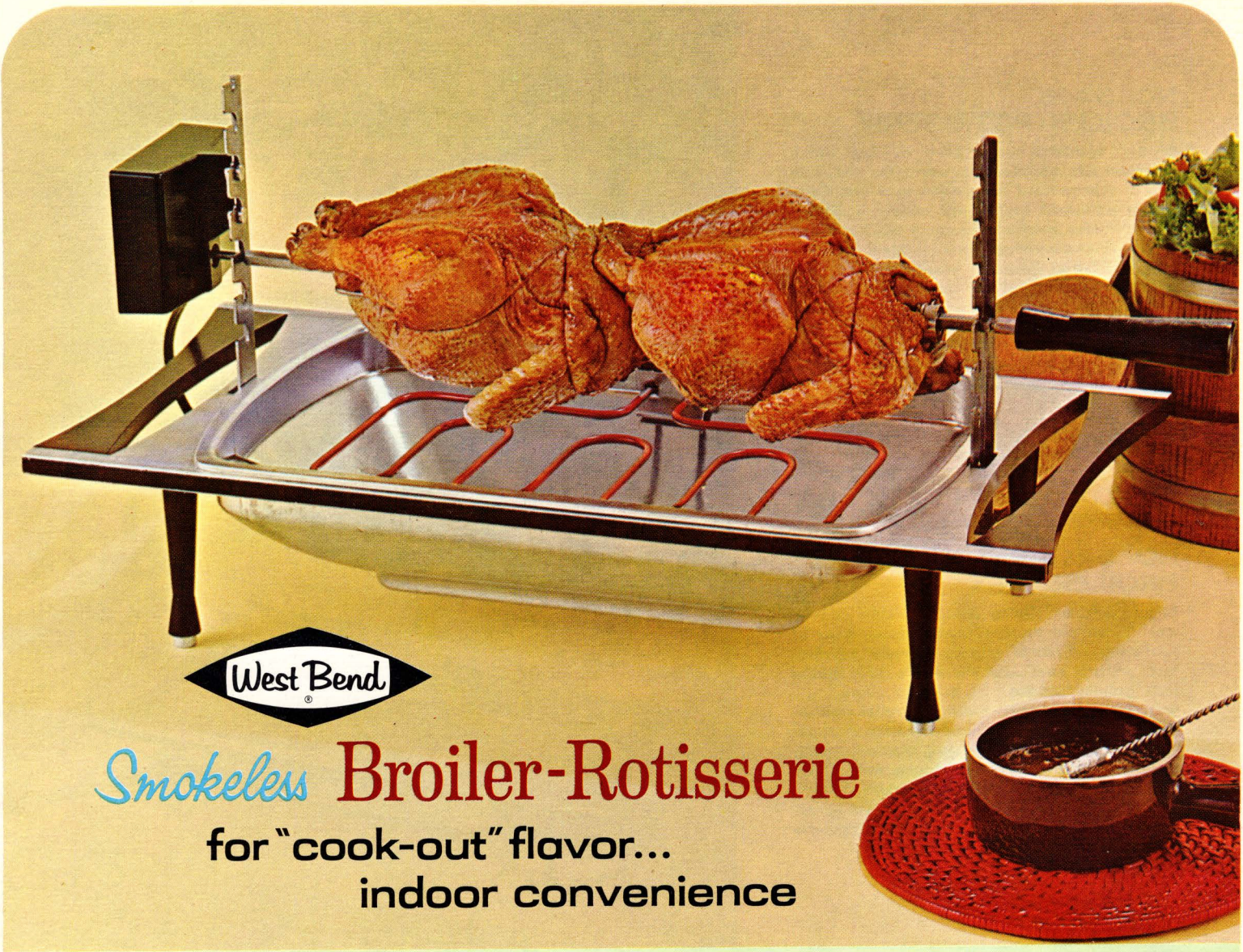
Specifications: No. 53974 Automatic Buffet Chef, with Fired-on hard-coat Teflon II*. Extra thick cast aluminum with high-dome cover. Overall dimensions: 17½″ long, 11⅞″ wide, 9″ high. Molded phenolic trim: side handles No. 695BA-20, cover handle No. 696BA-20. Completely immersible when heat control is removed. 1350 watts, 120 volts, AC only. Includes heat control. Individual container. Ship Wt., per std. pack (1), 10¾ lbs.

*TEFLON is DuPont's registered trademark

TEFLON II is DuPont's certification mark

products of THE WEST BEND COMPANY, West Bend, Wisconsin

R-792 Rev.
Printed in U.S.A.



West Bend®

Smokeless Broiler-Rotisserie

for "cook-out" flavor... indoor convenience



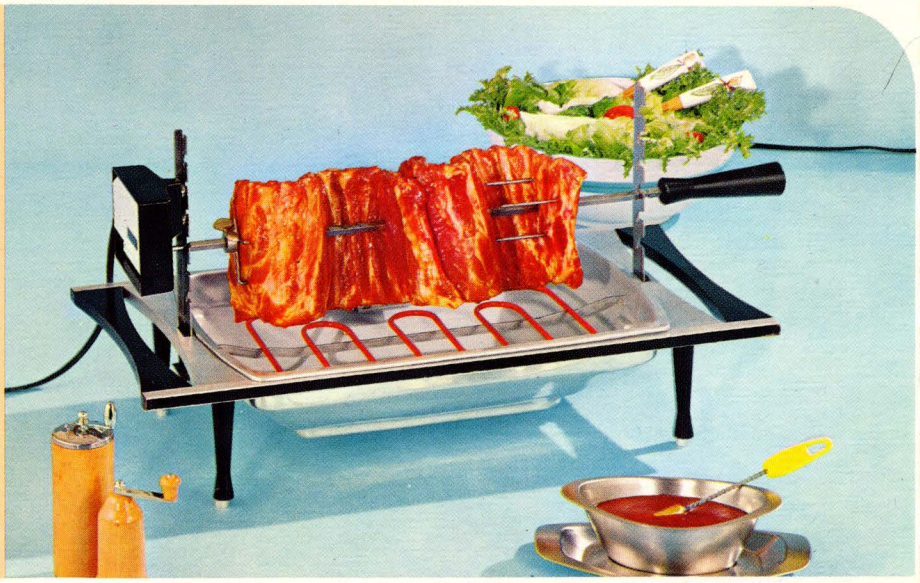
West Bend's Broiler-Rotisserie provides an easy way to delightful meals — and healthy ones, too. Broiling locks in flavor and nutrients — lets excess fats drain away.

- **all-electric . . . quick, convenient — no smoke, mess or flareups**
- **exclusive 5-ft. element designed for uniform heat dispersal**
- **150 sq. in. grilling area — triple chrome-plated 2-level rack**
- **sleek, simple design . . . easy-clean stainless steel reflector**
- **rotisserie unit features compact motor, firm-grip (wide and narrow) skewering forks**

A delightful way to cook! — like grilling out, but without muss or fuss, smoke or flareups. Instead of charcoal, electricity supplies the heat, so it's clean, fast and fun, *indoors*. The specially designed 1575-watt, infra-red heating element (actually more than 5 feet long) provides uniform heat over the entire 150 square inch grilling surface . . . and its sparkling stainless steel reflector pan is electro-polished for extra heat efficiency. The rotisserie unit features a compact motor that turns meat slowly for even basting. Skewering forks have two pairs of prongs, one narrow and one wide, specially designed for superior gripping power in both large and small meat cuts.

NO. 5415
BROILER-ROTISSERIE

Guests' appetites really grow as they watch succulent ribs barbecue, or savor the rich aromas of a juicy roast being done to a turn. Completely equipped broiler with rotisserie attachment includes brushed aluminum black-trimmed frame, electro-polished stainless steel reflector pan, 1575-watt infra-red heating element, appliance cord, triple-plated chrome grill rack for broiling, spit bar, two brackets and skewering forks, and compact motor. Overall height (rotisserie motor at top position) 12¾″; length, 26″; width, 12¼″. 120 volt, AC only. Individually packed. Approx. ship. wt. per doz., 129 lbs.



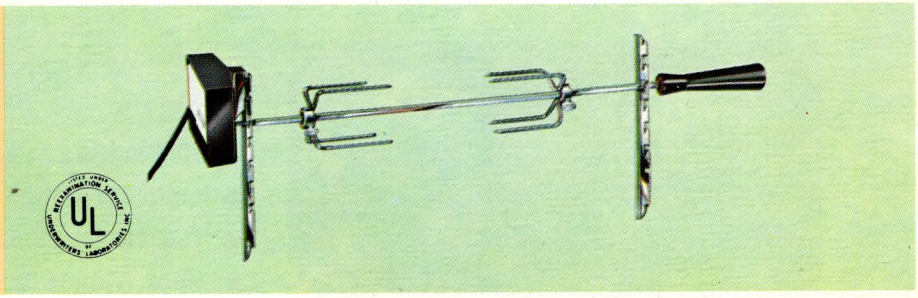
NO. 5414
BROILER UNIT

Enjoy "outdoor" flavor indoors, winter or summer . . . without charcoal muss or fuss, smoke or spattering. Efficient electric element provides fast, uniform heat over the entire 150 square inch grilling surface. So easy to clean . . . only three parts need sudsing. Broiler unit includes base, electro-polished stainless steel reflector pan, 1575-watt heating element, appliance cord, and triple-plated chrome rack. Overall height, 5½″; length, 23½″; width, 12¼″. 120 volt, AC only. Individually packed. Approx. shipping weight per doz., 90 lbs. *Rotisserie accessory available separately, below.*



NO. 5413
ROTISSERIE UNIT

Rotisserie attachment adds versatility to broiler . . . creates meals as dramatic as they are delicious. Unit includes spit bar, 7-position brackets, two skewering forks and compact 1-rpm motor with on-off switch. Max. rotisserie radius: 7½″; usable spit length approx. 16″. Indiv. packed. Approx. ship. wt. per doz., 39 lbs.

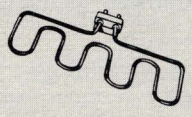


Smokeless here's why!



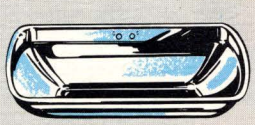
"THERMAL SHIELD" *prevents smoking*

West Bend's heating element produces infra-red heat waves, so hot they create a *thermal shield* around the element. In much the same way that water droplets "bounce off" a hot iron, this thermal shield keeps grease droplets from touching the element. So there's no smoke, no spatter.

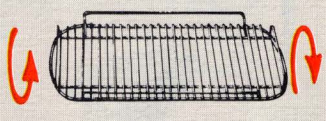


self-cleaning element . . .

Never needs washing! It cleans itself . . . and you can sometimes actually see it happen. A few seconds after the appliance is plugged in, you may see a wisp of smoke rising from the element. This is simply impurities being burned off. After the element has reached cooking temperature, the thermal shield prevents smoking.



ELECTRO-POLISHED STAINLESS STEEL REFLECTOR PAN



TWO-POSITION RACK . . . TRIPLE CHROME PLATED

West Bend®

products of

THE WEST BEND COMPANY West Bend, Wisconsin

R-528

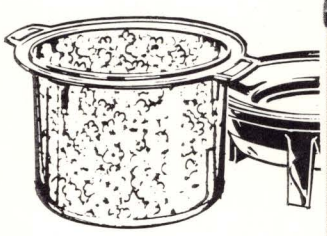
Litho in U.S.A.



see it pop...



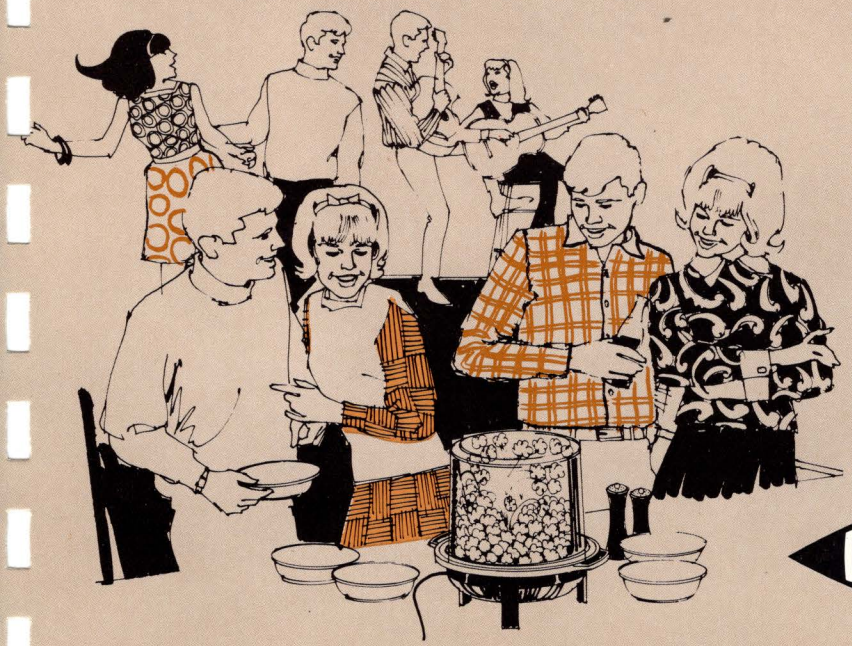
flip it over



and serve



West Bend's New *See'n Serve* Automatic Corn Popper



Watch the action! It's fascinating to see the action of West Bend's new Automatic Corn Popper with the clear Lexan flip-over cover-server. The fluffy white popped-kernels bounce and fly about, packing the hi-dome (4 quart) cover with tender, delicious corn. Flip it over, base up and there's the corn ready to serve. It's fun to use for every happy occasion where crisp popped corn is a popular favorite . . . for a few or a room-full . . . TV watching, a rec room dance, or birthday party. 4 quart cover becomes a handy server for popcorn and other party snacks. Quick-heating element for fast popping. Teflon lined base to prevent sticking.

Specifications: No. 5466 Automatic Corn Popper with clear Lexan cover-server; 4 quart capacity; high-impact, heat resistant plastic. Molded black phenolic base with Teflon-coated aluminum popping surface. 525 watts, 120 volts, AC only. Cord included. Individual corrugated container, ship. wt. 3¼ lbs. ea.

West Bend

. . . where craftsmen still care™

THE WEST BEND COMPANY, WEST BEND, WISCONSIN 53095

R-1022

LITHO IN U.S.A.



4-qt. TEFLON* COATED Automatic Corn Popper

That's right . . . *fully automatic!* There's no pre-heating, no stirring, no shaking . . . doesn't even need watching . . . and yet it never scorches the corn. Signal light goes out and unit shuts off automatically when corn is popped. The popping action is fast, too . . . 4 full quarts in 10 minutes. And Teflon coating means fast, effortless clean-up with just a swish of suds. Attractive recipe folder included.

*DuPont's registered trademark for its TFE non-stick finish



SPECIFICATIONS

No. 5411. Teflon-coated interior, polished aluminum exterior. 4 qt. capacity. 525 watts, thermostatically controlled. 120 volts AC only. Overall height: 9⅞". Diameter of pan: 8½". Cover and cord included. Individually packed in corrugated container, std. pack: 3. Ship. wt. approx. 10¾ lbs.

THE WEST BEND COMPANY
West Bend, Wisconsin 53095
WP-387 Printed in U.S.A.



Tops in popping convenience! Pops 4 full quarts of fresh, tender corn, then shuts off automatically. Never needs stirring or shaking — doesn't even need watching — yet it never scorches the corn! Makes popping corn at home as easy as buying it already popped, and lots more fun. Appliance cord and attractive recipe folder included.

SPECIFICATIONS

No. 5424 Automatic 4 qt. Corn Popper. Polished aluminum. 120 volts, AC only. Overall height, $10\frac{13}{16}$"; overall dia. 9". Cord included. Individually packed in corrugated container; standard pack of 3. Ship. wt. 7¼ lbs.

PRODUCT OF

WEST BEND®

The West Bend Company, West Bend, Wisconsin

. . . where craftsmen still care®

WP-382

Printed in U.S.A.

WEST BEND®

. . . where craftsmen still care®

electric...



new!

4 Quart Corn Popper

makes family-size servings with *no stirring . . . no shaking!*



Ten features that help you sell! (1) Popular 4-quart size makes family-size servings fast. (2) Curved popper-pan bottom concentrates heat for faster popping, makes shaking unnecessary. (3) Popper-pan is separate from heating unit for easy cleaning. (4) Heat-resistant black plastic handle. (5) Clear glass "see-through" cover knob. (6) Smooth-heating aluminum pan and cover. (7) Heat-insulated plastic legs protect table or countertop. (8) Rugged, efficient ceramic-type 450-watt heating unit. (9) Underwriters' Laboratories, Inc. (UL) listed. (10) Extra uses: for heating soups, chili or beverages (place food in the popper-pan and stir during the warming period).

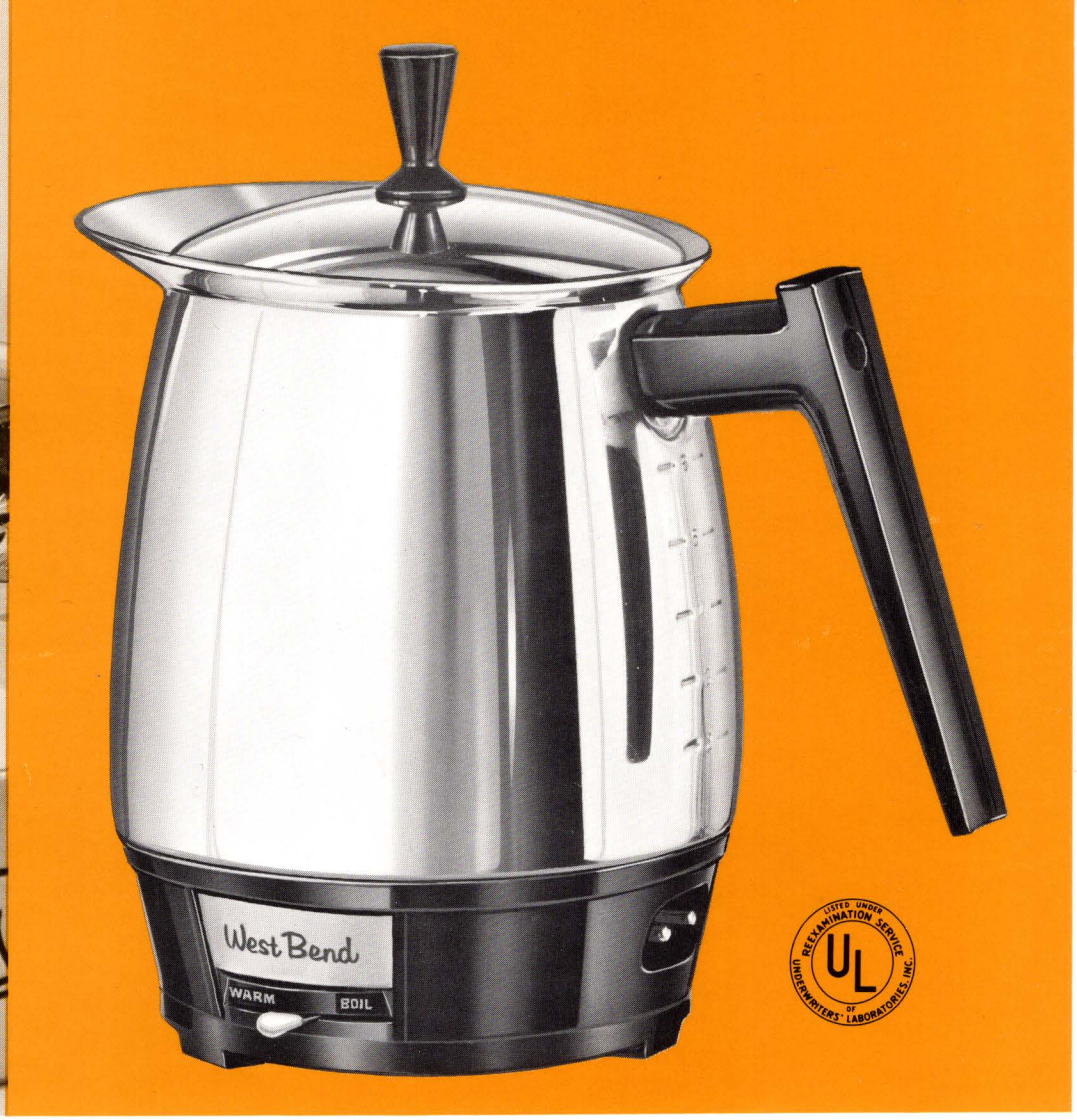
SPECIFICATIONS

No. 5408 Electric Corn Popper. Cover, pan and base made of polished aluminum. Ceramic-type heating unit, 450 watts. 120 volts, AC or DC. Overall height 9¾"; overall diameter 8". Heat-resistant glass cover knob; black molded plastic handle and legs. Includes appliance cord. Handle shipped disassembled. Individually packed in corrugated container; standard pack of 3. Approx. ship. wt. per dozen, 33 lbs.

product of The West Bend Company WEST BEND, WISCONSIN

PRINTED IN U.S.A.





Heats water quickly, automatically
for instant beverages, soups and mixes

West Bend *INSTANT* HotpoT

AUTOMATIC WATER HEATER

West Bend's new Instant Hot Pot, automatic water heater boils water fast for instant beverages or warms baby's bottle. Rapid heat . . . provides hot water for instant coffee, tea, soups, bouillon, hot toddy or other hot drinks. Warms up leftovers, too — chili, soup, stews, sauces. When liquid reaches boiling point, unit automatically shuts off and continues to maintain heat level selected. Full heat range selector from "warm" to "boil." Two to 6 cup capacity. Heat proof phenolic base, sure-grip handle and knob. Seamless polished aluminum . . . for easy cleaning.

Specifications: No. 3251 Instant Hot Pot Automatic Water Heater. Seamless 18 gauge aluminum, with heat-proof base and trim. Capacity 2 to 6 cups. "Warm to Boil" heat selector. 600 watts, 120 volts, AC only. Cord and instructions included. Individual corrugated container; standard pack of 3, ship. wt., 5½ lbs.

WEST BEND®

. . . where craftsmen still care®

THE WEST BEND COMPANY, West Bend, Wisconsin - 53095

R931

PRINTED IN U.S.A.

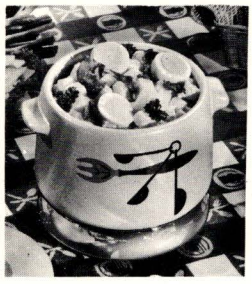
new idea!





West Bend®

Buffet-Patio Server...



HOT POTATO SALAD



HOT DOGS

THE WEST BEND COMPANY
West Bend, Wisconsin

Handles party meals with surprising ease!
Put it right on the table. Don't fuss with extra serving dishes! West Bend's Buffet-Patio Server plays a trouble-saving double role at any meal . . . formal or informal. Keeps food hot for a whole meal, electrically. Also, this buff-white stoneware server with gourmet design adds a dress-up touch to table and appetite-appeal to food. The low-watt heating unit in its shiny chrome plate adds its own touch of glamor and is separate from server to speed clean-up!

SPECIFICATIONS: No. 3288 — Big 2 quart server, 8 inches high, 7⅞" wide is made of genuine stoneware with stoneware cover and economical 105-watt heating unit plus cord. Extra bonus: illustrated recipe book with each server. Comes packaged in individual corrugated container; 3 to reshipper. Shipping weight per dozen 78 pounds.

Litho in U. S. A.

Form No. WP330

TANTALIZING HOME BAKED FLAVOR



Slow-baked in a real ceramic pot for sizzling goodness and tempting home-made flavor. Low-heat electric unit makes the difference. There's the convenience, too, of using the Bean Pot for a variety of foods . . . cooked cereals, stews, soups, dried fruits, or for keeping food warm to serve at table or buffet.

SPECIFICATIONS:

No. 3299. 2 quart capacity. 8 inches high, 7⅞" wide. Genuine stoneware pot and cover; chrome-plated steel 105-watts heating unit. Illustrated recipe booklet packed with each Bean Pot. Packed in individual corrugated container. 3 to reshipper. Ship. Wt., per doz., 71 lbs.

electric

Bean Pot

for many flavorful dishes...

- *Baked Beans (any style)*
- *Soups*
- *Stews*
- *Cooked Cereals*
- *Dried Fruits*
- *Casserole Dishes*



WEST BEND®

. . . where craftsmen still care®

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R-794

LITHO IN U.S.A.

West Bend's Automatic Toasters
with "Selectone" Radiant Control!



- Radiant Thermostatic Control . . . for Any Kind of Bread
- "Selectone" Adjustment for Light to Dark Toast
- Silent Operation . . . Pops Up Automatically
- Snap-Out Crumb Tray . . . Hinged for Quick Cleaning
- Slim-Line Design . . . Chrome Finish with Ebony-Black Plastic End Panels

Light to dark "Selectone" lets you choose brownness

West Bend's Radiant Control determines toasting-cycle by thermo-sensitivity to temperature and moisture in the bread itself . . . and halts the toasting process at the fleeting moment when toast reaches exactly the brownness you select. Makes it possible to toast frozen bread, or reheat cold toast and waffles with almost no change in degree of "doneness". Simple to operate . . . just push down the lever to lower the bread, and start the silent thermostatic action. Toast pops up automatically when done. Toasts one slice as perfectly as two, or four (see opening marked "single slice").

Chrome-plated steel toasters with black plastic end panels. 6½" high, 4¾" wide. Hinged crumb trays. Radiant thermostatic control with Selectone adjustment for light-to-dark control of toasting. 120 volts AC only. UL approved.

No.	Model	Length	Watts	Ship. Wt. ea., lbs.
3236	2-slice	11"	1050	5
3237	4-slice	16½"	1650	7¼

WEST BEND

. . . where Craftsmen still care®

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R-1056

Printed in U.S.A.



Section 4

automatic coffee makers

COFFEE MAKERS, automatic, aluminum
- 5 cup Percolator
- 9 cup Percolator
- 10 cup Percolator
- 12 cup Percolator

COFFEE MAKERS, automatic, porcelain-on-aluminum
- 8 cup Percolator

COFFEE MAKERS, automatic, stainless steel
- 9 cup Percolator

PARTY-SIZE COFFEE MAKERS, automatic, aluminum
- 30 cup Percolator
- 36 cup Percolator
- 55 cup Percolator
- 75 cup Percolator
- 100 cup Percolator

PARTY-SIZE COFFEE MAKERS, automatic, aluminum insulated
- 30 cup Percolator

PARTY-SIZE COFFEE MAKERS, automatic, stainless steel
- 18 cup Percolator
- 30 cup Percolator

Also see Continental brochure in COOKWARE/BAKEWARE Section



new 18 cup size *all stainless steel!*

Now...
18 cups!
The two-card table, dinner party, any-friendly-occasion coffee maker...

Only once in a coffee-making generation is there an appliance like this. A coffee maker whose size and styling is so right for an entire set of entertaining occasions. Here is the new 18 cup Contemporary Party Perk by West Bend (the people who originated Party Perks). Think of all the get-togethers when a 12-cup perk is a little too small — or a 30-cup more generous than needed. In between is the time of the West Bend "18"; a time of dinner parties, neighborly gatherings, happy family reunions, two tables of bridge, an intimate supper occasion, an after-the-theatre or sports event buffet. Gleaming stainless reflects the moment, delicious coffee sets the friendly tone. This is truly "18 time" — West Bend's delightful new kind of good-coffee entertaining!

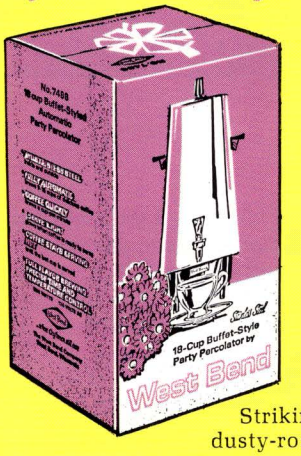
Contemporary® Party Perk by West Bend®

- **Makes the right amount of coffee for most serving occasions**
- **Fashionably styled in gleaming stainless**
- **Fully automatic**
- **Serve-light indicator**
- **Cup-on-saucer serving**
- **No-drip faucet**

SPECIFICATIONS: *No. 7488.* 18 cup automatic coffee maker (brews 9 to 18 cups). All stainless steel: polished stainless finish; stainless pump, stem and coffee basket. Dimensions: height, 15″, diameter 7½″ (at base). Black phenolic molded plastic base, finger-touch faucet, side handles and cover knob. "Serve-light" in base indicates when coffee is ready to serve. 1165 watts, 120 volts, AC only. Detachable cord. Individual corrugated container; standard pack of one. Ship. wt., 5½ lbs. ea.

attractive

Gift Packaging



Strikingly colorful dusty-rose and black gift package.

West Bend

...where Craftsmen still care©

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- **DINNER PARTIES**
- **TWO TABLES OF BRIDGE**
- **MID-WEEK LUNCHEONS**
- **HOLIDAY REUNIONS**
- **SATURDAY EVENING BUFFETS**
- **AFTER-THE-THEATRE OR SPORTS EVENT COFFEE**

18 cup Contemporary® Party Perk



product of THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R-926

Litho in U.S.A.



Fully Automatic! Beautiful Buffet Styling!

"Show-off" dramatic beauty . . . trim and bold . . . gracefully designed in satin-glow stainless steel. West Bend's 30 cup buffet-styled percolator is compact, portable and attractive enough to enhance the atmosphere of the most elegant buffet event or formal dinner. It's a decorator's delight, a hostess can display with pleasurable pride . . . even when the percolator isn't in use. It's all stainless — from stem and canopy to basket, urn and cover. Unique base is styled to permit cup-on-saucer serving. Brews 12, 18, 24, or 30 cups of full-flavored coffee . . . automatically.

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

Specifications: No. 7210 30 Cup Automatic Stainless Steel Percolator. .025" stainless steel urn; .022" cover. Overall height, 15 inches. Black molded phenolic cover knob, handle and base-legs. Thermostatically controlled, 1190 watt, fully enclosed unit. Detachable cord. 120 volts AC only. Individually packaged in corrugated container. Ship. Wt., each, 7 lbs.

R-1075

Printed in U.S.A.

WEST BEND®

INSULATED

30-CUP

automatic Party Perk

- KEEPS COFFEE **HOT** WITHOUT BEING PLUGGED IN
- KEEPS ICED BEVERAGES **COLD** FOR HOURS

For piping-hot coffee in the rec room, on the patio or outdoor picnic table . . . West Bend's INSULATED Party Percolator keeps beverages at serving temperature for hours, without electricity! Just plug it in to brew 12 to 30 cups, automatically. Then, pull out the electric cord, and take it anywhere! Sealed-air insulation principle holds chill in iced beverages, too. Popular, new Avocado and Harvest enamel finish adds a colorful accent to casual dining — indoors or out.

SPECIFICATIONS: No. 13525, Insulated 30-cup Automatic Percolator. Overall height, 14⅝"; base, 8½" diam. Outside, .023" corrosion-protected steel, Avocado green enamel finish. Inset, 20 gauge, natural finish aluminum; cover, 20 gauge polished aluminum. Insulation: sealed air-space (Airsulation) between inset and outside. Black phenolic trim; black nylon, no-drip faucet. Cord included. Individual corrugated container. No. 13535 same as above in Harvest finish.

THE WEST BEND COMPANY
West Bend, Wisconsin 53095



It's a portable refrigerator, too! Sealed-air insulation keeps 7 quarts of ice tea, punch, or lemonade cold for several hours. Ideal for picnics, buffet luncheons, porch parties.

R-730 Rev.

Litho in U.S.A.





WEST BEND® *New* 12 to 30 CUP

AUTOMATIC "PARTY PERK"

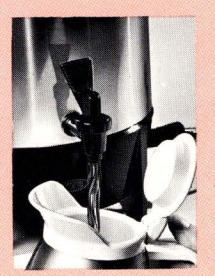
Here's the economy-priced coffee percolator that looks at home with the most attractive buffet or table settings. And the coffee, of course, is delicious. West Bend's automatic time-temperature control brews crowd pleasing coffee, then keeps it serving hot as long as needed. Coffee is never over-perked, nor under-perked. Each and every mellow, full-flavored cup says this is the West Bend way of brewing coffee.

SPECIFICATIONS

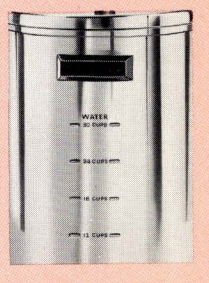
No. 9308. 12 to 30 cup automatic perk. Durable .032 aluminum urn and cover. Overall height 16". Base diameter 7½". Molded black phenolic base, handles and cover knob. Completely enclosed 1090 watt heating unit. UL and CSA approved. Six foot detachable cord. 110-120 volts, AC only. Packed individually in corrugated container. Shipping weight 4½ lbs. each.



Serve Light
Serve signal lights up when coffee is ready, stays lit to show "second helpings" are being kept hot.



Two Way Faucet
For one cupful at a time, press faucet down; to fill pitchers and servers, flip up continuous flow.



Easy to Measure
Accurate water level marks for 12, 18, 24 and 30 cup measurements are permanently stamped on perk sides.

LITHO IN U.S.A.

Color comes to the coffee break

a new look
for West Bend's
long popular
Flavo-matic
perk!



New fashionable colors — avocado and harvest — for West Bend's star coffee-brewing performer, the automatic Flavo-matic. Gleaming porcelain finish is carefree, stain-proof and beautifully contemporary to accent any modern kitchen decor. Makes good coffee *better* with the flavor time-and-temperature controlled. Pour in cold water, measure coffee, plug in . . . soon the "serve" light flashes that delicious coffee — 6 to 8 cups — is ready to serve. Keeps coffee hot to the last flavorful cupful. 490 watts, 120 volts AC only. Cord included.

SPECIFICATIONS: No. 3327 West Bend automatic Flavo-matic with Harvest color porcelain finish. Fully automatic. Aluminum. Overall height, 10⅛"; 6 to 8 cup capacity. Molded black phenolic trim and base (P245-3), knob (P248-19), handle (P382-20). "Serve" light in base. 490 watts, 120 volts AC only. 6 ft. cord included. Individual corrugated container, ship. wt. per standard pack of 3, 7½ lbs. No. 3328 Same as above in Avocado color.

WEST BEND®

. . . where craftsmen still care®

The West Bend Company
West Bend, Wisconsin 53095

R-881

Printed in U.S.A.

gala new HARVEST



accent on AVOCADO



a new dimension in Automatic Coffee Making



NO. 7248 AUTOMATIC COFFEE MAKER
6 to 9 cup capacity. Polished stainless steel. Natural aluminum basket, stem and canopy. Black satin finish phenolic base, handle and nob. Height: 10". 490 watts, 120 volts, AC.

Individual corrugated container. Shipping wt. per dozen: approximately 39 lbs.

West Bend®

6 to 9 cup
Flavo-matic

The "Inside" Story

The new cover design eliminates the old fashioned water spreader. Water is directed evenly over the ground coffee, down through the deep 3½" high basket for most efficient flavor extraction. Basket has over 1,400 pin-point perforations — permits use of drip-grind coffee, also controls rate of flow.

Crisp, tailored styling, expressed in the luxury of gleaming stainless steel, introduces a new dimension in coffee-making convenience. West Bend's exclusive automatic time and temperature control assures fresh brewed coffee, brimming with rich, full-bodied flavor in every cup.

West Bend®

product of
THE WEST BEND COMPANY, WEST BEND, WISCONSIN

R-993

Litho in U.S.A.

new! 12 cup aluminum automatic percolator

Breakfast, dinner or "coffee break" . . . there's a bold, new style dimension in coffee making. West Bend's 12 cup automatic percolator gives a striking look of individuality to all coffee-drinking occasions. This coffee maker has ample capacity (12 full-flavor cups for entertaining) but is right for family use (makes six with the same delicious flavor). It's prompt—brews at a cup-a-minute rate. Attractive Flavor Control sets easily for individual taste (mild-medium-strong). Fashionably-styled for gift giving.



West Bend

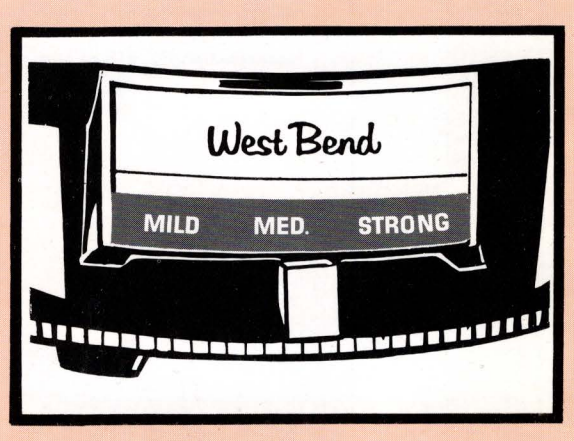
...where Craftsmen still care ®



West Bend

10 CUP ALUMINUM AUTOMATIC PERCOLATOR

Now, enjoy a coffee maker with a "personalized" look . . . and make flavorful coffee to individual taste — mild, medium, strong. West Bend's new Flavor Control needs but a quick adjustment . . . with finger-tip touch . . . to respond with just the right brew for you. Provides enough delicious coffee for an intimate dinner party or family meal . . . automatically.



CHOICE OF TWO AUTOMATIC COFFEE MAKERS WITH "FLAVOR CONTROL" CONVENIENCE

Here are two new West Bend Automatic Coffee Makers — 6 to 10 cup and 6 to 12 cup to meet the special needs of the homemaker and her family for a coffee maker that brews to individual taste — mild, medium or strong . . . or any degree of flavor in between. Set the control and flavor-fresh coffee is ready in minutes . . . automatically . . . with West Bend's correct time-temperature control. It's easy to keep this coffee maker clean, fresh and bright, too. Polished aluminum, matched and accented with glossy black phenolic handle and base.

SPECIFICATIONS:

No. 13470 10 cup polished aluminum automatic percolator. 6 to 10 cups. Overall height, 11⅜"; outside, 18 gauge; cover, 22 gauge; natural-finish aluminum basket and stem. Glossy black phenolic handle and base. 600 watts, 120 volts AC only. Cord included. Individual corrugated container; 3 to a re-shipper. Ship. wt., 9 lbs.

No. 13472 12 cup polished aluminum automatic percolator. 6 to 12 cups. Overall height, 12¼"; outside, 18 gauge; cover, 22 gauge; natural-finish aluminum basket and stem. Glossy black phenolic handle and base. 1090 watts, 120 volts AC only. Cord included. Individual corrugated container. Ship. wt., 9¾ lbs.

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R1036

When there are TWO for coffee



- AT HOME (NEWLYWEDS TO RETIRED COUPLES)
- IN COLLEGE DORMS • IN HOBBY CORNERS
- AT SPORTSMEN'S RETREATS



3 to 5 cup *Flavo-matic*

COFFEE MAKER

by West Bend®

For those casual moments when a few cups of good coffee go a long way in refreshment and enjoyment: at the breakfast table . . . when the neighbor stops in to chat . . . from a thermos at lunch time. Mellow, full-bodied coffee is easy to brew in minutes. The *Flavo-Matic* makes 3 to 5 cups of coffee, keeps it serving hot after perking. A delightful addition to the home . . . an ideal, thoughtful gift that suits any budget.

No. 3245 3 to 5 Cup Flavo-Matic Percolator. Polished aluminum with brown molded bakelite handle and base. Height 8⅞". 6-foot detachable cord plugs into any 110-120 volt AC outlet. Individual corrugated container, 3 to standard pack. Wgt. per std. pack, 6⅛ lbs.

THE WEST BEND COMPANY
West Bend, Wisconsin

3-Step Brewing



POUR IN WATER



ADD COFFEE



PLUG IT IN

WP-217

Printed in U.S.A.

5 to 9 cup

FULLY AUTOMATIC COFFEE MAKER

by

WEST BEND®

- new easy-pour spout
- graceful new styling
- cool plastic trim



NEW GRACEFUL STYLING FOR FESTIVE OCCASIONS



SPECIFICATIONS:

No. 9366 5-9 cup capacity. Polished aluminum. Black molded plastic handle and base. 10⅝" high. 450 watts. 110-120 volts A.C. Packed in individual corrugated container; 4 to re-shipper. Ship wt. per doz., approximately 30¾ lbs.

FULL FLAVOR PERCOLATION

No gadgets to adjust and no guesswork — this coffee maker is fully automatic. Instead of making mechanical adjustments for correct flavor, this percolator automatically insures correct time and temperature control for peak flavor. When coffee's deliciously brewed, it remains serving hot automatically until the very last cup. 5 to 9 cup graduations.

The West Bend Company

WEST BEND, WISCONSIN 53095

WP-259

Printed in U. S. A.



Section 5

pantry ware and specialties

CAKE HUMIDOR
- Polished aluminum

CANISTERS AND RANGE SETS
- Country Inn, baked enamel finish
- Polished aluminum

DISPENSER, three-way
- Polished aluminum

PENGUIN SERVER, Chrome finish, stainless steel

SERVING OVEN
- Polished aluminum

TEA KETTLE, 2½ qt. Trig
- Aluminum
- Stainless steel
- Aluminum, porcelain finish

Also see Continental brochure in COOKWARE/BAKEWARE Section

West Bend's "Country Inn" 2½ Qt. Tea Kettle... perfect complement to Country Inn Cook 'n Serveware

- **Colorful, genuine porcelain-on-aluminum**
- **Hot water quickly for tea and drip coffee . . .**
- **For instant hot beverages and soups**
- **Rigid-mount cool plastic handle for safe, easy pouring**

Fashionable "Country Inn" styling in a choice of fresh Avocado and mellow Harvest color. New Country Inn Tea Kettle by West Bend awakens memories of the warm-hearted hospitality of grandma's kitchen . . . with a tea kettle cozily steaming away on the range . . . always handy to steep a delicious cup of tea, for drip coffee . . . for instant hot beverages and soups. Genuine porcelain-on-aluminum.

THE WEST BEND COMPANY
West Bend, Wisconsin 53095

SPECIFICATIONS:

No. 3345. Tea Kettle with Avocado porcelain finish on aluminum. 14 gauge outside; 16 gauge cover. 2½ quart capacity. Rigid-mount cool black molded plastic handle. Individual corrugated container . . . 4 color lithographed, reshipper of two, ship. wt., 5 lbs. approx.

Genuine Porcelain ON ALUMINUM

No. 3346. Same as above except in Harvest color porcelain.



R-1023

Printed in U.S.A.



4 Piece
Canister
Set

Sugar 'n Spice
and everything nice –

New gala HARVEST / *Popular* AVOCADO

Country Inn

by West Bend

Range Set includes Grease Canister, Salt and Pepper Shakers.



WEST BEND'S PANTRYWARE IN TWO FASHIONABLE DECORATOR COLORS.

West Bend's new gleaming baked enamel finish in avocado and harvest color is designed to match the warm-hearted glow of Country Inn Cook 'n Serveware. Ornamental wrought iron trivet symbol — a deft touch of decorator magic — identifies contents in each "standard package" canister.

SPECIFICATIONS: No. 14-7. Avocado. Set of 4 canisters. Baked enamel on seamless aluminum. 20 Gauge canisters, 22 gauge covers. Overall height: Flour and Sugar, 10⅜"; Tea and Coffee, 8". "Standard package" capacities. Phenolic knob, #259BA. One set to individual corrugated container; Std. pack of 3 sets, ship. wt., 10¼ lbs.

No. 14-13. Harvest. Same specifications as above.

No. 14-8. Avocado. Range set. Seamless aluminum with baked enamel finish. 20 gauge outside, 22 gauge cover (grease canister only). Phenolic shaker caps — salt, 32BA CAP, Pepper, 31BA CAP, Knob (Canister) #259BA. Overall height: Grease canister, 8"; Salt and Pepper, 3¾". One set to individual corrugated container; std. re-pack of 3 sets, ship. wt. 4½ lbs.

No. 14-14. Harvest. Same specifications as above.

No. 14-9. Salt and Pepper Shaker set. Set of two in gift-type chipboard box; std. re-pack of 3, ship. wt. 1¼ lbs.

No. 14-15. Harvest. Same specifications as above.



West Bend ...*where Craftsmen still care*©

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

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R-822-rev.



HEIRLOOM STYLED ALUMINUM PANTRYWARE

Gleaming polished aluminum with black enamel finish colonial silhouettes to identify each piece. Won't tarnish, fingerprint or rust. Just wipe with damp cloth. Seamless for easy cleaning.

WEST BEND®

. . . where craftsmen still care®

THE WEST BEND COMPANY
West Bend, Wisconsin 53095

SERVING OVEN



No. 5343. For serving rolls, muffins or baked foods "oven-warm". Inner basket and vented cover. Polished Aluminum, Wt. per doz., 21½ lbs.



THREE-WAY DISPENSER

No. 5052. Separate compartments for waxed paper, aluminum foil and paper toweling. Serrated cutting edges assure a clean tear every time. Easy loading. Screws included for easy wall mounting. Polished Aluminum, ship. wt., per doz., 33½ lbs.

ROUND CAKE HUMIDOR



No. 5427. Plastic "T" handle on cover for easy carrying. Porous stone humidifier in cover keeps baked goods fresh. Cover locks on tray. Polished Aluminum, Wt. per doz., 38¼ lbs.



RANGE SET

No. 5-149. Includes Grease container (with strainer), Salt and Pepper shakers. Distinctive color styling brightens any range. Polished Aluminum, ship. wt., per doz., 12 lbs.

No. 5-155. Polished Aluminum, Salt and Pepper shakers only, ship. wt., per doz., 5 lbs.

4-PC. CANISTER SET

No. 5-142. Flour, Sugar, Coffee, and Tea canisters. Each identified with colonial silhouettes. Designed to hold standard package quantities. Polished Aluminum, ship. wt., per doz., 33½ lbs.



R-1045 Rev.

Printed in U.S.A.

"real" coffee for one . . .



Also available:
No. 3251, INSTANT HOTPOT Automatic Water Heater, with "warm-to-boil" adjustable control. Capacity, 2 to 6 cups.

"Mini-Drip"

COFFEE MAKER

brews a full-flavored cup of ground coffee in a hurry!

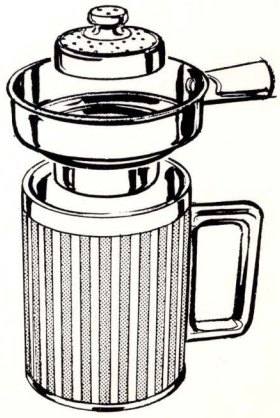
When just one cup of coffee hits the spot — early riser's breakfast, homemaker's mid-morning snack, pep-up break from college studies. West Bend's "Mini-Drip" takes care of any miniature coffee making task! The sturdy aluminum dripper is equipped with a bell-spreader that actually "locks in" ground coffee to let boiling water extract its flavorful goodness. "Mini-Drip" takes care of serving, too. The decorative insulated mug keeps coffee steaming-hot throughout the drip process till the taste of the last drop!

SPECIFICATIONS:

No. 1-83, "Mini-Drip" Coffee Maker. Individually packed in corrugated container; standard pack of 3, strapped, ship. wt., 2 lbs.

Includes: No. 3001, Dripper with Bell Spreader. Aluminum, 24 gauge, buffed finish outside, natural finish inside. White phenolic handle. Coffee yield, 6-7 ounces.

No. 2303, Insulated Mug. Shock-resistant plastic, double-wall insulated and vacuum-sealed. Two shades green and metallic-gray vertical stripes; white liner and trim. Capacity, 10 ounces.



WEST BEND®

. . . where craftsmen still care®

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R-985

Printed in U.S.A.

WEST BEND®

Trig

T. M. REG. U. S. PAT. OFFICE

SINGING TEA KETTLE

STAINLESS STEEL WITH SOLID COPPER BOTTOM



TRIGGER OPERATED

A gentle touch of the finger . . . that's how *easy* it is to use the Trig! Just press the trigger to fill or pour. Illustration shows how easily the trigger operates spout cap. Simple trouble-free design.



TRIG IS THE ORIGINAL TEA KETTLE WITH TRIGGER-OPERATED SPOUT CAP

There's nothing just like West Bend's Trig singing tea kettle anywhere. Trig is bright as a spring morning and as simple as pressing a button. It's an All-American gift favorite — a household word for kitchen convenience — a champion range accessory. It is powerfully advertised and nationally-popular. Graceful black plastic handle with bright red trigger . . . sparkling stainless steel with solid copper bottom. It has 2½ quart capacity. Sings when water boils. Broad flat base hugs the range unit. Heats quickly.

one of the most *Famous* GIFT and HOUSEWARES *Favorites* of all time

No. 4522. Packed in individual corrugated container; 3 to a re-shipper. Shipping wt. per dozen, 20 lbs.

THE WEST BEND COMPANY

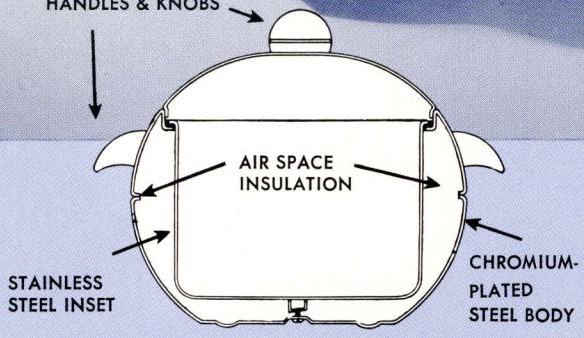
WEST BEND, WISCONSIN 53095

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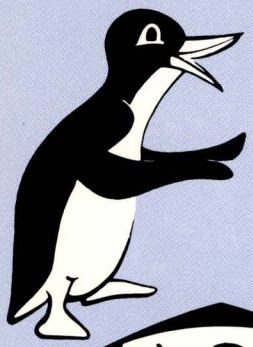
Printed in U. S. A.

FOR: patio parties, backyard picnics, buffets, "rec" room socials...





West Bend's Penguin Server keeps ice and cold foods frigid and retains the heat in hot recipes — stainless steel inset is completely separated from the outer container by air space. The Penguin is beautifully designed, for every day home use. It's ruggedly constructed to carry on outings, for patio parties, or backyard picnics . . . or serving inside at buffets, suppers, family parties. For any occasion — depend on Penguin to hold the right serving temperature . . . hot or cold.



Penguin®

HOT & COLD SERVER

keeps hot foods hot; ice and cold foods chilled



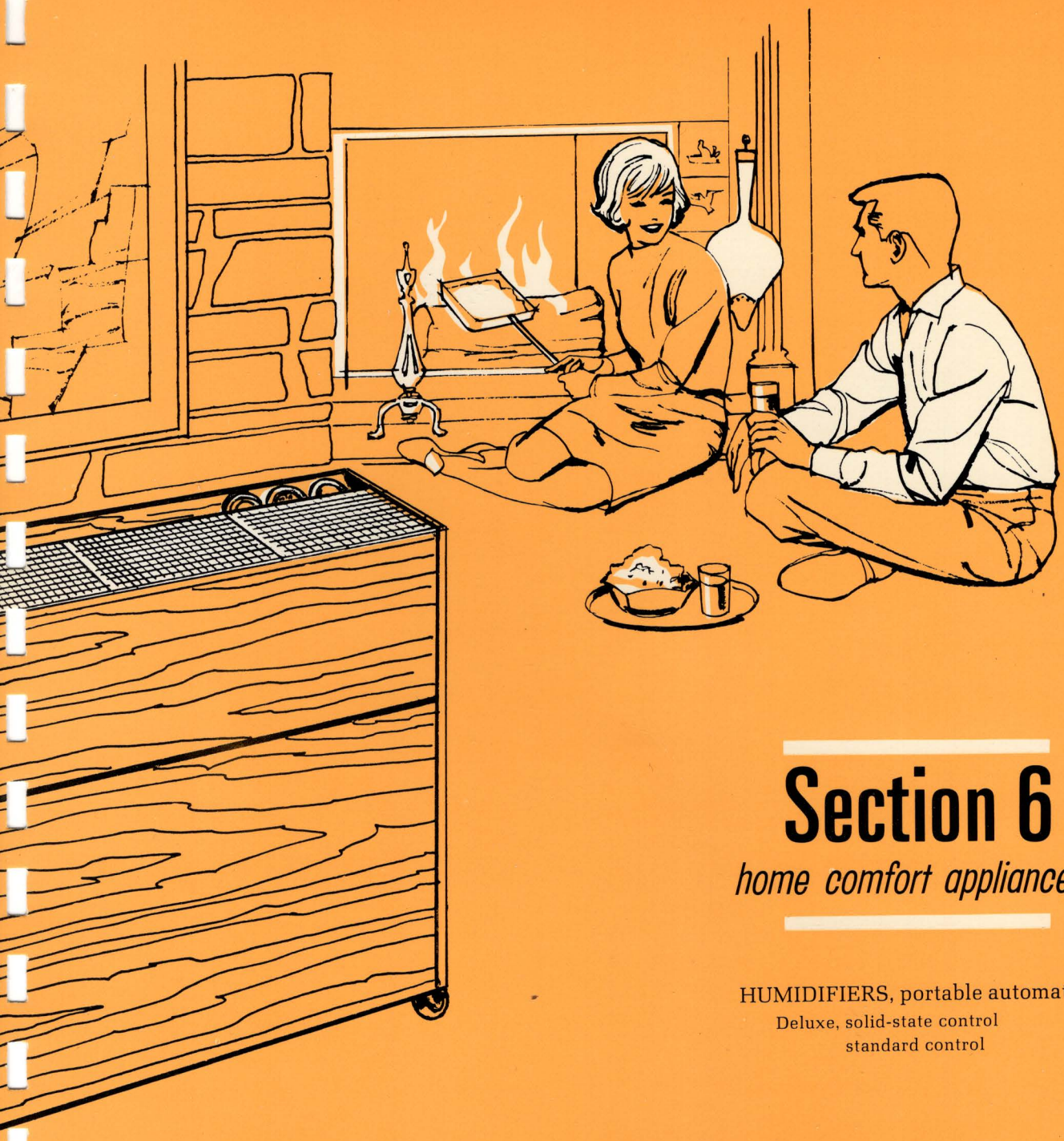
Specifications: No. 5055 Penguin Hot and Cold Server. Outside container made of chromium-plated steel. Overall height, 7⅞", diameter, 8⅛". Capacity, 2 quarts. Packed one to a corrugated container. Standard pack of 3, ship. wt., 8¼ lbs.

West Bend®

...where Craftsmen still care©

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THE WEST BEND COMPANY, West Bend, Wisconsin 53095



Section 6

home comfort appliances

HUMIDIFIERS, portable automatic
Deluxe, solid-state control
standard control



New West Bend ultra-deluxe Model No. 4012 with interior decorator styling. Includes summer cover.

"Interior decorator" design makes West Bend's new deluxe humidifiers comfortable in any home

There's an exciting new word which West Bend has added to home humidification this year. The word is fashion. The kind of fashionable design that makes handsome furniture and beautiful stereo cabinetry welcome in living room, foyer or family room. And, while West Bend's new deluxe humidifiers blend comfortably with beautiful home furnishings, they're efficiently turning winter-heating dryness into the freshness of spring.

Precisely automatic and dependably solid-state controlled, West Bend deluxe humidifiers instantly sense when humidity is required and deliver it throughout an average 7-room home.

BOTH DELUXE MODELS FEATURE

- *New furniture styling with decorator panel cabinetry-design fronts.*
- *Variable speed fan operation from "very low" to 1150 RPM (ultra deluxe model 1350) for ultimate in quiet operation.*
- *Solid-state control. The efficient space-age development which eliminates pre-set speeds, moving control parts, is ultra-dependable.*
- *Summer Cover. In matching walnut vinyl finish, top converts humidifier into attractive occasional furniture piece when not in seasonal use.*
- *Easy-rolling all-direction 2" ball casters.*

No. 4012. West Bend ultra-deluxe model. Modulating solid-state sensor. Synchronized single dial humidity control. Walnut-tone 8 mil vinyl bonded to 24 gauge steel cabinet; corrosion-resistant, epoxy-treated interior. 120 volt AC only. 25" high, 26⅛" wide, 12" deep. Individual container. Shipping weight 50 lbs. each.

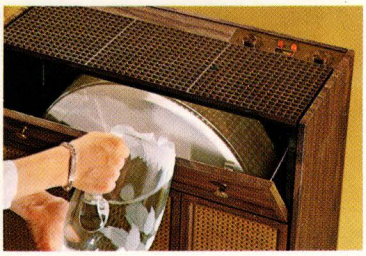
No. 4011. West Bend deluxe model. Solid-state control. Walnut-tone 8 mil vinyl bonded to 24 gauge steel cabinet; corrosion-resistant, epoxy-treated interior. 120 volt AC only. 25" high, 26⅛" wide, 12" deep. Individual container. Shipping weight 50 lbs. each.



HUMIDITY "CONTROL CENTER"

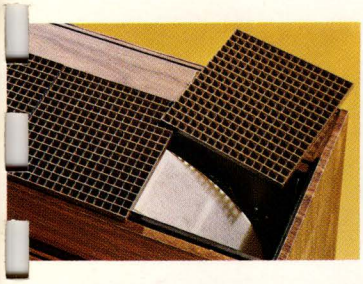
All controls (humidity level setting, fan velocity)* and indicators (water gauge, re-fill and operating signal lights) are conveniently located at top right of unit.

*Ultra deluxe Model 4012 has both humidity setting and fan speed coordinated in *one* control.



CONVENIENT FRONT-END FILLING

All models feature tilt-out panel for easy filling from top front of humidifier. Large filler spout funnels water directly into reservoir . . . prevents spilling.



ALL-DIRECTIONAL ADJUSTABLE AIR GRILLS

Humidified air flows out of top of unit, never blows on people. In addition, three grills at top can be adjusted to any direction to place air-flow where desired.



West Bend's deluxe models can remain right where they are in the home after the winter-heating season ends. The "summer cover" snaps over the top — the deluxe humidifiers continue as functionally attractive cabinets the year around. During humidifying operation cover stores out of the way in back of unit.



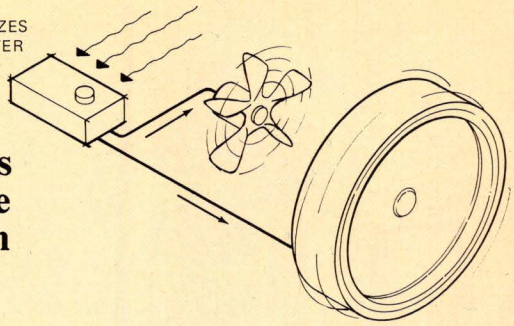
When it's winter-heating time, West Bend's "water-wheel" humidifiers put spring into the air

West Bend's high-capacity humidifiers send pleasant moisturized air flowing to every part of a large-sized (average 4-bedroom) home. Dependable water-wheel turns effortlessly through the fresh-water reservoir, gently introducing moisture into the home's "atmosphere," which can become uncomfortably desert-dry without proper humidity.

No. 4013. West Bend Standard model.
Two-speed airflow control. Walnut-tone 8 mil vinyl bonded to 24 gauge steel cabinet; corrosion-resistant epoxy-treated interior. 120 volt AC only. 24¾″ high, 26⅛″ wide, 12″ deep. Individual container. Shipping weight 45 lbs. each.

ALL WEST BEND MODELS FEATURE:

- *Automatic humidity control. Instantly senses change in humidity level and starts humidifier.*
- *Automatic shut-off indicator light. Indicates unit requires re-filling.*
- *Drum filter for steady "water-wheel" moisturizing operation; easily replaceable filter for "fresh air change" each heating season.*
- *Elegant, waterproof vinyl finish in authentic walnut grain. Wipes clean with damp cloth.*



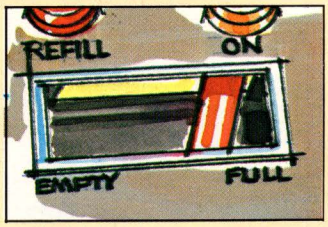
West Bend's solid state sensor system

Featured on the ultra-deluxe Model 4012; a revolutionary new West Bend humidifier advancement . . . the modulating solid state sensor.

West Bend's exclusive new *Sensor System* keeps a vigilant watch on the home's humidity level. With the slightest change in this comfort level, it goes into action!

It's as efficient and responsive as the automatic shift of your automobile. The sensor simultaneously activates both fan and drum-filter *and* synchronizes them at exactly the right speeds to quickly bring humidity up to the selected level.

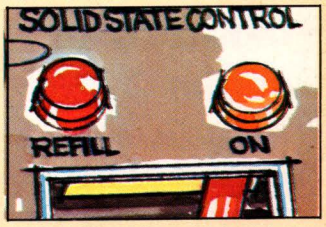
The sensor continually monitors and retains that humidity level with minimum fan and filter speeds and ultra-quiet operation.



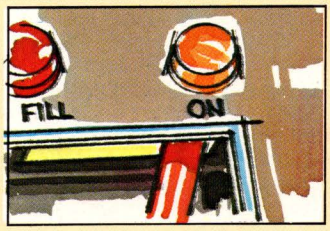
Water level indicator

Float in reservoir instantly transmits the amount of water-reserve to this large and readable gauge on control panel.

Red refill light



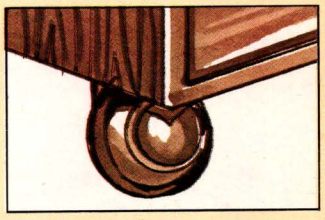
Easy-to-see red signal light automatically flashes on when reservoir is almost empty. When water refill is made light instantly snaps off.



Amber "on" light

Friendly amber glow of the operating light indicates unit is in operation. Featured on deluxe models only.

Free-rolling deluxe ball casters

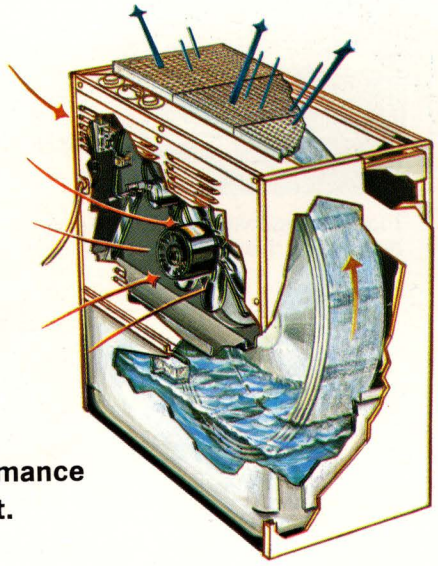


Both West Bend deluxe models have large 2″ diameter ball casters which turn freely in any direction, glide effortlessly over carpeting or hardwood floor. Allows easy moving of humidifier from one location to another.



West Bend's efficient water wheel moisturizing action

. . . smooth, quiet, trouble-free performance . . . year in, year out.



West Bend "water wheel" humidification has come to mean the ultimate in transmission of *fresh* humidity to the air. Gently, quietly — always dependably — the drum filter turns, like a water wheel, in and out of the water reservoir. Each turn into the reservoir cleanses and freshens the spun-polyester filter belt encompassing the drum. Each turn out of it carries a charge of new moisture which is homogenized by air blowing from the rear of drum. Fresh, humidified (and filtered) air flows out the top and circulates rapidly into the home's "atmosphere."

- *Large 20" diameter, high impact polystyrene drum-filter provides "water wheel" action.*
- *Spun-polyester pure white filter belt is highly porous, holds maximum amount of moisture.*
- *Filter belt is low cost and easy to install (replace at least once each winter-heating season).*
- **Quiet as a water wheel.** *Turns in hushed tones . . . air flowing through the unit is a whisper-quiet movement.*

West Bend

...where Craftsmen still care ®

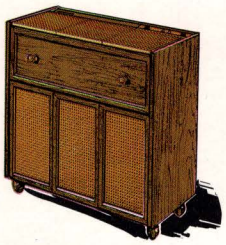


West Bend craftsmen build superb performance and advanced technology into the humidifiers of '70

West Bend humidifiers offer the space-age technology of dependable solid-state control, efficient "water-wheel" vaporization into comfortable home humidity and superbly hushed operation. All housed in elegantly styled cabinets of tough and permanently enduring vinyl-finished and epoxy-acrylic treated steel.

Every operating element is carefully inspected and the entire unit has a one year parts and materials guarantee solidly backed by The West Bend Company's 58 years of manufacturing experience and a nationwide servicing organization.







SPECIFICATIONS and EQUIPMENT	Model 4013 Standard Two-Speed	Model 4011 Deluxe Solid State	Model 4012 Ultra-Deluxe Solid State
HUMIDIFIED AREA (SQ. FT.)	OVER 2500	OVER 2500	OVER 2500
HUMIDITY CONTROL	AUTOMATIC HUMIDISTAT	AUTOMATIC HUMIDISTAT	SOLID STATE SENSOR
TYPE OF OPERATION	TWO-SPEED	SOLID STATE	MODULATING SOLID STATE
CONTINUOUSLY REVOLVING DRUM FILTER	YES	YES	YES (modulates with fan speed)
AUTOMATIC SHUT-OFF AND REFILL INDICATOR LIGHT	YES	YES	YES
When reservoir needs refilling, unit shuts off automatically and refill light glows red.			
OPERATING LIGHT	NO	YES	YES
VERTICAL AIR CIRCULATION	YES	YES	YES
Humidified air is dispersed only through the top of the unit. No direct drafts.			
SUPER-QUIET FAN — SIZE: / RPM:	10″ Two-Speed; 900 and 1100	10″ Variable: between 650 and 1150	10″ Variable: between 250 and 1350, as required
Silent, smooth-running mechanism			
WATER LEVEL GAUGE	YES	YES	YES
Located on control panel . . . easy to read			
REMOVABLE RUST-PROOF POLYPROPYLENE RESERVOIR	8½ GAL.	8½ GAL.	8½ GAL.
TILT-OUT FRONT PANEL WITH FILLER SPOUT	YES	YES	YES
FUNCTIONAL TRIM — Fine furniture styling	YES	YES	YES
SUMMER COVER	NO	YES	YES
FLOAT HOLD LEVER	YES	YES	YES
CASTERS	1½″ Standard Casters	2″ Ball Casters	2″ Ball Casters

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

120 volt, 60 cycle. AC only. One amp.

West Bend

...where Craftsmen still care ®

H-500

Litho in U.S.A.

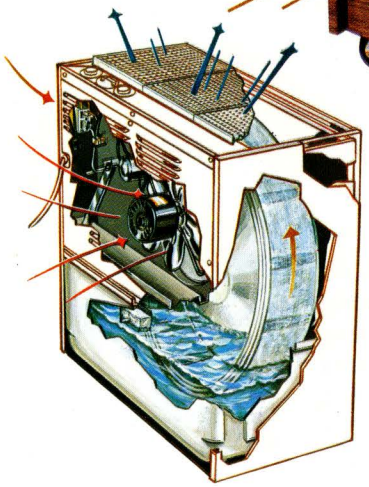


deluxe Vapor All

Automatic Humidifier

with "water wheel" moisturizing action

Automatically changes damaging dry air to spring-fresh humidified comfort!



Help yourself to refreshing, whole-house humidification. Vapor-All automatically humidifies up to 2500 sq. ft. of living area (average 7-room house) without noise, gurgles or direct drafts. Care and maintenance is cut to the bare minimum . . . no pump to clean or worry about. This is truly the ideal answer to effective home humidification without expensive equipment, costly installation or tampering with your present heating system.

• Automatic humidistat by Honeywell, Inc. • Automatic "shut-off", "refill" indicator light and water level gauge • Continuously revolving drum-filter for steady "water wheel" moisturizing action • Ultra-quiet 2-speed 10" fan • Vertical air circulation with directional air control • Beautiful vinyl trim resists stains and scratches . . . wipes clean with a damp cloth • 8½ gallon rust-proof reservoir • A product of The West Bend Company.

MODEL NO. 4062 **24¾" high, 26⅛" wide, 11⅞" deep. Ship. wt. approx. 42 lbs.**

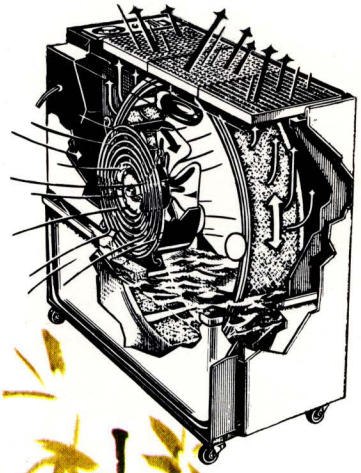
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Vapor All

Automatic Humidifier

with the "water wheel" moisturizer

Here's your special invitation to proper home humidification!



Vapor-All automatically keeps your home springtime fresh all winter long . . . makes your home more comfortable by restoring the necessary moisture to the air. "Water wheel" moisturizing action eliminates damaging dryness for 2500 sq. ft. of living area (average 7-room home). There's no pump to worry about, and no noise, gurgles or direct drafts. All this is surrounded by fine furniture styling to blend beautifully with any room decor.

• Automatic humidistat by Honeywell, Inc. • Automatic "shut-off", "refill" indicator light and water level gauge • Continuously revolving drum-filter for steady "water wheel" moisturizing action • Vertical air circulation with directional air control • Beautiful vinyl trim resists stains and scratches . . . wipes clean with a damp cloth • 8½ gal. rust-proof reservoir • A product of The West Bend Company.

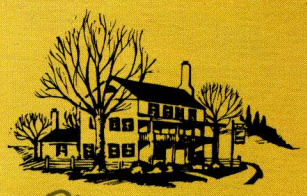
MODEL NO. 4052 **23½" high, 26" wide, 10¾" deep. Ship. wt. approx. 42 lbs.**



Meet West Bend's new "Innkeeper"

Displays the complete line of Country Inn to best advantage in an authentic setting — a handsome colonial hutch design. Creates a "center of interest" display — in housewares and appliance departments, Bride's departments, town and country or gourmet shops and other specialized gift sections or to attract attention in high-traffic areas. This permanent all-wood display is sure to draw and excite attention to Country Inn. Genuine wood grain is etched with a satin-like honey-maple finish that lends traditional beauty and mellow charm to Country Inn Cook 'n Serveware. Bottom shelf is especially designed for convenient display of Country Inn's gift style packaging. Removable top can be converted into an attractive, compact unit for counter top or point-of-purchase display.

(see details on reverse side)



Country Inn

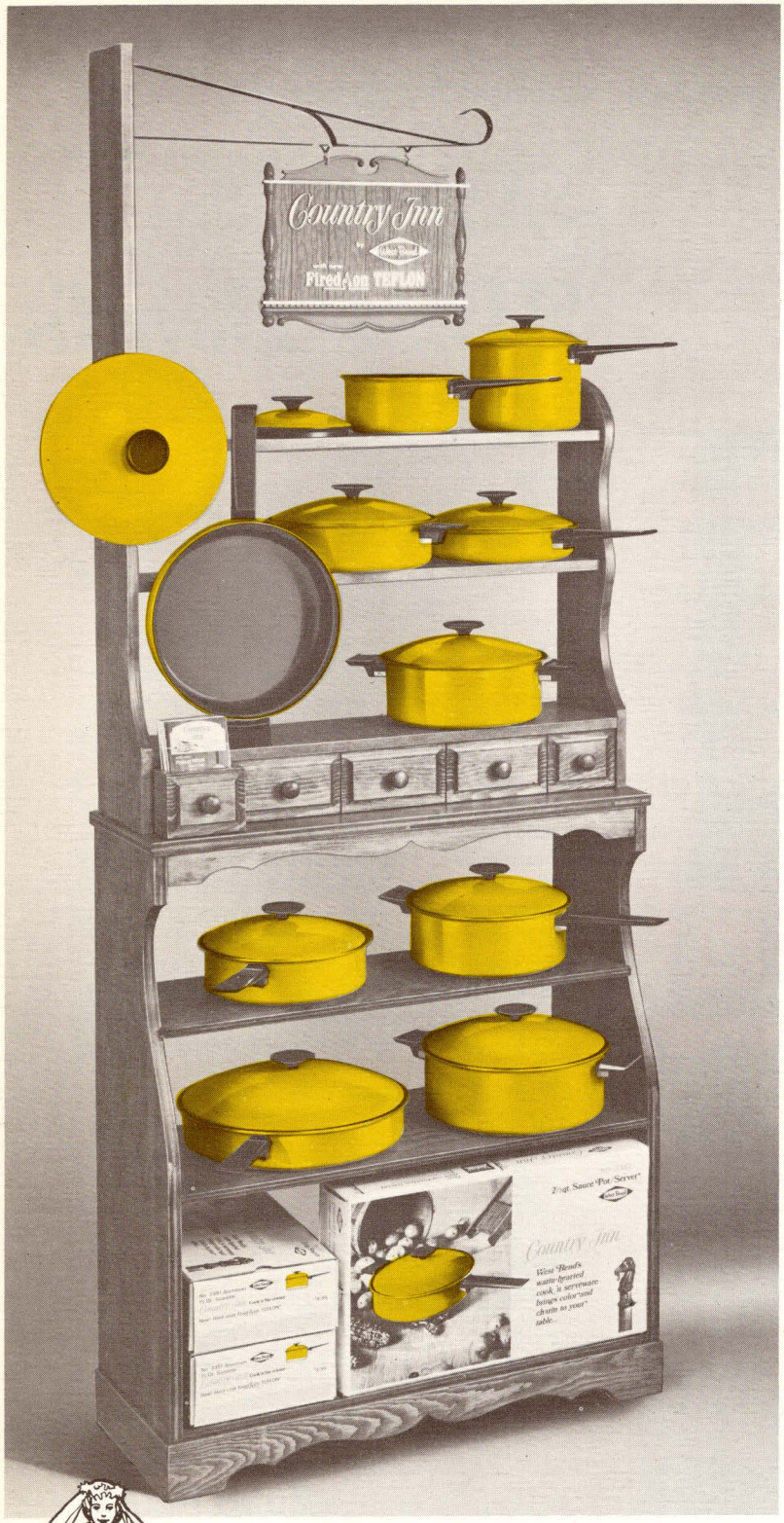
by

West Bend®

with

Fired on HARD-COAT TEFLON*

. . . already an "American Heritage" in fine cookware!



West Bend's Complete 2-in-1 Display Unit

FIRST PLACE

for Avocado and Harvest color Country Inn Cook 'n Serveware

Complete display-and-sell package includes a "colonial hutch" design display and 44 pieces open stock Country Inn.

No. 14-10

Includes: D-297 "Colonial hutch" style display (Dimensions: 30″ wide base, 29″ wide top; 12″ deep and 76″ overall height). 44 pieces assorted Avocado Country Inn Cook 'n Serveware.

6	No. 3331	1½ qt. pan with cover
6	No. 3332	2½ qt. pan with cover
6	No. 3333	3½ qt. pan with cover
4	No. 3334	2½ qt. Casserole with cover
4	No. 3335	Dutch Oven with cover
2	No. 3336	3½ qt. casserole with cover
4	No. 3338	8¾″ skillet with cover
6	No. 3339	10″ skillet with cover
6	No. 3342	12″ skillet with cover

No. 14-16

D-297 "Colonial hutch" style display.
44 piece assortment of Harvest color Country Inn Cook 'n Serveware.

6	No. 3351	1½ qt. pan with cover
6	No. 3352	2½ qt. pan with cover
6	No. 3353	3½ qt. pan with cover
4	No. 3354	2½ qt. casserole with cover
4	No. 3355	Dutch oven with cover
2	No. 3356	3½ qt. casserole with cover
4	No. 3358	8¾″ skillet with cover
6	No. 3359	10″ skillet with cover
6	No. 3352	12″ skillet with cover

TOP ONLY
D-298 Country "Innkeeper" Display

Specifications: Dimensions: 20″ wide, 11″ deep and 42″ overall height. Where space is at a premium, the top of the "Innkeeper" can be removed and used as a compact, and attractive counter top or point-of-purchase display. Suggestion . . . for convenient display of No. 14-3 Gourmet Group.

National Ads Pre-Sell Country Inn

Shoppers, nation-wide, will be looking for Country Inn in their favorite store departments after seeing the beautiful 4-color pages of Country Inn displayed so dramatically in McCall's and Good Housekeeping ads for October. Be sure to make it easy for them to find Country Inn by having the "Innkeeper" prominently displayed.



Choice location for Country Inn —the Bride's Department

Brides, their friends and families are sure to be impressed by the beauty and charm of Country Inn handsomely displayed in the "Innkeeper." Establish Country Inn FIRST in her preference when she registers at her favorite Bride's center.

West Bend® . . . *where craftsmen still care*©

THE WEST BEND COMPANY, West Bend, Wisconsin 53095

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the new insulated Hot and Cold Serveware

Display West Bend's colorful assortment of Insulated Ware to draw attention, profits . . .

Show colorful and fashionably designed Insulated Serveware by West Bend, on this compact "open frame" merchandiser for maximum traffic-attracting power. The new "color-etch" textures are shown to greatest advantage, framed by gold anodized aluminum. Base shelves are sturdy pressed board, with rich walnut grain vinyl finish. Front bracket, and curved "gold" tipped side brackets are black enamel wire. Display the complete line of six items — ice bucket, beverage server, and 4 each of mugs, cups, tumblers and steins (total of 18 items). Overall height 26". Width at base, 31½" including pedestal and side brackets. Depth of base, 12" (actual counter space required — 20" x 12"). Color Fair "Toucan" swings merrily about in transluscent plastic, framed by gold anodized aluminum. Plaque is walnut-grain vinyl finish. Individual corrugated container, ship. wt., ea. approximately 8 lbs.



West Bend's Complete Display and Color Fair Merchandising Package No. 21-18 Assortment includes:

- D-303 Counter Display
- The Following Color Fair Insulated Ware:

Quantity	Description
2	Fern Ice Buckets
2	Pineapple Ice Buckets
2	Tiger Lily Ice Buckets
2	Antique Gold Ice Buckets
4	Beverage Servers (one each color)
3 sets	7 oz. Cups — Fern
3 sets	7 oz. Cups — Pineapple
3 sets	7 oz. Cups — Tiger Lily
3 sets	7 oz. Cups — Antique Gold
3 sets	10 oz. Mugs — Fern
3 sets	10 oz. Mugs — Pineapple
3 sets	10 oz. Mugs — Tiger Lily
3 sets	10 oz. Mugs — Antique Gold
3 sets	12 oz. Tumblers — Fern
3 sets	12 oz. Tumblers — Pineapple
3 sets	12 oz. Tumblers — Tiger Lily
3 sets	12 oz. Tumblers — Antique Gold
2 sets	16 oz. Steins — Fern
1 set	16 oz. Steins — Pineapple
1 set	16 oz. Steins — Tiger Lily
2 sets	16 oz. Steins — Antique Gold



Striking New Gift Display Packaging

Attractive Gift packages in Gold and Black, with plastic "see-thru" covers.



Beautifully Compact

Takes up less than two square feet of counter space. Open frame construction.

West Bend®

...where Craftsmen still care©

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R-885

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WEST BEND®

"GIFT COUNTRY"

DISPLAY MERCHANDISER

a complete line gift center . . . for up to 60 West Bend cookware and appliance items

Provides a wide-open view to focus attention on West Bend gift quality — cookware, coffee makers and electric appliances. Just the right touch of warm-hearted "country" atmosphere . . . an attractive "Welcome to Gift Country". Eye-catching cream-yellow lacquered shelves and base trimmed in black, with accents of fir panels and cedar shake shingles. Another consumer engineered, volume-selling display from West Bend.

■ Handsome "double-view" back-to-back island unit. ■ Designed for maximum display impact — in minimum floor space. ■ Displays up to 60 West Bend gift selections . . . cookware, coffee makers, electric appliances. ■ 2-section base for easy assembly. ■ Adjustable metal shelf brackets.

(see complete specifications on reverse side)

WEST BEND®

"GIFT COUNTRY" DISPLAY MERCHANDISER D-314



OVERALL HEIGHT 75½″

BASE 45¼″ WIDE 72″ LONG

DESIGNED FOR EASY HANDLING and ASSEMBLY

SPECIFICATIONS: D-314 ISLAND DISPLAY MERCHANDISER

Overall dimensions: 72″ x 45¼″ x 75½″. Materials: Fir plywood, cedar shake shingles. Cream-yellow finish on shelves and base lacquered for protection. Expanded polyurethane plastic, one-piece molded plaque finished in walnut, white and gold colors. Includes: 1 canopy-top; 6 shelves; 2 uprights and 1 two-section, base.

Shelf measurements: 2 — 10⅞″ x 56″; 2 — 17″ x 56″; 2 — 12⅞″ x 64″.

48″ fluorescent light fixture with 40 watt lamp. Packed in two corrugated shipping containers. Ship. wt. 220 lbs. Container #1 includes: base (81 lbs.); container #2 includes: canopy-top with identification plaques, shelves, vertical uprights, electrical fixture and cord and brackets (139 lbs.). Total shipping wt., 220 lbs.

Includes complete assembly instructions.

R-1070

. . . additional

Displays

(see bulletins in section 1 for Country Inn and Color Fair display-merchandisers)



D-270
Counter-Top Display

This handsome full-color point-of-purchase selling aid attracts attention and invites the homemaker to see today's most fashionable cookware. The 400 Line. Unique "staircase" design holds any 400 Line cookware set. Pocket on side holds sales literature.



D-272
Counter-End Display Merchandiser

West Bend's "Teflon Kitchen" is the ideal way to show The 400 Line in depth, in a minimum of space. Displays the complete Craftsman Collection of cookware plus standard packs of bakeware. Yet so compactly designed it takes up less than 7½ square feet of floor space (48" wide, 22" deep). Handsome and rugged, too, with tubular framework, white "stonework" background panel, and ¾"-thick flake board shelves covered with scuff-resistant simulated walnut vinyl.



D-271
Display Plaque

Suggests the "Craftsman Look" of a carefully fashioned engraved plate to displays of 400 Line cookware, bakeware and appliances. 10½" wide, 5¾" high. Injection molded of heavy styrene plastic, with counter easel and wall-hanging attachments.



D-288
Country Inn Display Plaque

Deep green color and "Country Inn" style of this molded plaque is compatible with the fashionable porcelain finish Country Inn Cook 'n Serveware. 12" wide, 10" high. Injection molded of heavy styrene plastic, with counter easel and wall-hanging attachments.



D-313 Country Inn
Counter Top Display

Harvest and avocado are appropriately the color theme of West Bend's compact D-313 display for Country Inn Cook 'n Serveware. This sturdy 24" high display unit uses minimum counter space (18½" x 16") and is ideal for use in a crowded housewares department. Provides selling features of Country Inn and comes complete with a literature "pocket" and an initial supply of folders. Easy to assemble.



D-302
Country Kettle "snap-on" Display Card

Easy "snap-on" display card focuses interest on the Country Kettle. Full-color lithographed 21 point board. Overall dimensions, 23" wide, 11½" high.



D-370 Humidifier Display
For West Bend Models No. 14010 and No. 14003 and Vapor-All Model

This attractive unit exhibits two full-color illustrations, printed on moving "slats." An electric motor continuously changes the interior scenes to present the selling message.

Outer frame printed in full-color, with woodgrain background. Total top section is 29½" high, 23¼" wide (including literature rack). Corrugated display pedestal in a linen-weave pattern. Full-color hand-out bulletins included. Overall Height: 62½", Overall Width: 26" Overall Depth: 16".



D-307 "Continental"
Porcelain-on-Aluminum Cookware Counter Display

Brings colorful "Continental" cookware right up to eye-level . . . sure to be a great traffic-stopper. Three colors printed on white display board. Assembled size: 22½" high (without merchandise), base 28" wide, 20" deep . . . easily trimmed if necessary, to fit smaller areas. Shipped flat, 1 per mailable corrugated shipper.



D-268
Broiler-Rotisserie Rotating Display

Four-panel rotating displayer mounts on the rotisserie . . . alternates sales messages with full-color food illustrations. For an eye-catching demonstration, simply turn on the rotisserie motor. Four-color process on chipboard. Easel-backed counter card included.



D-286 "All-Purpose" Display

Use it to display a single product or a grouping. Consists of a 12 x 13" black base, 2½" high, and a background panel you can insert into the base wherever desired. Panel has space for attaching West Bend catalog page, newspaper tear sheet or locally produced sign. Specifications: Three colors, Yellow, Black and Red; screen printed on white corrugated board. Assembled size: 26" wide, 22" high, 12" deep. Shipped flat, 1 per corrugated shipper.

Chef Ware® by West Bend

2½ Qt. Decorator Tea Kettles

- **Colorful, genuine porcelain-on-aluminum with decorative gourmet motif**
- **Hot water quickly for tea and drip coffee . . . hot instant beverages and soups**
- **Contemporary design; cool plastic handle for safe, easy pouring**

Genuine **Porcelain** ON ALUMINUM



Blue

Honey

Pimento

Specifications:
2½ Qt. Chef Ware Decorator Tea Kettles. **No. 1613** Pimento; **No. 1614** Honey; **No. 1615** Blue; Genuine porcelain finish on 14-gauge aluminum kettle; 16-gauge cover. Rigid-mount black molded plastic handle. Individual corrugated container. Standard re-pack of 2; ship. wt., 5.8 lbs.

There's a unique new way to offer a *decorator* accent to any kitchen now . . . whether it's modern or traditional. West Bend's Chef Ware Tea Kettles add warm-hearted color, friendly hospitality, too. The simmering tea kettle is ready for delicious drip coffee, or a refreshing cup of tea. Choice of three brilliant colors . . . Pimento, Honey and Blue. Stain and heat-resistant, fadeproof. Permanent, dishwasher-safe porcelain-on-aluminum.

WEST BEND®

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THE WEST BEND COMPANY, West Bend, Wisconsin 53095

R-1108

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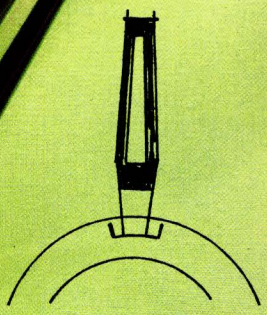
Chef Ware® by West Bend

French-style 8, 10 and 12″ Skillets

Introducing three new, vivid colors — pimento, honey and blue — in genuine porcelain on even-heating aluminum. French-style skillets are the favorite of famous chefs and cooks the world over . . . to sauté vegetables, meats, fish; to prepare a delicate omelet, eggs, or choice gourmet recipes. With TEFLON II* foods won't stick — clean-up is quick and easy.

Pimento Honey Blue

- **Genuine porcelain-on-aluminum**
- **Stain, heat-resistant and fadeproof. Permanent dishwasher-safe color**
- **Certified TEFLON II* permits use of smooth-edged metal kitchen tools**



Unique Handle Design *Specially fashioned for West Bend's French-style skillets. Slotted handle for cool comfort, and for quick, easy hang-up. Molded black phenolic.*

Genuine Porcelain ON ALUMINUM

DuPont approved finish TEFLON II scratch resistant no stick · no scour

*TEFLON is Du Pont's registered trademark. TEFLON II is Du Pont's certification mark.

SPECIFICATIONS

No.	Color	Gauge	Diam. In.	Ship. wt., Std. pk. of 3, Lbs.
1601	Pimento	10	8	4¾
1602	Honey	10	10	5⅛
1603	Blue	10	12	6¾
1604	Pimento	10	8	4¾
1605	Honey	10	10	5⅛
1606	Blue	10	12	6¾
1607	Pimento	10	8	4¾
1608	Honey	10	10	5⅛
1609	Blue	10	12	6¾

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THE WEST BEND COMPANY, West Bend, Wisconsin 53095

Printed in U.S.A.

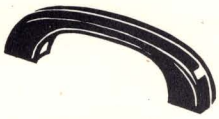
Any electrical appliance requiring repairs should be forwarded to nearest service station for prompt, efficient handling. Parts for non-electric items not illustrated may be obtained from Service Dept., The West Bend Company, West Bend, Wisconsin.

Replacement Parts

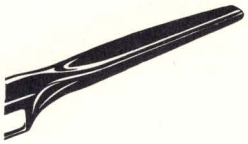
Handles *(continued)*



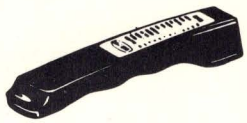
Part No.	Fits
699 BR-20	7480, 3470, 3472
704 BR-20	7482



Part No.	Fits
605BA-20	3574-2



Part No.	Fits
522BA-20	1021, 1023, 1022, 1025
616BA-20	1001, 1024, 1003
606BA-20	1004, 1008, 1006, 1012



Part No.	Fits
500BA-20	3590, 3592, 3595, 3596
506BA-20	3583, 3588



Part No.	Fits
607 BA-20	7248
38 AL-26	
39 AL-26	
252 FF-127	



Part No.	Fits
344BA-20	3188
351BA-20	3878
345BA-20	3883
527BA-20	1258



Part No.	Fits
383BA-20	3258, 3295, 3260
358BA-20	3245, 3248, 3246
483BA-20	3268 (Ivory)



Part No.	Fits
408BA-20	3561
	5427
	5428



Part No.	Fits
283TH-20	541, 564 server, 566 dripper
285TH-20	541½, 542, 566, 568
284TH-20	568 dripper
286TH-20	543



Part No.	Fits
367BA-20	3286



Part No.	Fits
594BA-20	5420

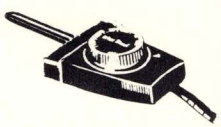


Part No.	Fits
522BA-20	1241, 1242
	1243, 1248
	1250, 1222
	3400, 3400-1
	3401, 3402
	3403, 3408



Part No.	Fits
346BA-20	518, 4522, 4525

Automatic Heat Controls



Part No.	Fits
3551	3211, 3921, 8211
	3574, 3974, 3984
	2573, 3941
	3942, 3954, 3854
	3585, 3586, 3590
	3592

Cord Sets



Part No.	Fits
18RU-149 (Brown)	3245, 3858, 3878, 3286, 3260 3295, 3246, 3248, 3259
19RU-149 (Black)	3200, 3504, 3520, 7270, 3510, 3467, 7210, 7298, 7248
22RU-149 (Black)	4525
28RU-149 (Ivory)	3268, 3468
30RU-149 (Black)	3536

Replacement Parts

A list of authorized repair and service stations is packed with each electrical appliance carrying the West Bend Warranty

Knobs



Part No. **19GL-17** Fits 3245, 3246, 3248, 3258, 3259, 3260, 5917, 5918, 5919, 9460, 9461, 9462



Part No. **34GL-17** Fits 5930, 5931, 5932

No. **35GL-17** Fits 3472, 3470



Part No. **36 GL-17** Fits 5407



Part No. **153BA-19** (Ivory) **160BA-19** (Black) Fits 3268, 3458, 3467



Part No. **143BA-19** Fits 3500, 3512



Part No. **132BA-19** Fits 3200, 3202, 3203, 3595



Part No. **98BA-19** Fits 531, 564, 566, 568, 3518

97BA-19 3270, 5360, 5357, 1004, 1006, 1008, 1012, 1021, 1022, 1023

166BA-19 (w/ring) 1241, 1242, 1243, 1248, 1250, 1245, 1222



Part No. **159BA-19** Fits 5045, 5075, 5076, 5420 and canisters in 5-142, 5-148

162BA-19 5077, 5079, 5054, and canisters in 5-190



Part No. **191 BA-19** Fits 7248

No. **248BA-19** Fits 7482, 7480



Part No. **246 BR-19** (**72 AL-23**) (**332 AL-127**) Fits 3801, 3802, 3803, 3804, 3805, 3808, 3809, 3812, 3806, 3807, 3831, 3832, 3833, 3834, 3835, 3838, 3839, 3840, 3836, 3837, 3954, 3854



No. **238B-19** Fits 3211, 3921, 8211, 8222, 8322, 7210, 1450, 11460, 1470



Part No. **259BA-19** Fits 3331, 3332, 3347, 3333, 3334, 3336, 3335, 3342, 3339, 3340, 3338, 3337, 3348, 3351, 3352, 3353, 3367, 3354, 3356, 3355, 3362, 3359, 3358, 3368, 14-7, 14-8, 14-9, 14-13, 14-14, 14-15



Part No. **P302-19** Fits 7601, 7602, 7603, 7604, 7605, 7606, 7608, 7609, 7611, 7612, 7613, 7614, 7615, 7616, 7618, 7619

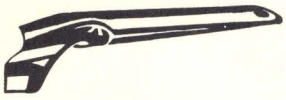


No. **244BA-19** Fits 4100, 4101, 4102, 4103, 4105, 4108



Part No. **P253BA-19** Fits 1451, 1452, 1453, 1458, 1459, 1455, 1501, 1502, 1503, 1508, 1509, 1505, 1511, 1512, 1513, 1518, 1519, 1515, 24101, 24102, 24103, 24108, 24100, 24105, 24153, 24122, 7511, 7512, 7513, 7518, 7510, 7516, 13-18, 13-39, 13-35, 13-36, 13-24, 13-25, 9407, 9408, 9409, 24153, 24122

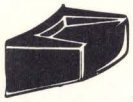
Handles



Part No. **P739-20** Fits 7601, 7602, 7603, 7606, 7608, 7609, 7611, 7612, 7613, 7616, 7618, 7619



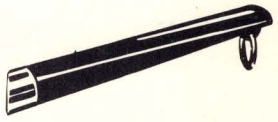
Part No. **306BA-20** **376BA-20** Fits 3638, 3500, 3510, 3530, 3512, 7255, 3536



Part No. **606BA-20** **550BA-20** **555BA-20** Fits 1004, 1006, 1008, 1012, 1222, 3405, 1245, 9407, 9408, 9409



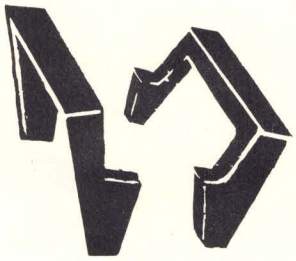
Part No. **700 BR-20** **702 BR-20** **703 BR-20** **P794-20** Fits 3806, 3836, 3805, 3835, 3804, 3834, 7604, 7605, 7606, 7609, 7614, 7615, 7616, 7619



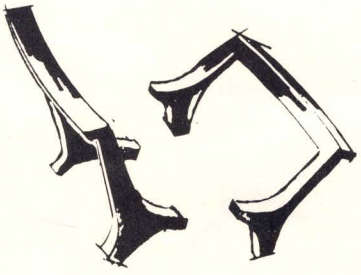
Part No. **700 BR-20** (**357 ST-127**) (**102 AL-12**) (**180 ST-47**) **703 BR-20** **702 BR-20** **701 BR-20** Fits 3801, 3802, 3803, 3831, 3832, 3833, 3804, 3834, 3805, 3808, 3835, 3838, 3809, 3812, 3807, 3814, 3839, 3840, 3837, 3818



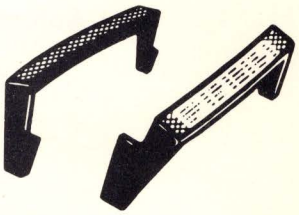
No. **P740-201** Fits 1451, 1452, 1453, 1458, 1459, 1455, 1501, 1502, 1503, 1508, 1509, 1505, 1511, 1512, 1513, 1518, 1519, 1515, 24101, 24102, 24103, 24108, 24100, 24105, 24153, 24122, 7511, 7512, 7513, 7518, 7510, 7516



Part No. **687 BR-20** Fits 3941



Part No. **669 BR-20** (**355 SS-127**) Fits 3954, 3854, 3942



Part No. **450BA-20** Fits 3586, 3585, 3574,
447BA-20 (with temp. guide) 3586, 3585, 3221
624BA-20 3561
110AS-47 3586, 3585
315T-47 (washers) 3586, 3585



Part No. 724BA-20 Fits 3332, 3333, 3334, 3336, 3335, 3342, 3339, 3340, 3348, 3352, 3353, 3354, 3356, 3355, 3362, 3359, 3368



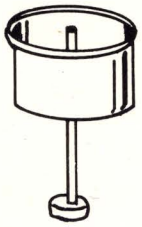
Part No. 723BA-20 Fits 3331, 3332, 3347, 3333, 3342, 3339, 3340, 3338, 3337, 3351, 3352, 3353, 3367, 3362, 3359, 3358

Replacement Parts

Spreaders



Part No.	Fits
48AL-43	3245, 3248, 3246 23245
49AL-43	3258, 3260, 3259 3878, 23258, 23469 23472



Part No.	Fits
97 SS-49	7480
56 SS-45	
96 SS-49	7482
33 SS-45	
85 AL-49	3470
55 AL-45	
57 AL-45	3472
94 AL-49	
77 AL-49	7248
46 AL-45	
49 AL-45	7298
76 SS-49	

Insets



Part No.	Fits
541-58	541
542-58	542



Part No.	Fits
3258-58	3258
3245-58	3245

Miscellaneous



Part No.	Fits
3292-1 (Brown)	3292
3288-1 (White)	3288



Part No.	Fits
3292-2	3292



Part No.	Fits
3288-2	3288



Part No.	Fits
32GL-2	3286



Part No.	Fits
94BA-47	7171, 7172, 7173, 7176, 7178, 7180, 3583



Part No.	Fits
21BA-89	518, 4522, 4525, 1400, 1510, 1520



Part No.	Fits
3AL-137	518, 4522, 4525



Part No.	Fits
14PO-79	5335, 5436, 5435, 5427, 5428, 5429, 5438



Part No.	Fits
41BA-77	3211
45BA-77	3566, 3567, 3570, 3571, 3583, 3590

Glass Gauges



Part No.	Fits
4001	4000, 4002, 4003 4010, 4052, 14003 14010

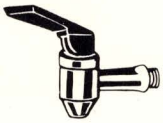


Part No.	Fits
31GL-17	3638, 3500
28GL-17	3512
81GL-17	7255
37GL-17	3500

Faucet Assemblies



Part No.	Fits
38BR-135	3500
41BR-135	7255
39BR-135	3512
53BR-135	3600



Part No.	Fits
46BR-135	3510 3530 3536



Part No.	Fits
47NY-135	1-9304 3-9304 3540 1204



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