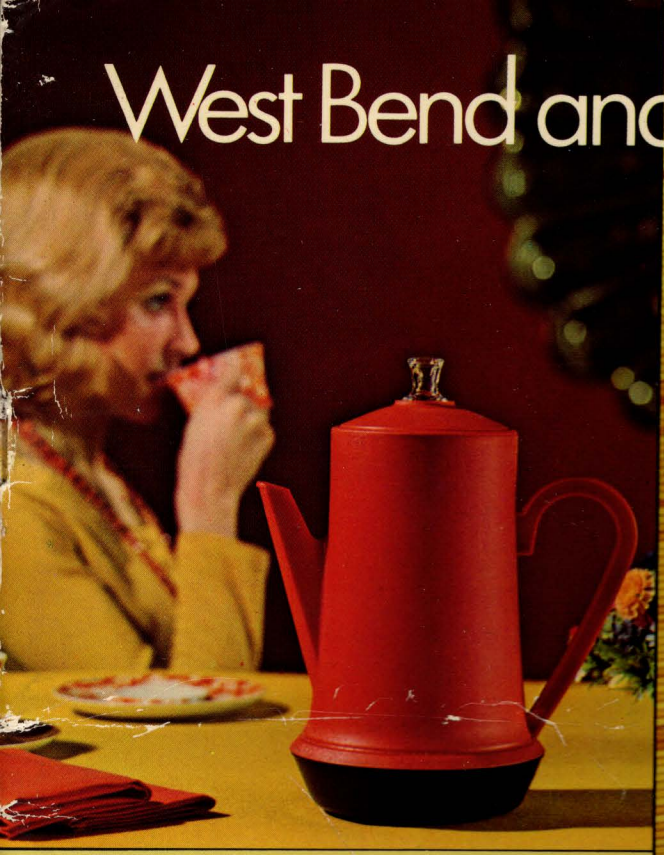
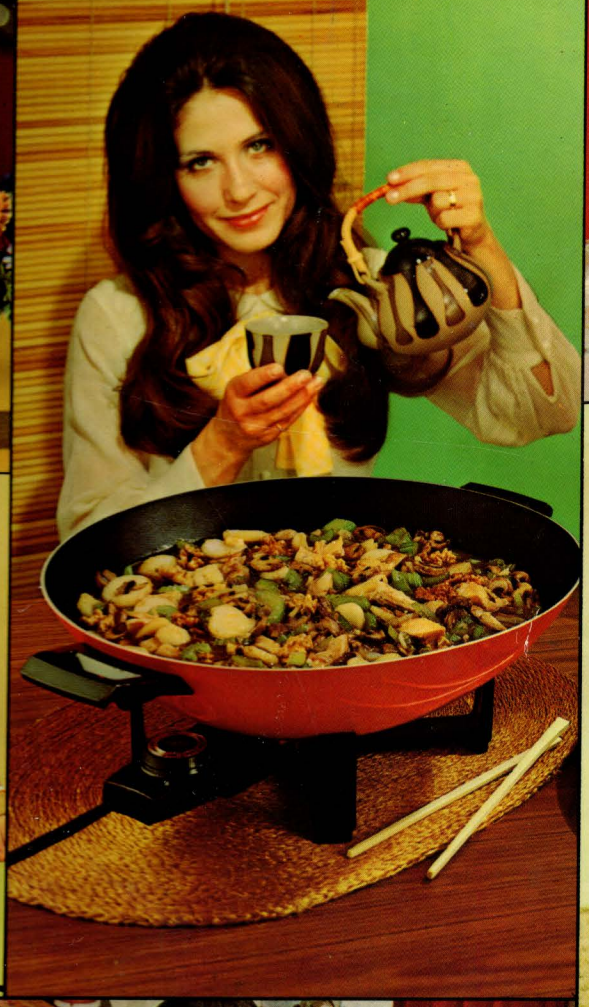
West Bend and the art of good living









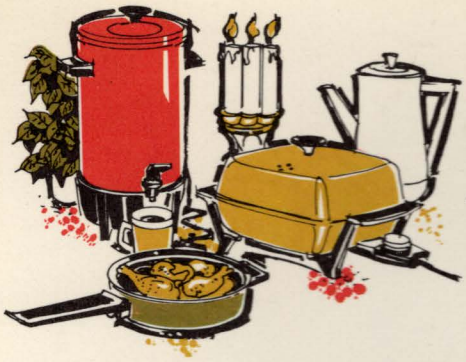
1972





WEST BEND®

Catalog No. 42



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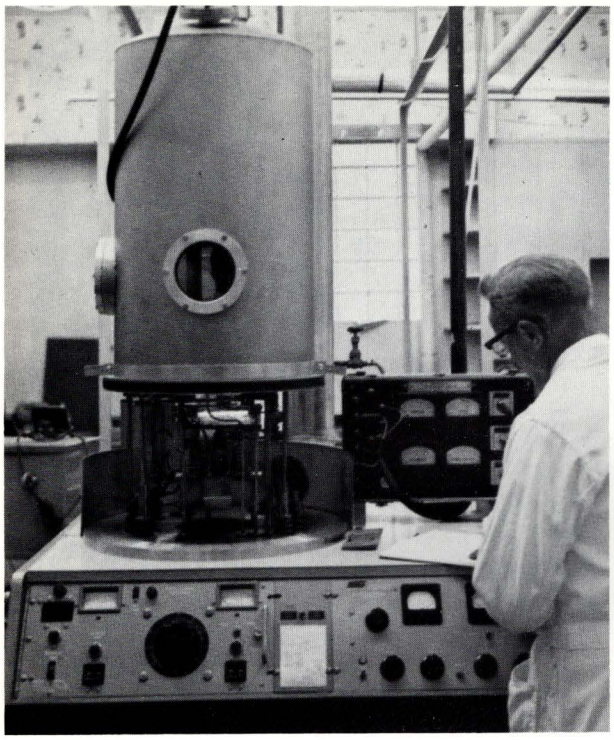
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steadily growing for better service...

From a modest beginning in a converted button factory in 1911, the West Bend Company has grown to be the modern 1.5 million square foot facility shown above . . . with 40,000 additional square feet to be completed in 1973. Over the years the combined efforts of "craftsmen who care" have made West Bend an established leader in the housewares field.



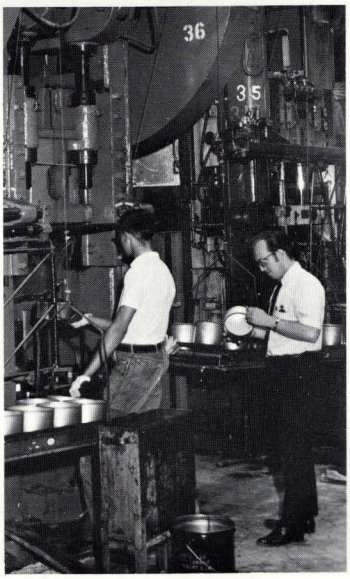


Experienced engineers, using modern manufacturing processes, develop new products.

Automated tow lines in West Bend's 280,000 sq. ft. Distribution Center provide quick order filling.



Skilled specialists utilizing the latest technology



Sixty mechanical, hydraulic and air presses shape stainless steel and aluminum.



Detailed inspection at each step of production assures uniform high quality.

WEST BEND HOME OFFICE

The West Bend Company
400 Washington Avenue
West Bend, Wisconsin 53095
Tel. 414 334-2311

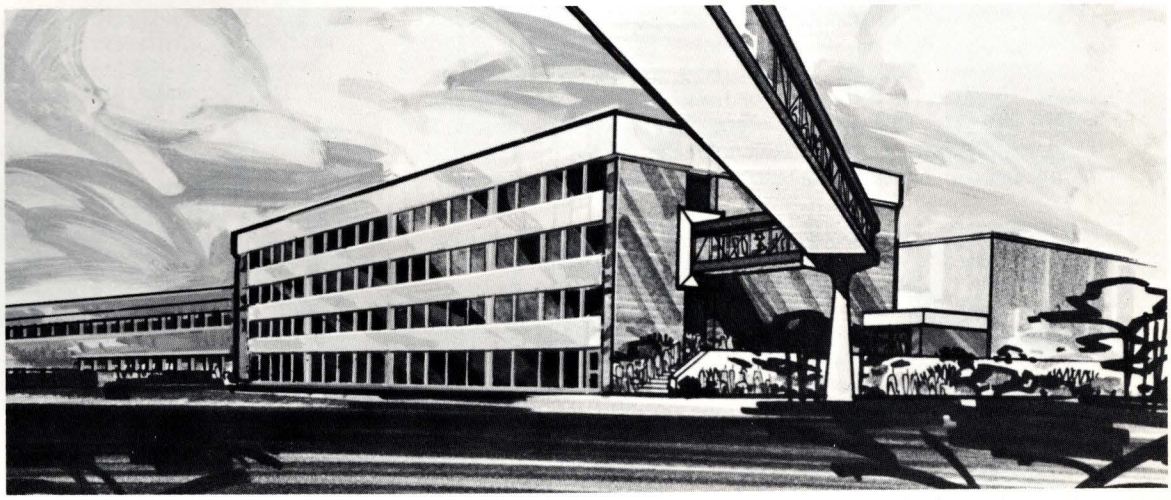
WEST BEND REGIONAL OFFICES

New York, New York
Taunton, Massachusetts
Jacksonville, Florida
Detroit, Michigan
Chicago, Illinois
Milwaukee, Wisconsin
Minneapolis, Minnesota
Dallas, Texas
Seattle, Washington
Los Angeles, California



West Bend's fully-staffed Advertising Department provides creative professional sales support.

Construction has begun on a new 40,000 square foot operations building adjacent to the West Bend, Wisconsin headquarters facility. Scheduled for completion in spring 1973, the new addition will house operations management personnel, as well as the firm's engineering, purchasing and electronic data departments. Extensive modernization and remodeling is planned for the company's General Office Building where administration and sales staffs will be located.



Artist's sketch shows enclosed overpass walkway which will link the new operations building with the present General Offices.



West Bend products are homemaker-tested in the Consumer Information Department's test kitchen.



Personal attention to consumer needs by the Customer Service Department and its authorized service stations further assures you that West Bend is a company . . . "where craftsmen still care."

Extra services behind the West Bend name

The West Bend name means more than quality housewares. It represents a sales team that includes Advertising, Customer Service, Consumer Information and other departments that benefit the consumer before *and* after the sale.

Section 1 electric housewares



electric ORIENTAL WOK

West Bend's automatic wok puts one of the world's great cuisines at your fingertips. For authentic oriental cooking, heat is concentrated at the bottom. Foods cook in minutes, sealing in color, flavor and crispness. As they cook you push them up the spacious, sloping sides and add new ingredients. Heat control assures correct temperatures. A beautiful server, too. Genuine porcelain on extra-thick aluminum resists stains and scratches. Topped with striking acrylic on aluminum cover. Fired-on No-Stick interior finish prevents sticking and cleans in a jiffy. Dishwasher-safe with heat control removed. Colorful 24-page recipe booklet provides all the tips needed to make you an expert in the fascinating art of oriental cookery!

6 qt. Electric Wok. Porcelain exterior on aluminum, 12 gauge pan; epoxy interior and acrylic exterior on aluminum, 16 gauge cover. Fired-on No-Stick pan interior. Black phenolic trim. 24-page recipe booklet. Height 8¼", diameter 14". Detachable heat control (150° to 425°). 1,000 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 6¾ lbs.

No. 5109 Mandarin Red



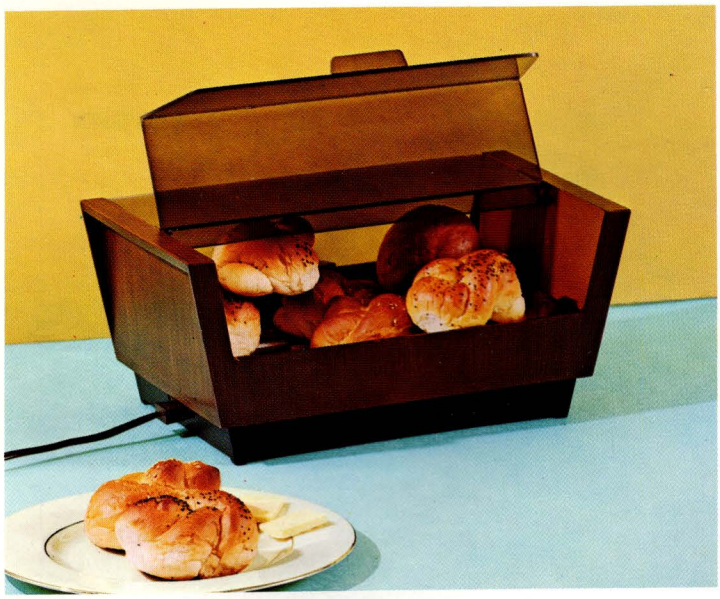
automatic FONDUE POT

West Bend's *automatic* fondue pot maintains temperatures for carefree "recreational" dining. Even-heating aluminum is colorfully clad in genuine porcelain. Fired-on no-stick interior resists scratching, simplifies cleaning. Unique "safety square" handle-leg combination prevents tipping. Dishwasher-safe, with control removed.

2 qt. Automatic fondue pot. Porcelain on aluminum, 10 gauge pan, 14 gauge cover. Black phenolic trim. Fired-on no-stick interior. 24-page recipe booklet. Detachable heat control; "meat," "cheese," "dessert" settings. 600 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 4 lbs. 4 Forks.

No. 5397 Pimento
No. 5398 Cheddar

hospitality servers



see 'n serve®
ELECTRIC BUN WARMER

The West Bend electric bun warmer turns a good meal into a special event! Thermostatically controlled heat maintains maximum freshness in all baked goods. Serve up to 10 hard rolls or over two dozen baking powder biscuits, confident that the last roll will be as fresh and warm as the first. Add a teaspoon of water and even dried-out, day-old rolls are moist and delicious. Dual covers flip up for easy access. Contemporary "see 'n serve" styling complements any tablesetting.

No. 5114 Electric bun warmer. High impact polystyrene, translucent cover, simulated wood-grain body. Aluminum heating surface inside. Black phenolic base. Removable dual covers. Air vent between covers. Dimensions: 5" h. x 12" w. x 7" d. Capacity: 265 cubic inches. Detachable cord. UL listed. 60 watts, 120 volts, AC only. Individual corrugated container, std. pk. of 3, ship. wt. 7½ lbs.

Country Inn™
5 qt. COUNTRY KETTLE

The Country Kettle is ideally suited for preparing party quantities of chili, stew or barbecue, preparing a chowder, simmering a pot roast, deep-frying, or warming foods—all automatically! Fired-on no-stick interiors resist scratching and sticking. Genuine porcelain-on-aluminum outside stays bright and beautiful for attractive serving. Completely dishwasher-safe for carefree cooking every day.

5 qt. Automatic Country Kettle. Porcelain-on-aluminum, 8 gauge pan, 12 gauge cover. Fired-on no-stick interior, no-stick coated cover. Black phenolic trim. 24-page recipe book. Detachable heat control (150° to 425°). 1150 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of 2, ship. wt. 15¼ lbs.

No. 13366 Avocado
No. 13365 Harvest





Country Inn™
ELEC-TRIVET

This handy low-wattage trivet-warmer keeps buffet favorites deliciously-hot. Slow-simmers beans, soups, stews, too. Perfectly safe for metal, ceramic, china or glass serving ware. Durable porcelain on steel wipes clean with a damp cloth. Decorative black rim.

Electric trivet. Porcelain on steel, .047 gauge. Diameter 8". Black phenolic trim. Detachable cord. 80 watts, 120 volts, AC only, not immersible, UL and CSA listed. Individual corrugated container, std. pk. of 2, ship. wt. 3½ lbs.

No. 3324 Avocado

electric griddles

West Bend innovation saves a woman's time

GRIDDLE 'N SERVER
with Fired-on no-stick surface

Over 200 square inches of cooking space! Space for a dozen pancakes at a time or pan-frying two or more foods at once — automatically! Maintains temperatures for perfect cooking every time! Even-heating cast aluminum with scratch-resistant Fired-on no-stick finish. So easy to clean . . . with heat control removed, griddle's completely immersible.

No. 73941 Automatic griddle. Triple-thick cast aluminum. Fired-on no-stick surface. 10½" x 19½". Black phenolic trim. All-around grease well with pouring lip. Detachable heat control (150° to 425°). 1470 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 9½ lbs.





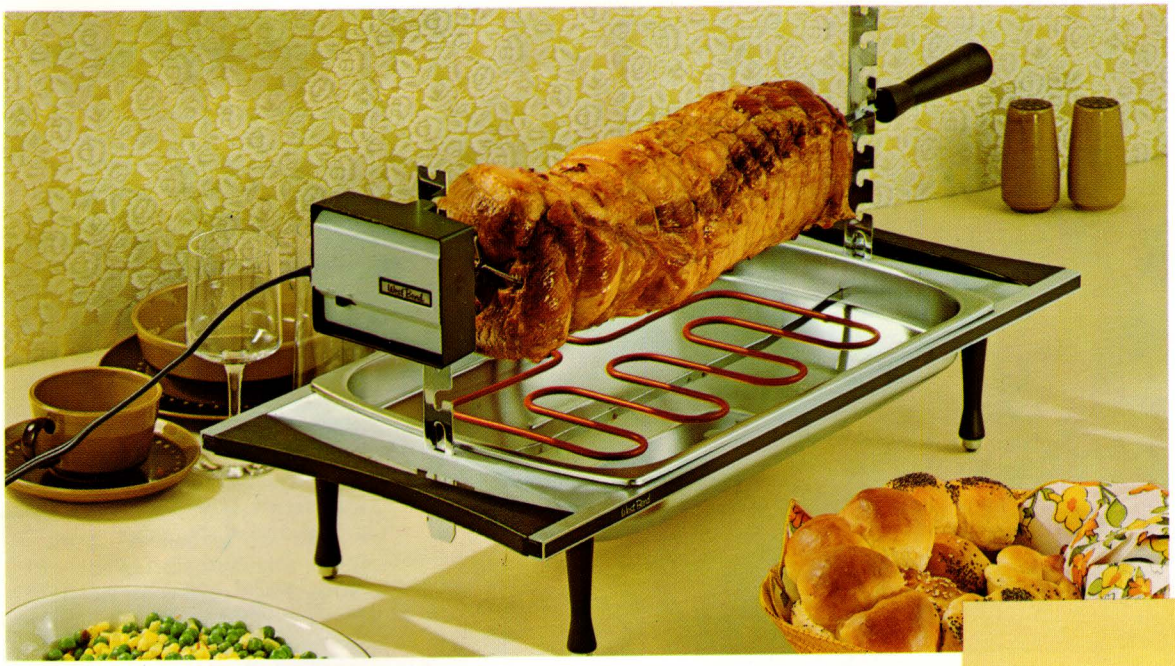
AUTOMATIC GRIDDLE
with Fired-on no-stick surface

West Bend's "slim-line" griddle features automatic temperature control. Extra-thick aluminum spreads heat evenly and efficiently for grilling large breakfasts or warming party snacks. Tough Fired-on no-stick surface resists scratching and cleans in a jiffy so foods won't stick. Black high profile handles. Grease well on side traps meat juices. Convenient pouring lip.

No. 3543 Automatic griddle. 8 gauge stamped aluminum. Fired-on no-stick coated surface. 12⅜" x 19⅝". Black phenolic side handles. Grease well. Detachable heat control (150° to 425°). 1470 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 7½ lbs.

buffet servers

freedom to have fun while West Bend does the work



for delicious cookout flavor ...indoor convenience

smokeless **BROILER-ROTISSERIE**

Sleek, simple design adds glamour to indoor "cook-out" fun. Rotisserie motor turns meat slowly to hold natural juices. Chrome-plated broiler rack is adjustable and easy to clean. Efficient (5 foot length) heating element is specially designed to prevent smoking, spatters or flare-ups—self-cleaning too! Stainless steel reflector pan is removable for easy washing. Colorful 24-page recipe book features kitchen-tested recipes for enjoyable, *versatile* dining.

No. 15415 Electric Broiler-Rotisserie. Height 12," depth 11¼," length 26½." Brushed aluminum frame. Black trim. Stainless steel reflector pan. Triple-plated chrome-steel grilling rack. Rotisserie motor. Spit bar with two skewering forks. Two 7-position brackets. Detachable cord. 1575 watt infra-red heating element, 120 volts, AC only, UL listed model 10 motor and 15414 broiler unit. Individual corrugated container, std. pk. of one, ship. wt. 10½ lbs.



Unit doubles as efficient indoor barbecue grill, too.



genuine stoneware

BEAN POT *and* **BUFFET-PATIO SERVER**

A homemaker's delight! Baked beans, hot potato salad, chili, stew, can be prepared ahead and left to slow-simmer all day for delicious baked-in flavor. Or, pop it in the oven for favorite casseroles. In between, it's an attractive cookie jar kept handy on the kitchen counter. Buff-white decorated Patio-Server or deep brown glazed Bean Pot—both are attractive servers that let family or guests help themselves. For easier cleaning, chrome-plated heating unit is separate from pot.

2 qt. cooker/server. Genuine stoneware. Height 8," diameter 7⅞." Detachable cord. 95 watts, 120 volts, AC only, UL and CSA listed 3295 heating unit. Individual corrugated container, std. pk. of 3, ship. wt. 17¾ lbs.

No. 3288 Buffet-Patio Server (buff-white)

No. 3299 Bean Pot (brown)

electric skillets

serve with confidence . . . automatically!



Chalet Chef™
automatic skillet-chafing dish

The Chalet Chef offers all the flair of chafing dish cookery without *the* hazards of a flame. With 2 qt. No-Stick coated Blazer Pan and 1 cup of water the Chalet Chef prepares a wide variety of chafing dish favorites. The Chalet Chef serves as a handy 10" skillet, too, with easy-cleaning butterscotch porcelain-on-aluminum exterior, No-Stick interior. Temperature range from 150°-425°. Completely immersible and dishwasher-safe. Cookbook with delicious hor d'oeuvre, chafing dish, skillet, casserole and dessert recipes included.

5117 Electric Skillet-Chafing Dish. Butterscotch porcelain exterior, No-Stick interior, 10" aluminum 10 gauge pan; 2 qt. 18 gauge Blazer Pan has No-Stick interior, natural aluminum exterior; 16 gauge aluminum cover with butterscotch acrylic exterior, black epoxy interior. Black phenolic trim. 28 pg. recipe book. Height 7¼," diameter 11½." 850 watts, 120 volts, AC only, UL listed. Ind. corr. cont. w/full color label. Ship. wt., 7½ lbs.



PARTY SKILLET *with beautiful porcelain color*

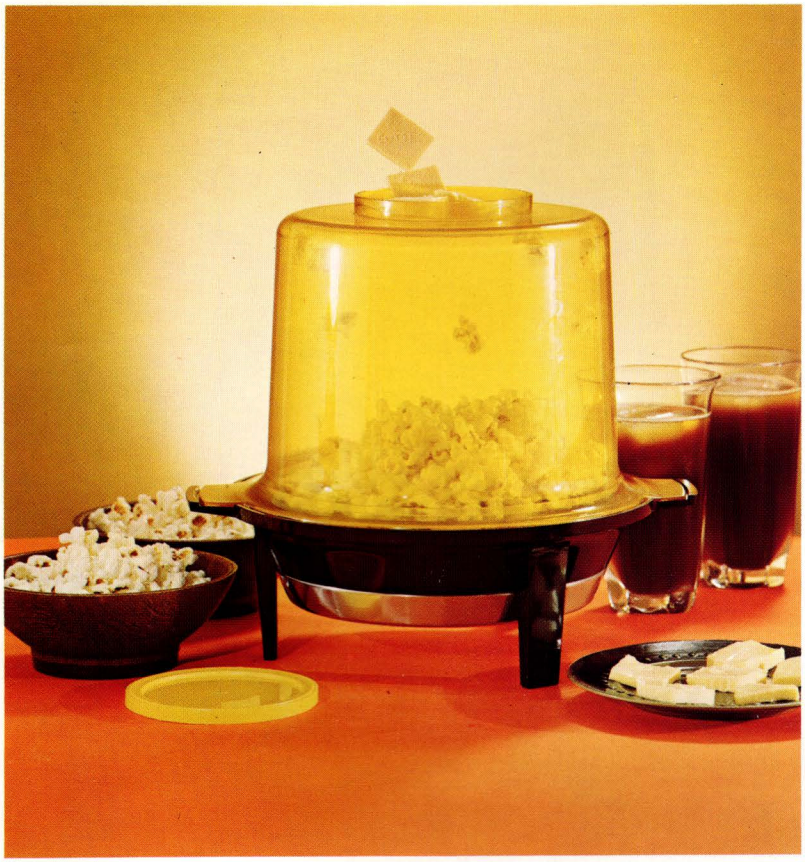
Any woman will love the time-saving convenience of West Bend's 12" Party Skillet. Accurate heat control lets her cook and serve in the same skillet. Sparkling color, unique and graceful side handles and high dome cover are beautiful on a buffet table. Fired-on no-stick interior speeds clean-up.

Automatic skillet. Porcelain on aluminum, 8 gauge pan, acrylic on aluminum, 16 gauge cover. 12" x 12." Fired-on no-stick interior. Black phenolic trim. Vented cover. Detachable heat control. 1255 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, 7½ lbs.

No. 3306 Avocado
No. 3316 Harvest

corn poppers

the popper is the party





After the first pop, just remove cap and place patties evenly over holes in inset. Replace cap. No need to shake or stir.



self-buttering
Butter-matic™ **Corn Popper**

West Bend has added the convenient self-buttering feature to the fun of see 'n serve corn popping. The Butter-matic's amber 4 qt. Lexan® cover has a built-in butter cup. Butter (or margarine) is simply placed in the butter cup and a plastic cap snapped on the top. The hot popping action melts and mixes the butter throughout the corn. Simple cover design is extra-easy-cleaning, and if lost, the plastic cap can be replaced with the type found on many grocery items (ex. 1 lb. coffee can). No-Stick coated base provides fast, efficient popping action to virtually eliminate unpopped kernels, then shuts off when corn is ready.

5467 4 qt. self-buttering corn popper. Amber Lexan® cover with built in cup. Yellow opaque polyethylene plastic cap. Brown phenolic base, No-Stick coated. Operating instructions stamped on base. Height 10¾", diameter 11½". Detachable cord. 525 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 12¾ lbs.



See 'n Serve® automatic
4 qt. CORN POPPER

An ice-breaker for adult parties, entertainment for children and teenagers. See-through cover lets everyone watch kernels dance and bounce about as they pop! Simple to use—measuring ring molded into base indicates proper amount of oil to use; automatic control shuts unit off when popping's done. Then flip it over and serve from the clear cover/server. Handsome black phenolic base has a convenient stick-free surface for easy clean-up. A welcome gift for family fun and impromptu parties.

No. 5466 4 qt. Automatic corn popper. Clear Lexan® cover. Black phenolic base, no-stick coated. Operating instructions stamped on base. Height 10¼", diameter 11½". Detachable cord. 525 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 12¾ lbs.

household helpers

active people depend on West Bend convenience



automatic pop-up **2 or 4 SLICE TOASTERS**

"Radiant control" automatically senses temperature and moisture of bread to toast it the way you like it.

Automatic toasters. Chrome-plated stainless steel. Black plastic end panels. Hinged crumb tray. Light to dark selector. Height 6½", width 4¾". 120 volts, AC only, UL listed.

No.	Description	Length In.	Watts	Ship. Wt., lbs. Std. Pack 1
3236	2-slice	11	1050	4½
3237	4-slice	16½	1650	7



Wrinkles Away™

ELECTRIC HAND STEAMER

Wrinkles Away™ saves time because it needs no accessories. Just fill with ordinary tap water, plug into outlet and move steamer head over fabric. Wrinkles disappear from clothing, draperies and slipcovers; nap is restored in velvet and corduroy. Stick-free steamer head. Baffle system in neck keeps water from spilling out. Unit stands upright during three minute pre-heat time or while changing garments. Safe for all fabrics. Thoughtful gift for busy people who value good grooming. Lightweight and portable for travel.

No. 5089 Electric Hand Steamer. Avocado. Glass-reinforced nylon. Capacity: 15 minutes steaming time. Overall height 9¼". Attached cord. 200 watts, 120 volts, AC only, UL listed. Individual corrugated container, 4-color litho label, std. pk. of 3, ship. wt. 5 lbs.



Section 2 automatic coffeemakers



automatic 25 CUP PERK

West Bend's new 25 cup perk is always ready to serve company-sized portions of delicious coffee. An attractive polished aluminum finish with contrasting black trim makes it the perfect compliment to any buffet or table top, too. Features 2-way faucet positioned for cup-on-saucer filling. Graduation marks from 12 through 25 cups help make coffeemaking easy, and West Bend's time-temperature control keeps coffee serving-hot cup after cup.

No. 3410 12 to 25 cup percolator. Polished aluminum. Aluminum stem and basket. Overall height 13". Black phenolic base has 7½" diameter. Phenolic trim. Detachable cord. 600 watts, 120 volts, AC only. UL listed. Indiv. corrugated container, std. pk. of one, ship. wt., 4 lbs.



stainless steel

30 CUP PARTY PERK

Emphasis on design makes West Bend's 30 cup stainless steel percolator a coffeemaking leader. Its lustrous brushed satin finish and unique four-leg base design give it classic simplicity for elegant buffet serving. For open house, family reunions, or holiday gatherings, there is plenty of rich, full-bodied coffee because it is completely automatic. Compact and sturdy with graceful side handles and two-way faucet to let hostesses entertain with confidence.

No. 27210 12 to 30 cup automatic percolator. Stainless steel with brushed finish. Stainless steel pump, stem and basket. Overall height 15". Base diameter 7½". Two-way faucet. Black phenolic base and trim. "Serve" light. Detachable cord. 1190 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 7 lbs.

quantity coffeemakers

no crowd's too large for a West Bend perk

WEST BEND POLISHED ALUMINUM PARTY PERKS

36, 55 and 100 cup sizes

Automatic Party Perks in four sizes—from 36 to 100 cups—fill the diverse requirements of organizations, social groups and families who need delicious coffee in quantity. Bright polished aluminum is lightweight and portable, yet durable to give continually dependable service. Solid round base provides firm support. Two-way faucet offers continuous flow or single cup-on-saucer servings. Larger 55 and 100 cup models feature full view, glass level gauge and on/off switch. Time and temperature control assures crowd-pleasing coffee every time. Three wire plug on 100 cup model. UL and CSA listed.

No.	Capacity	Overall Ht.	Base Dia.	Watts	Ship. Wt. lbs.
33536	36 cup	15¼"	8⅞"	1090	6
3500	55 cup	18¾"	10½"	1500	9¾
23600	100 cup	23⅝"	10½"	1500	10¾





POLISHED ALUMINUM PARTY PERKS

30 and 36 cup sizes

The practical choice for today's economy-minded homemaker. Gleaming polished aluminum in either 30 or 36 cup size brews delicious coffee automatically and keeps it serving hot for hours. With graceful four-leg base design for handsome buffet serving. Cup and saucer fit easily under two-way faucet. "Serve" light. Black phenolic trim. UL and CSA listed.

No.	Capacity	Overall Ht.	Base Dia.	Watts	Ship. Wt. lbs.
19306	36 cup	17"	7½"	1090	4¾
29308	30 cup	16"	7½"	1090	4½



limited edition

CRAZY DAISIES 30 CUP INSULATED PERK

West Bend has put spark back in a coffee break—verve in a late night party. The Crazy Daisies perk is a zany garden of flowers to serve coffee with pzazz whenever a houseful of friends drop in. Unique double wall construction insulates both hot and cold beverages to keep them at serving temperature even without electricity.

No. 3526 12 to 30 cup automatic percolator. Alkyd color on steel outside. Lithographed motif. Aluminum inset. Sealed air insulation between outside and inset. Height 14⅝". Base diameter 8¼". Two-way faucet. Black phenolic trim and base. "Serve" light. Detachable cord. 1090 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of one, ship wt. 6½ lbs.

colorful coffeemakers

performance to match America's devotion to coffee



Continental™
36 CUP PARTY PERKS
in three bright colors

For four guests or a dozen! The 36 cup Party Perk reflects the hostess's hospitality in cheerful color: either poppy, avocado or harvest. Time and temperature control automatically brews perfect coffee each time and keeps it hot for hours. When light in base signals, coffee's ready to serve from convenient finger-touch faucet. Black phenolic base and trim are a striking contrast to the brightly fashioned heat and stain-resistant finish.

12 to 36 cup automatic percolator. Acrylic color on aluminum. Aluminum stem and basket. Overall height 17." Base diameter 7½." Two-way faucet. Black phenolic base and trim. "Serve" light. Detachable cord. 1090 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 4¾ lbs.

No. 39407 Poppy
No. 39408 Avocado
No. 39409 Harvest



West Bend insulated
30 CUP PARTY PERK

Now serve hot . . . *or cold* . . . beverages anywhere—sealed air insulation makes the difference. Brew 12 to 30 cups of delicious coffee automatically, then pull out the plug and carry it outdoors or to another room. Double wall insulation keeps beverage at serving temperature. And whether hot or cold. The avocado or harvest finish lends a festive air to every occasion.

12 to 30 cup automatic percolator. Alkyd color on steel outside. Aluminum inset. Polished aluminum cover. Sealed air insulation between outside and inset. Overall height 14⅝." Base diameter 8½." Two-way faucet. Black phenolic trim and base. "Serve" light. Detachable cord. 1090 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 6½ lbs.

No. 33525 Avocado
No. 33535 Harvest

traditional and modern coffeemakers

when hospitality counts . . . West Bend speaks for you



AUTOMATIC 9 CUP PERCOLATOR

in durable polypropylene

Molded polypropylene is the space age material that won't mar, crack, chip or discolor through normal daily use. Delicate lines and a textured finish make this the feminine coffee maker that fulfills every serving need. Avocado or poppy with contrasting black phenolic base. Completely automatic with lock-on cover.

5 to 9 cup automatic percolator. Colored polypropylene with textured finish. Overall height 11¼". Black phenolic base and trim. Lock-on cover and clear cover knob. Detachable cord. 600 watts, 120 volts, AC only. UL and CSA listed. Individual container, std. pk. of 3, ship. wt. 8½ lbs.

No. 5934 Avocado
No. 5935 Poppy



AUTOMATIC 9 CUP PERK

Handsomely tailored 9 cup coffee maker is right in all of today's colorful kitchens. Time and temperature control built into the black phenolic base brews delicious coffee automatically and keeps it serving hot indefinitely. Stain-resistant avocado or harvest color on even-heating aluminum. Streamlined handle and knob accent classic teardrop shape. "Serve" light. Practical lock-on cover.

6 to 9 cup automatic percolator. Polyurethane color on aluminum. Aluminum basket and stem. Overall height 10". Black phenolic base and trim. Lock-on cover. "Serve" light. Detachable cord. 600 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 7¾ lbs.

No. 3493 Avocado
No. 3494 Harvest



Westmark®

9 CUP DECORATED PERK

In the morning or at an afternoon get-together, the Westmark automatic coffee maker sets a happy mood. Choose from three delightful colors—poppy, avocado or harvest. Each is gaily decorated with a refreshing butterfly motif in colors coordinated expressly for it.

5 to 9 cup automatic percolator. Polyurethane color on aluminum. Two color motif. Aluminum basket and stem. Overall height 10⅝". Black phenolic base and trim. Clear cover knob. Detachable cord. 490 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 7½ lbs.

No. 1809 Poppy
No. 1819 Avocado
No. 1839 Harvest

aluminum and stainless steel coffeemakers



flavo-matic®
AUTOMATIC 5 CUP PERCOLATOR

The perfect answer for coffee-for-two or a quick cup in the morning. Petite 3 to 5 cup perk eliminates throwaway cups.

No. 33245 3 to 5 cup automatic percolator. Polished aluminum. Overall height 8⅞". Brown phenolic base and trim. Detachable cord. 490 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 5¾ lbs.



Continental™
AUTOMATIC 9 CUP PERCOLATORS

Bright refreshing color to enhance enjoyment of a coffee break. At mealtime, mid-morning, afternoon or with late evening snacks, 5 to 9 cups of delicious coffee brewed automatically and kept serving hot. Heat and stain-resistant color.

5 to 9 cup automatic percolator. Polyurethane color on aluminum. Aluminum basket and stem. Overall height 10⅝". Black phenolic base and trim. Clear cover knob. Detachable cord. 490 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 7½ lbs.

No. 9460 Poppy **No. 9461** Avocado **No. 9462** Harvest



flavo-matic®
9 CUP AUTOMATIC PERCOLATOR

The last word in graceful coffee serving, beautiful 9 cup teardrop perk in sparkling stainless steel.

No. 7248 6 to 9 cup automatic percolator. Stainless steel. Stainless steel basket and stem. Overall height 10". Black phenolic base and trim. Detachable cord. 490 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 1, 3¼ lbs.



instant **HOT-POT™**

Automatic water heater for instant soups, coffee or tea in a jiffy. Heat selector knob lets you choose temperatures from "warm" to "boil." Now with a beautiful, stain-resistant mandarin red finish.

2 to 6 cup automatic water heater. Polyurethane color on aluminum. Overall height 8". Black phenolic trim. Detachable cord. 600 watts, 120 volts, AC only. UL listed. Individual corrugated container, std. pk. of 3, 6 lbs.

No. 3251 Polished aluminum
No. 3252 Mandarin red



AUTOMATIC 9 CUP PERCOLATOR

No gadgets or guesswork—this coffee maker is fully automatic.

No. 29366 5 to 9 cup automatic percolator. Polished aluminum. Aluminum basket and stem. Overall height 10⅝". Black phenolic base and trim. Clear cover knob. Detachable cord. 490 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 7½ lbs.

Section 3 cookware



Country Inn™

HOMEMAKER GROUP

Country Inn—the warm-hearted cookware—offers the kind of performance women cherish. Extra-thick aluminum distributes heat evenly through the bottom and sides, cooking foods efficiently at low temperatures. Genuine porcelain finish on the outside adds zestful color in a choice of avocado or harvest. Durable porcelain resists scratching, fading and staining. Inside, Fired-on No-Stick finish prevents sticking and cleans in a jiffy! Entire set is completely dishwasher-safe.

7 PIECE SET

1½ qt. covered saucette, 2½ qt. covered sauce-pot/server, 5 qt. Dutch oven, 10" family skillet (uses Dutch oven cover). Full color 40-page recipe booklet. Ship. wt. 13 lbs.

No. 14-2 Avocado
No. 14-52 Harvest

Genuine Porcelain ON ALUMINUM

WEST BEND FIRED ON NO-STICK INTERIOR

Country Inn™ Open Stock



2½ QT. HI-BOY

No.	Capacity Quart	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3347	2½	Avocado	10	12	6
3367	2½	Harvest	10	12	6

DUTCH OVEN

No.	Capacity Quart	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3335	5	Avocado	10	12	10¼
3355	5	Harvest	10	12	10¼

6¼" MINI-SKILLET

No.	Dia.	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3341	6¼"	Avocado	10	12	3¾
3361	6¼"	Harvest	10	12	3¾

8¾" BREAKFAST SKILLET

No.	Dia.	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3338	8¾"	Avocado	8	12	7
3358	8¾"	Harvest	8	12	7

1½ QT. SAUCETTE

No.	Capacity Quart	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3331	1½	Avocado	10	12	5
3351	1½	Harvest	10	12	5

3½ QT. SAUCE POT/SERVER

No.	Capacity Quart	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3333	3½	Avocado	10	12	8⅛
3353	3½	Harvest	10	12	8⅛

2½ QT. SAUCE POT/SERVER

No.	Capacity Quart	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3332	2½	Avocado	10	12	7½
3352	2½	Harvest	10	12	7½

10" FAMILY-SIZE SKILLET

No.	Dia.	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3339	10"	Avocado	8	12	9½
3359	10"	Harvest	8	12	9½

12" BUFFET SKILLET

No.	Dia.	Color	Gauge Pan	Gauge Cover	Ship. Wt. lbs. Std. Pack 2
3342	12"	Avocado	8	12	12⅛
3362	12"	Harvest	8	12	12⅛

stainless steel cookware

fashionable kitchens begin with Town House



tri-ply stainless steel

TOWN HOUSE® COOKWARE

The carefree cookware with the cared-for look! That's Town House—luxurious stainless steel molded into efficient cooking utensils. A heart of carbon steel between two layers of stainless steel conducts heat smoothly and gently, without hot spots, to cook foods evenly. Choose from the "natural look" of polished stainless steel, or the warm beauty of the Avocado or Harvest porcelain exteriors. Glistening stainless steel interiors offer smooth cooking surfaces that are always easy to clean. Coordinated black phenolic handles and knobs are fashioned for easy handling and are oven and dishwasher-safe. Town House . . . exciting cookware for people who like good food, tastefully prepared.

7 PIECE SET

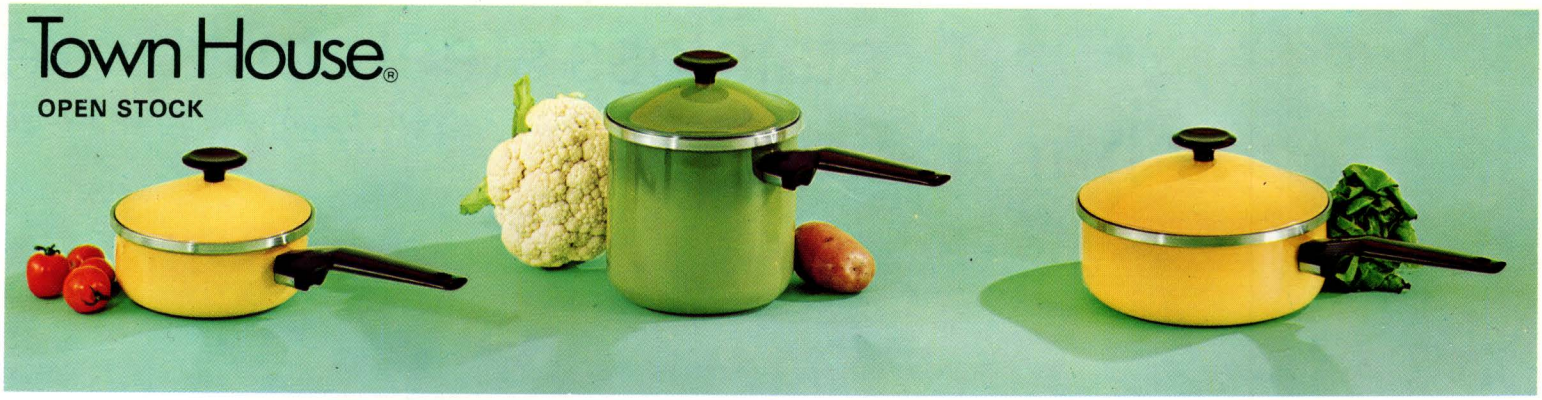
1 qt. covered chef pan, 2 qt. covered chef pan, 5 qt. roaster/ovenette, 10" entree skillet (uses roaster cover). Full color 56-page recipe booklet. Ship. wt. 13¼ lbs.

No. 7-358 Avocado
No. 7-360 Harvest
No. 7-415 Polished



Town House®

OPEN STOCK



1 QT. CHEF PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7601	Avocado	.050	.031	4¾
7611	Harvest	.050	.031	4¾
7621	Polished	.050	.031	4¾

2½ QT. HI-BOY

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7607	Avocado	.050	.031	7
7617	Harvest	.050	.031	7
7627	Polished	.050	.031	7

2 QT. CHEF PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7602	Avocado	.050	.031	6¾
7612	Harvest	.050	.031	6¾
7622	Polished	.050	.031	6¾



3 QT. CHEF PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7603	Avocado	.050	.031	8¼
7613	Harvest	.050	.031	8¼
7623	Polished	.050	.031	8¼

8" BRUNCH SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7608	Avocado	.050	.031	6
7618	Harvest	.050	.031	6
7628	Polished	.050	.031	6

10" ENTREE SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7609	Avocado	.065	.031	10
7619	Harvest	.065	.031	10
7629	Polished	.065	.031	10



Genuine Porcelain ON STAINLESS STEEL

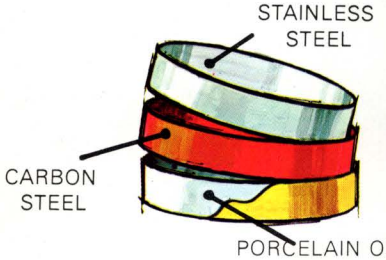
Stainless Steel

12" PARTY SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7606	Avocado	.065	.031	14¼
7616	Harvest	.065	.031	14¼
7626	Polished	.065	.031	14¼

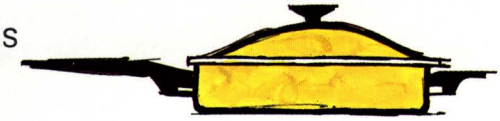
5 QT. ROASTER-OVENETTE

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7605	Avocado	.050	.031	11¼
7615	Harvest	.050	.031	11¼
7625	Polished	.050	.031	11¼

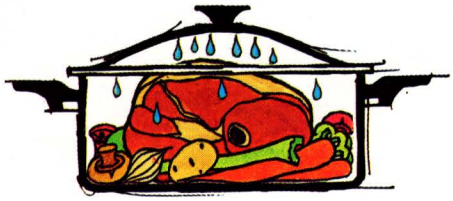


Gentle-heating carbon steel core spreads heat evenly across bottom and sides to prevent hot spots and scorching.

Town House Features



Superior-grade materials — carbon and stainless steel of extra weight and thickness resist wear and corrosion.



SELF-BASTING COVER

Self-basting, high profile covers tightly fitted to utensils, return natural moisture to cooking foods.

cast aluminum cookware

exciting new cookware design, choice of interior finishes





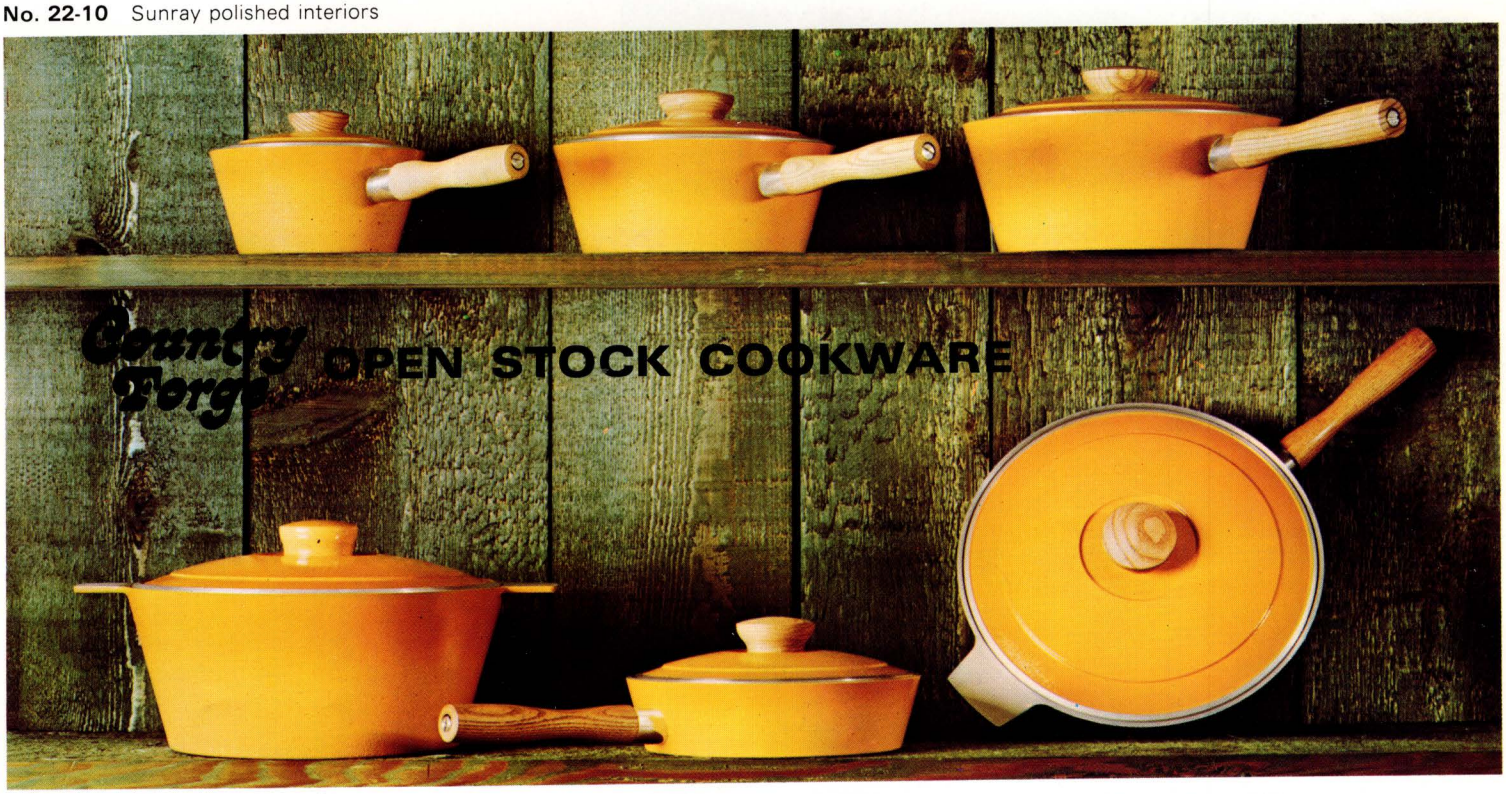
***Country Forge*™ Castware**

West Bend's heavy-weight cast aluminum cookware combines exceptional cookware features with an elegant new design. Available with either Sun-Ray or No-Stick coated interior finishes, all pieces have genuine porcelain exteriors in rich, butterscotch color. Dutch Oven has oven-safe cast-on handles and molded metal knob, all other handles and knobs fashioned from dishwasher-resistant genuine white ash. Included with each set is a durable polypropylene recipe file filled with kitchen-tested recipes. Created expressly for Country Forge cookware, these recipes will stay clean and convenient in this handy matching file.

7 PIECE SET

1 and 2 qt. covered sauce pans, 10" skillet and 5 qt. Dutch Oven (shares skillet cover), polypropylene recipe file and recipes. Gauge: .135 sides and covers, .150 bottom. Ship. wt. 20½ lbs.

No. 22-9 Fired-on No-Stick interiors
No. 22-10 Sunray polished interiors



1 QT. COVERED SAUCE PAN

No.	Interior	Gauge Sides/Cover	Bottom	Ship. Wt., lbs. Std. Pk. 2
5821	No-Stick	.135	.150	6
5831	Sun-Ray	.135	.150	6

Maple stain on ash handle and knob.
Dishwasher-resistant.

5 QT. DUTCH OVEN

No.	Interior	Gauge Sides/Cover	Bottom	Ship. Wt., lbs. Std. Pk. 2
5825	No-Stick	.135	.150	12
5835	Sun-Ray	.135	.150	12

Cast aluminum handles and knob.
Oven and dishwasher-resistant.

2 QT. COVERED SAUCE PAN

No.	Interior	Gauge Sides/Cover	Bottom	Ship. Wt., lbs. Std. Pk. 2
5822	No-Stick	.135	.150	7¼
5832	Sun-Ray	.135	.150	7¼

Maple stain on ash handle and knob.
Dishwasher-resistant.

8" COVERED SKILLET

No.	Interior	Gauge Sides/Cover	Bottom	Ship. Wt., lbs. Std. Pk. 2
5828	No-Stick	.135	.150	6⅝
5838	Sun-Ray	.135	.150	6⅝

Maple stain on ash handles and knob.
Dishwasher-resistant.

3 QT. COVERED SAUCE PAN

No.	Interior	Gauge Sides/Cover	Bottom	Ship. Wt., lbs. Std. Pk. 2
5823	No-Stick	.135	.150	9
5833	Sun-Ray	.135	.150	9

Maple stain on ash handle and knob.
Dishwasher-resistant.

10" COVERED SKILLET

No.	Interior	Gauge Sides/Cover	Bottom	Ship. Wt., lbs. Std. Pk. 2
5829	No-Stick	.135	.150	10½
5839	Sun-Ray	.135	.150	10½

Maple stain on ash handle and knob.
Dishwasher-resistant.

porcelain-on-steel cookware

a unique spirit in contemporary cookware design



Scandia™

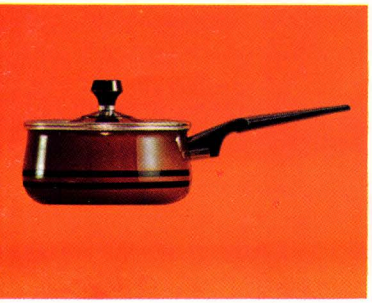
PORCELAIN-ON-STEEL COOKWARE

An exciting new shape for creative cookery comes alive in West Bend's Scandia! Generous contours provide ample room in every pan . . . create a contemporary look that makes Scandia unique. Majolica-glazed porcelain-on-steel exterior finish in elegant earthtone color has fired-on black decorator stripes. White porcelain interiors look like china, make clean-up easy. Beneath the porcelain a layer of carbon steel evenly distributes heat. Handles are fashioned for easy hanging . . . phenolic trim is oven-safe to 425°. Durable stainless steel protective rims add extra value to this exciting new cookware. Made in Spain for the West Bend Company.

No. 19-3 7 PIECE SET

1½ and 2½ qt. covered sauce pans, 5½ qt. Dutch oven, and 9¾" open skillet (uses Dutch oven cover). Gauge: .039 sauce pans and all covers, .047 Dutch oven, .059 skillet. Ship. wt. 17¼ lbs.

Scandia™



1½ QT. SAUCE PAN, .039" steel. Individual container; standard pack 2. Ship. wt., 5¼ lbs. No. 5231.



2½ QT. SAUCE PAN, .039" steel. Individual container; standard pack 2. Ship. wt., 6¼ lbs. No. 5232.



2½ QT. HI-PROFILE SAUCE PAN, .039" steel. Individual container; standard pack 2. Ship. wt., 5½ lbs. No. 5237.



3½ QT. SAUCE PAN, .047" steel. Individual container; standard pack 2. Ship. wt., 8¾ lbs. No. 5233.



3½ QT. CASSEROLE, .047" steel. Individual container; standard pack 2. Ship. wt., 8⅝ lbs. No. 5236.



5½ QT. DUTCH OVEN ROASTER, .047" steel. Individual container; standard pack 2. Ship. wt., 11⅞ lbs. No. 5235.



8" COVERED SKILLET, .059" steel. Individual container; standard pack 2. Ship. wt., 9⅜ lbs. No. 5238.



9¾" COVERED SKILLET, .059" steel. Individual container; standard pack 2. Ship. wt., 9⅜ lbs. No. 5239.

compact aluminum cookset

introducing the space-saving cookset for any kitchen



Complete set "stows" neatly into a single pan. Ideal for apartments, cottages, mobile homes . . . any kitchen!



"Stow-aways"™ Cookset

Here's the space-saver cookset everyone's been waiting for—the Stow-aways by West Bend. This complete set—1¼ qt. and 2 qt. covered sauce pans, 10" skillet and 5 qt. Dutch Oven (shares skillet cover)—stows into one pan only slightly larger than a Dutch Oven. Positive-lock handle easily attaches to sauce pans and skillet with the touch of a button. All pans have easy-cleaning no-stick interiors, porcelain-clad Avocado colored exteriors. Matching acrylic-on-aluminum covers. Detachable handle included.

13-73 8 PIECE SET

1¼ and 2 qt. covered sauce pans, 10" skillet, 5 qt. Dutch Oven (shares skillet cover), attachable handle. All pans 12 gauge, all covers 17 gauge. Phenolic handle with stainless steel mechanism. Std. pk. of one; ship. wt. 9 lbs.



porcelain-on-steel cookware

appreciated for its design, admired for its quality



colorful Westmark®
PORCELAIN-ON-STEEL COOKWARE

West Bend introduces superior performance in cookware that looks like fine china! Pans are finished in genuine porcelain—inside and out. Intricate morning-glory motif is a striking contrast to the pure white background. Coordinated covers have deep blue exteriors and white interiors. Porcelain is scratch and stain-resistant, fadeproof and dishwasher-safe. Beneath the porcelain is a heart of even-heating carbon steel. It absorbs heat smoothly and distributes it evenly across the cooking surface. Durable stainless steel protects the outer edges of pan and cover. Handles are molded of heat resistant phenolic. Handles feature stainless steel flame guards and holes for attractive hanging storage. (Matching tea kettle available.) Made in Spain for West Bend.

No. 19-2 7 PIECE SET
MORNING GLORY PATTERN

1 and 2 qt. covered sauce pans, 5½ qt. Dutch oven, 9¾" open skillet (uses Dutch oven cover). Gauge: .039 sauce pans and all covers, .047 Dutch oven, .059 skillet. Ship. wt. 16 lbs.



decorative Westmark®
PORCELAIN-ON-STEEL COOKWARE

Fresh and exciting! Porcelain steel cookware from West Bend is beautiful from any angle. Each pan is finished in purest white porcelain—inside and out. With contemporary floral motif and cover exteriors in vibrant orange to create a striking cookset for today's colorfully fashioned kitchens. So pretty, they double as serving dishes, too! Genuine porcelain resists staining, fading and scratching. Underneath, a heart of carbon steel absorbs heat quickly and distributes it evenly. Outer edges of pans and covers are protected by glistening stainless steel rims. (Matching tea kettle available.) Made in Spain for West Bend.

No. 19-1 7 PIECE SET
FLORAL STAR PATTERN

1 and 2 qt. covered sauce pans, 5½ qt. Dutch oven, 9¾" open skillet (uses Dutch oven cover). Gauge: .039 sauce pans and all covers, .047 Dutch oven, .059 skillet. Ship. wt. 16 lbs.

decorator cookware

styled for gourmet tastes . . . designed for carefree living

Westmark®
pretty **PARTI-PANS**

Here's cookware with a flare! Up-to-the-minute styling with colorful butterflies encircling each pan. Porcelain-on-aluminum pans are stain- and scratch-resistant, topped with acrylic-on-aluminum covers. Fired-on No-Stick interior finish makes clean-up easy. Oven-safe handles (to 425°) feature flame guards and hanging rings.



7 PIECE SET

1 qt. covered sauce pan, 2 qt. covered sauce pan, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). 12 gauge sauce pans and Dutch oven, 12 gauge skillet, 16 gauge sauce pan covers, 17 gauge Dutch oven cover. Ship. wt. 8 lbs.

No. 16-39 Poppy
No. 16-40 Avocado
No. 16-41 Harvest

10" Open Skillet

West Bend's Parti Pan 10" Open Skillet is now available in open stock. Offering all the features found in the popular Parti Pan cooksets, this 10" skillet adds a lively touch to meal-making.

No. 1340 Poppy
No. 1350 Avocado
No. 1360 Harvest

10" skillet. 12 gauge aluminum with porcelain exterior. No-Stick interior. Phenolic trim. Individual corrugated container, std. pk. of 6, ship. wt. 3 lbs.



PORCELAIN-ON-STEEL

All-Purpose *Cape Cod Cooker*™

West Bend's *new* Cape Cod Cooker has a generous 5 quart capacity . . . perfect for steam cooking, deep fat frying, braising, boiling and simmer cooking. Pan and cover of carbon steel have easy-cleaning porcelain finishes inside and out. 2 qt. porcelain on steel inset pan has dividers that hold food for combination cooking. Both pan and cover have chip-proof stainless steel rims.

No. 5227 All-purpose cooker. Porcelain on steel, 18 gauge. Patterned motif. Stainless steel rims on pan and cover. Black phenolic trim. 19 gauge inset pan. Individual corrugated container, std. pk. of 1, ship. wt. 6½ lbs.

aluminum cookware

carefree . . . to keep women on-the-go



WESTMARK® COLORFUL 7 PC. COOKWARE SET

Rich poppy, avocado and harvest colored cookware dresses up range top for attractive food preparation. Genuine porcelain-on-aluminum pans and acrylic-on-aluminum covers are stain-resistant, fadeproof and dishwasher-safe. Fired-on no-stick interior finish resists scratching and washes clean in seconds! Extra-thick aluminum distributes heat quickly and evenly for efficient low-heat cooking. Black phenolic trim is oven-safe to 425°.

7 PIECE SET

1 and 2 qt. covered sauce pans, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). Ship. wt. 8 lbs.

No. 16-4 Poppy
No. 16-5 Avocado
No. 16-6 Harvest



1 QT. COVERED SAUCE PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1621	Poppy	12	16	4¾
1631	Avocado	12	16	4¾
1641	Harvest	12	16	4¾

2 QT. COVERED SAUCE PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1622	Poppy	12	16	6½
1632	Avocado	12	16	6½
1642	Harvest	12	16	6½

3 QT. COVERED SAUCE PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1623	Poppy	12	16	7¾
1633	Avocado	12	16	7¾
1643	Harvest	12	16	7¾



8" COVERED SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1628	Poppy	12	16	6½
1638	Avocado	12	16	6½
1648	Harvest	12	16	6½

10" COVERED SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1629	Poppy	12	17	9½
1639	Avocado	12	17	9½
1649	Harvest	12	17	9½

5 QT. COVERED DUTCH OVEN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1625	Poppy	12	17	9½
1635	Avocado	12	17	9½
1645	Harvest	12	17	9½

aluminum cookware

modern efficiency . . . old-fashioned craftsmanship



Mandarin



Cheddar



Parsley

Continental™ *Cast* **ALUMINUM COOKWARE**

Discover the rich, natural flavor of food! Prepare it in West Bend's new Continental Cast cookware. Molded of durable aluminum to heat evenly—cast extra-thick for maximum efficiency. Natural aluminum interiors, polished to a glistening satin finish, lend striking contrast to colorful porcelain exteriors. Genuine porcelain is durable to resist stains and scratches. On the bottoms, unique "cast-in" rings promote rapid, even heat absorption. Phenolic trim is oven-safe to 425°.

7 PIECE SET

1 qt. covered sauce pan, 2 qt. covered sauce pan, 5 qt. Dutch oven, 10½" open skillet (uses Dutch oven cover). Gauge: .135 sides and covers; .188 to .125 bottom rings. Ship. wt. 12 lbs.

No. 22-1 Mandarin Red
No. 22-2 Cheddar Yellow
No. 22-3 Parsley Green



DEEP COVER 10½" SKILLET

Big, versatile frying pan has No-Stick interior for carefree clean-up. Extra-thick aluminum spreads heat quickly and evenly. Deep cover makes this an ideal chicken fryer.

No. 24122 10½" skillet. Aluminum, 10 gauge skillet, 18 gauge cover. Phenolic trim. Hanging ring. Std. pk. of 3, ship. wt. 8¾ lbs.

tri-ply cookware

popular choice for 25 years



Continental™ 3-PLY STAINLESS STEEL COOKWARE

Polished stainless steel cookware . . . the homemaker's popular choice for the past 25 years. And stainless steel cookware is as popular today as ever! West Bend's tri-ply stainless steel has an efficient core of carbon steel, between two layers of glistening stainless steel to provide rapid, even heating. Carefree and convenient, stainless steel is so easy to clean and always keeps its bright, new look. Black phenolic handles and knobs are oven-safe (to 425°).

No. 7-416 Tri-Ply 8 PIECE SET

1 and 3 qt. covered sauce pans, 5 qt. Dutch Oven, 10" skillet (uses Dutch Oven cover) and 8" skillet (uses 3 qt. cover). Gauge: .05 10" skillet, .031 all other pans, .018 all covers. Ship. wt. 8 lbs.



1 QT. COVERED SAUCE PAN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7651	.031	.018	5

2 QT. COVERED SAUCE PAN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7652	.031	.018	7

3 QT. COVERED SAUCE PAN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7653	.031	.018	8¼



8" COVERED SKILLET

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7658	.031	.018	6½

10" COVERED SKILLET

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7659	.050	.018	11¼

5 QT. COVERED DUTCH OVEN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7655	.031	.018	12

stainless steel and aluminum cookware

traditional favorites of today's creative cooks



3 qt. sauce pan

The cook's helper! Owners of Continental stainless steel cookware will want this useful pan to complete their set. Generous 3 qt. size is ideal for preparing family-size vegetables, small roasts, hot cereals, stew, chili and homemade soups. Made of the same fine quality stainless steel and polished to a glistening finish.

No. 7673 3 qt. sauce pan. Stainless steel, .022 gauge pan, .018 gauge cover. Phenolic trim. Stainless steel flame guard. Individual corrugated container, std. pk. of 3, ship. wt. 8¼ lbs.



beautiful Continental™ STAINLESS STEEL COOKWARE

The whole family will love taste-tempting meals prepared in this new cookset. Because it's stainless steel, it keeps its like-new good looks year after year. Interior surfaces are hard and smooth to make clean-up a simple task. For superior frying, skillet features a core of heat-spreading carbon steel. Phenolic handles have stainless steel flame guards and are oven-safe to 425°. Holes in handles allow convenient hanging storage. Continental's sparkling stainless steel is a beautiful addition to any kitchen.

No. 7-405 7 PIECE SET

1 and 2 qt. covered sauce pans, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). Gauge: .022 sauce pans and Dutch oven, .018 covers, .031 tri-ply skillet. Ship. wt. 9¾ lbs.



WESTMARK® Village Chef™ **Cookware**

Nutmeg, an appetizing new color, gives a rich warm look to Village Chef cookware. Genuine porcelain-on-aluminum pans *and* covers assure lasting beauty. Features beautiful Sun-Ray polished interiors. Note the specially-selected utensil sizes in the set . . . tailored for an average homemaker's needs.

No. 12-196 8 PIECE SET

1½ qt. covered sauce pan, 2½ qt. covered Hi-Boy, 3½ qt. covered sauce pot, 8¾" open skillet (shares sauce pot cover) and 6¼" skillet (shares sauce pan or Hi-Boy cover). Gauge .128 8¾" skillet, .102 pans, .80 covers. Ship. wt., 13 lbs.



10" VILLAGE CHEF™
COVERED SKILLET

Features same quality features as cookset pieces: extra-thick aluminum, porcelain-clad pan *and* cover, sunray polished interior finish, heat resistant handle and knob. Brings taste-tempting results to meal-making.

No. 2909 10" covered skillet. Aluminum. Nutmeg colored porcelain exterior finish, sunray polished aluminum interior. Phenolic trim, flame guard. Individual corrugated container, std. pk. of 3, ship. wt., 12¾ lbs.

aluminum cookware

"all the way 'round"
porcelain-on-aluminum
COLOR FAIR™ COOKWARE

Gracefully flared aluminum cookware is beautifully clad in genuine porcelain—*even on the bottom!* Durable to resist scratching, fading and staining. Fired-on no-stick interior finish is easy to clean. Each pan is wrapped in clear polybag for clean, colorful, display.







A. 2 QT. OPEN SAUCE PAN

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1312	Poppy	12	7½
1322	Avocado	12	7½
1332	Harvest	12	7½

B. 11" SQUARE GRIDDLE

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1314	Poppy	10	10¾
1324	Avocado	10	10¾
1334	Harvest	10	10¾

C. 10" OPEN SKILLET

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1627	Poppy	12	9¾
1637	Avocado	12	9¾
1647	Harvest	12	9¾

D. 8" OPEN SKILLET

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1318	Poppy	12	5¾
1328	Avocado	12	5¾
1338	Harvest	12	5¾

E. 1 QT. OPEN SAUCE PAN

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1311	Poppy	12	5¼
1321	Avocado	12	5¼
1331	Harvest	12	5¼

F. 8" SAUTE PAN

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1310	Poppy	12	6¼
1320	Avocado	12	6¼
1330	Harvest	12	6¼

No. 13-67 COLOR FAIR™ MERCHANDISE ASSORTMENT

Colorful assortment of 108 Color Fair cookware pieces and custom designed D-335 Pan Tree display (detailed description page 41) to hold 48-piece selection.

Includes:

- 18 one qt. sauce pans: 6 poppy, 6 avocado, 6 harvest
- 18 two qt. sauce pans: 6 poppy, 6 avocado, 6 harvest
- 18 8" skillets: 6 poppy, 6 avocado, 6 harvest
- 18 10" skillets: 6 poppy, 6 avocado, 6 harvest
- 18 8" saute pans: 6 poppy, 6 avocado, 6 harvest
- 18 11" square griddles: 6 poppy, 6 avocado, 6 harvest

Section 4 bakeware and mixware

"helping hands" for a pantry full of cakes and cookies



BAKE and ROAST PAN

Miracle no-stick finish makes these big, seamless aluminum pans quick 'n easy to clean. Even burned-on meat drippings refuse to stick to this dark chocolate color no-stick coating. Ideal for baking cakes and rolls, too. Two practical sizes.

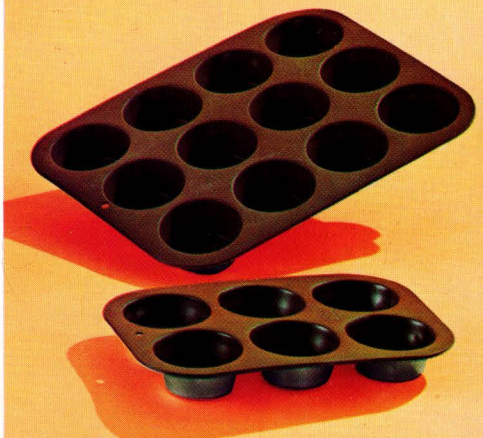
No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 6
4237	12 x 17 x 2	18	7¼
4264	9½ x 13 x 2	18	6¼



ANGEL FOOD CAKE PAN

Sturdy aluminum, with convenient no-stick finish cleans like a dream without hard scouring. Cakes are easy to remove without crumbling. Three sturdy legs support cake while cooling.

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 6
4240	10 x 4 in. high	20	6¼



6 and 12 CUP MUFFIN PANS

Bakes generous size muffins, biscuits, and cupcakes. Cups measure 2⅝" x 1" deep. Seamless aluminum bakes thru and thru. Convenient no-stick finish inside swishes clean.

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 6
4236	9¾ x 6¾	18	2½
4238	12¾ x 9¾	18	4



9" SQUARE CAKE PAN

Holds most standard-size cake mixes. Seamless aluminum spreads heat evenly—browns perfectly, too. And West Bend no-stick finish is so easy to clean!

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 6
4245	9 x 9 x 2	20	3¾



9" ROUND CAKE PAN

Every kitchen needs several of these layer cake pans. Seamless aluminum plus easy-to-clean no-stick finish makes baking easier than ever.

No.	Diameter	Gauge	Ship. Wt., lbs. Std. Pack 6
4255	9"	20	3



LOAF PAN

Meat loaf bakes evenly and deliciously. An ideal bread pan, too. There's no need to soak or scour—no-stick finish lets food wash away in just seconds without scouring. Seamless aluminum.

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 6
4247	5 x 9 x 3	20	3

kitchen helpers

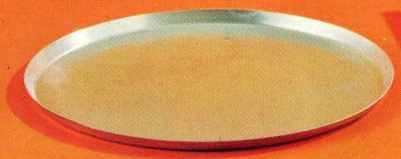
old favorites or new discoveries . . . West Bend brings out their oven fresh goodness



9" JUICE-SAVER PIE PAN

Extra wide juice catcher rim guards against oven spatter. No-stick finish makes cleaning easier than ever. Seamless aluminum.

No.	Diameter	Gauge	Ship. Wt., lbs. Std. Pack 6
4277	11"	20	3



PIZZA PAN

A kitchen must for everyone's favorite—pizza! Sturdy aluminum assures smooth even heat distribution for the best results. Raised edge aids in forming crust. Doubles as a cookie sheet, too.

No.	Diameter	Gauge	Ship. Wt., lbs. Std. Pack 6
623	12"	20	2¾



COOKIE SHEETS and BAKE PAN

No need to soak or scour. No-stick finish cleans without hard rubbing.

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 6
4246	15½ x 10½ x 1	18	6
4256	15½ x 12	18	5¼
4257	17 x 14	18	6¾



12 cup size cast aluminum
Shape Cake™ **Pan**

West Bend's heavy-gauge aluminum Shape Cake pan gives a unique "party-shape" to cakes, breads, molded salads and desserts. Thick cast aluminum keeps its original molded shape through years of continued use . . . provides beautiful, even-browning for traditional and fancy cakes. Old World baking shape makes butter-type cakes, sponge cakes, angel food, chiffon, fruit and filled cakes, and popular Bundt™ cake mixes look as good as they taste for family or party fare. Other uses include preparing party-sized quantities of molded salads and desserts, meat loaf, molded ice cream and ice and fruit rings. Idea-filled recipe booklet included.

No. 5039 Shape Cake Pan. 12 gauge cast aluminum with natural exterior and interior finishes. Tube style pan with 10" diameter, 3¾" height. 12 cup size. Indiv. corrugated container with litho label. Std. pk. of 3, ship. wt. 9¾ lbs.

bakeware and mixware

1,001 uses all around the kitchen

four in one **BAKE 'N BROILER PAN**

West Bend introduces one pan for four important jobs—baking, broiling, roasting and cooling! It's the practical answer to women shopping for economy. A server, too, it sports three new colors for 1972. Each is genuine porcelain—scratch and stain-resistant and fadeproof. Interiors feature Fired-on No-Stick finish for quick, easy cleaning. For evenly cut cakes, guide marks are stamped on the top edge; for broiling, "water level" line is stamped on the side.



Baking pan. Porcelain color on seamless aluminum, 18 gauge. Fired-on no-stick interior. Chrome-plated broiler/cooling rack. Dimensions: 9½ x 13 x 2. Std. pk. of 3, ship. wt. 5½ lbs.

No. 4265 Mandarin Red
No. 4266 Lime Green
No. 4267 Cheddar Yellow



colorful **MIXING BOWL SET**

Colorfully fashioned in 3½, 1½ and ¾ qt. sizes for today's creative cooks. Smooth tapered sides and easy-grasp rim provide convenient hand mixing and easy cleaning. Durable stainless steel wears Space Blue, Cheddar Yellow and Mandarin Red porcelain colors. Perfect for party serving!

3 Pc. bowl set. Porcelain color on stainless steel, .020 gauge 3½ and 1½ qt., .018 gauge ¾ qt. Individual candy-striped corrugated gift container. Std. pk. of 3, ship. wt. 5½ lbs.

No. 7-411 3 Pc. Bowl Set



STAINLESS STEEL MIXING BOWLS

Rounded design for electric mixers.

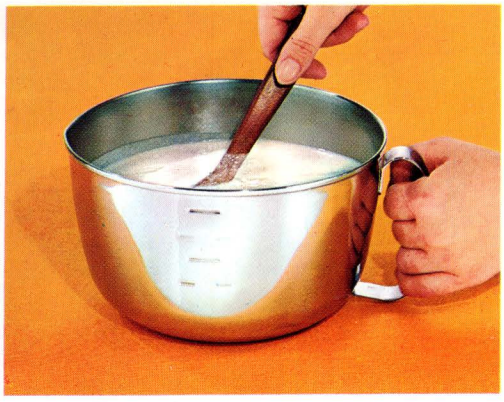
No.	Description	Gauge	Ship. Wt., lbs. Std. Pack 3
7034	3½ qt. bowl	.022	4¼
7035	1½ qt. bowl	.020	2¼
7036	¾ qt. bowl	.020	1½
7-9	Set of 3		6½



STAINLESS STEEL MIXING BOWLS

The practical answer for mixing *and* serving. Durable stainless steel is easy to clean. For use with any electric mixer.

No.	Description	Gauge	Ship. wt., lbs.	Std. Pk.
7348	3 qt. bowl	.016	4	6
7-217	3, 1½, ¾ qt. bowl set		4¼	3



GRIP 'N WHIP

Side handle makes every mixing task easier. Graduation marks provide accurate measurement. Convenient pouring lip. Easy-to-clean, durable stainless steel.

No.	Gauge	Capacity	Ship. Wt., lbs. Std. Pack 3
7053	.020	3 qt.	3¾

Section 5 serveware and specialties



SERVING OVEN

Perfect complement to any kitchen—in stain-resistant poppy, avocado or harvest (polished finish, too). Restores "just-baked" flavor to buns, rolls and baked foods. Inner basket prevents scorching. Trimmed with black cover knob, side handles and medallion motif for cheerful breakfast serving or festive party fare. A favorite gift for new brides, established homemakers and busy career girls.

Serving oven. Porcelain on aluminum pan, acrylic on aluminum cover, 18 gauge. Aluminum inset. Inset diameter 8¾". Black phenolic trim. Vented cover. Individual corrugated container, std. pk. of 3, ship. wt. 5¼ lbs.

No. 5343 Polished Aluminum
No. 5473 Poppy
No. 5474 Avocado
No. 5475 Harvest

ROUND CAKE HUMIDOR

A practical necessity for keeping cake and baked foods fresh. Porous humidifier in cover holds moisture to prevent foods from drying out. Cover locks on for easy carrying. Stain-resistant, fadeproof color on aluminum wipes clean and adds a decorative touch to serving table.

Round cake humidor. Alkyd color on aluminum, 20 gauge. Overall height 5½". Cover diameter 11", tray diameter 14¼". Lock-on cover with porous stone humidifier. Black phenolic knob. Individual corrugated container, std. pk. one, ship. wt. 3¼ lbs.

No. 5447 Poppy
No. 5448 Avocado
No. 5449 Harvest



serveware and specialties

West Bend decorates today's colorful kitchens



insulated
PENGUIN® HOT 'N COLD SERVER

West Bend's Penguin is the indispensable kitchen accessory. Air space between inner and outer walls insulates foods to keep them at serving temperature. Ice cubes stay frozen, casseroles stay hot for hours. Built of durable steel with a glistening chrome-plated exterior that's equally at home on a fancy buffet table or at a casual picnic in the country. Stainless steel interior is easy to clean.

No. 15055 2 qt. hot 'n cold server. Double wall insulation, chrome-plated steel outside, stainless steel inside. Overall height 7⅞", diameter 8 7/16". Brown phenolic trim. Individual corrugated container, std. pk. of 3, ship. wt. 8¼ lbs.



aluminum **SALAD BOWL**

Versatile salad bowl is crafted from lightweight, durable aluminum. Gently tapered sides and large diameter are perfect answer for tossed salad or "serve-yourself" snacks. Simulated leather grain and grape leaf design are a decorative accent for creative party planning.

No. 5374 Salad bowl. Aluminum, 17 gauge. Diameter 14". Individual corrugated container, std. pk. of 4, ship. wt. 5¾ lbs.

PANTRYWARE

Carefree, stain-resistant, fadeproof colors.

4 pc. canister set. Alkyd color on seamless aluminum, 18 gauge flour, sugar, coffee canisters, 20 gauge covers and tea canister. Height: flour 9¼", sugar 8¼", coffee 7", tea 6". Phenolic knobs. Indiv. corrugated container, std. pk. of 3, 9½ lbs.

No. 13-24 Poppy
No. 13-35 Avocado
No. 13-38 Harvest



3 pc. range set. Alkyd color on seamless aluminum, 18 gauge canister, 20 gauge shakers and canister cover. Height: canister 6¾", shakers 4". Phenolic knob and shaker covers. Individual corrugated container, std. pk. of 3, ship. wt. 3¾ lbs.

No. 13-25 Poppy
No. 13-36 Avocado
No. 13-39 Harvest



Salt and pepper set. Chipboard gift box, std. pk. of 6, ship. wt. 2½ lbs.

No. 13-26 Poppy
No. 13-37 Avocado
No. 13-40 Harvest



Section 6 tea kettles



stainless steel
2½ qt. TEA KETTLES

Solid copper bottom accents brilliant stainless steel—spreads heat fast and evenly, too. Handy push button on handle opens spout cap for easy pouring and filling. When water boils, kettle whistles!

No. 7200 2½ qt. tea kettle. .015 stainless steel. .0159 copper bottom. Black phenolic trim. Individual corrugated container, std. pk. of 3, ship. wt. 4¾ lbs.

The famous Trig®—the original "trigger" tea kettle—is a favorite gift item. Glistening stainless steel resists denting and cracking. Trigger operated spout cap provides easy pouring and filling. Fast heating copper bottom adds a striking dash of color.

No. 4522 2½ qt. tea kettle. .015 stainless steel. .0159 copper bottom. Black phenolic trim. Red trigger. Individual corrugated container, std. pk. of 3, ship. wt. 4¾ lbs.

Continental™ trigger operated
SINGING TEA KETTLES

Beautiful porcelain color or gleaming polished finish on aluminum to provide fast, efficient heating. Trigger in handle opens spout for easy pouring and filling. And, when water boils, kettle whistles. So pretty, homemaker will want to keep it "always handy" on range top.

2½ qt. tea kettle. Porcelain color on aluminum, 20 gauge body, 18 gauge spout. Black phenolic trim. Trigger operated spout cap. Individual corrugated container, std. pk. of 3, ship. wt. 4¼ lbs.

No. 912 Polished aluminum
No. 1400 Poppy
No. 1510 Avocado
No. 1520 Harvest



tea kettles

kaleidoscope of color to dress up kitchen ranges



Westmark®

DECORATOR TEA KETTLES

Whimsical butterflies adorn West Bend's Westmark singing tea kettles. Two-color motif is lively accent to the genuine porcelain exterior. Crafted from even heating aluminum to heat water fast for all your favorite instants. Whistle sounds when water boils! Trigger opens spout cap for pouring and filling. An attractive gift for showers, weddings or housewarmings. (Matching cookware sets and perks available.)

2½ qt. tea kettle. Porcelain color on aluminum, 20 gauge body, 18 gauge spout. Two-color motif. Black phenolic trim. Trigger-operated spout cap. Individual corrugated container, std. pk. of 3, ship. wt. 4¼ lbs.

No. 1804 Poppy
No. 1807 Avocado
No. 1817 Harvest

Westmark®

DECORATED PORCELAIN STEEL TEA KETTLES

Awaken memories of old-fashioned, country hospitality! Westmark's tea kettle is finished in genuine porcelain—even on the inside. Choose contemporary Floral Star or traditional Morning Glory—each is a beautiful accessory to display on kitchen range. A heart of carbon steel distributes heat evenly to boil water quickly. Whistle, built into removable stainless steel spout cap, signals you when water boils. Glistening stainless steel cover makes filling quick and easy. (Matching cookware sets available.) Made in Spain for the West Bend Company.

3 qt. tea kettle. Porcelain on steel, .047 gauge. Colored motif. Stainless steel cover and spout cap. Black phenolic trim. Individual corrugated container, std. pk. of 3, ship. wt. 11 lbs.

No. 5228 Floral Star
No. 5229 Morning Glory



Section 7 home comfort appliances



Ultra solid state **AUTOMATIC HUMIDIFIER**

Beautiful furniture styling designed by craftsmen. Features concealed control panel and casters. Transistorized comfort control automatically coordinates fan and water wheel speed to maintain constantly uniform humidity level in up to 3,000·sq. ft. area.

No. 14057 Automatic humidifier. Pecan-tone high impact polystyrene on steel chassis. Transistorized solid state humidity sensor. Automatic shut-off. "On" and refill light. Summer cover. Tilt-out front panel with fill channel. Removable 9½ gal. polypropylene reservoir. 25½" h. x 28" w. x 14" d. Ship. wt. 50 lbs. UL listed.



Table-Topper portable **HUMIDIFIER**

Simple, yet efficient—ideal for apartments, offices, dorms! Quiet 6½" fan draws in dry air, forcing "windmill water wheel" to rotate. Replaceable polyurethane foam filter absorbs moisture from the 2⅝ gal. self-reservoir and disperses moisturized air through the top. Simulated walnut finish; "fill" area.

No. 4017 Portable humidifier. High impact polystyrene. Stainless steel water-contact metal parts. In-line on/off switch. 14" h. x 20¼" w. x 9⅝" d. Ship. wt. 13¼ lbs. UL listed.



Deluxe solid state **AUTOMATIC HUMIDIFIER**

Solid state control varies fan speed from 650 to 1350 RPMs. Humidistat maintains selected humidity level. Handsome wood-look cabinetry fashionably accents every decor.

No. 14056 Automatic humidifier. Walnut polystyrene on steel chassis. Concealed casters. Automatic hunidistat and shut-off. Spun polyester filter belt on water wheel. "On" and refill lights. Tilt-out front-fill panel. Capacity 2,500 sq. ft. Removable 9½ gal. polypropylene reservoir. 25½" h. x 28" w. x 14" d. Ship. wt. 50 lbs. UL listed.



Standard two-speed **AUTOMATIC HUMIDIFIER**

Popular standard humidifier protects furniture from harmful dry winter air—makes living more comfortable. Efficient water wheel disperses moist air from top, preventing drafts.

No. 14055 Automatic humidifier. Walnut vinyl on steel. Automatic humidistat and shut-off. 2-speed fan. Spun polyester filter belt. Refill light. Tilt-out front-fill panel. Capacity 2,500 sq. ft. Removable 9½ gal. polypropylene reservoir. 25" h. x 26¼" w. x 13" d. Ship. wt. 46 lbs. UL listed.



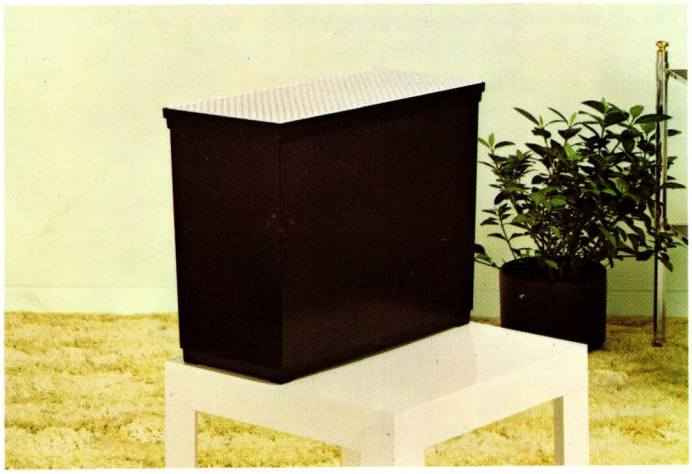
AUTOMATIC HUMIDIFIER

Automatically keeps average 7 room house (2,500 sq. ft.) springtime fresh during dry winter months.

No. 4053 Automatic humidifier. Walnut vinyl on steel. Automatic humidistat and shut-off. Refill light and water level gauge. Comfort level selector. Spun polyester filter belt on water wheel drum. Vertical air flow and directional control. Removable 8½ gal. polypropylene water reservoir. 23½" h. x 26" w. x 12½" d. Ship. wt. 42 lbs. UL listed.



No. 4009 *Westmark® portable* **HUMIDIFIER**



No. 2-54 *Humidiset™*



Deluxe two-speed **AUTOMATIC HUMIDIFIER**

Tailored furniture styling. Two-speed fan—900 RPM for ultra-quiet operation, 1100 RPM for maximum efficiency.

No. 4054 Automatic humidifier. Walnut vinyl on steel. Automatic humidistat and shut-off. Comfort level selector. Refill light. Water level gauge. Spun polyester filter belt on water wheel drum. Capacity 2,500 sq. ft. Vertical air flow, directional control. Removable 8½ gal. polypropylene reservoir. 24¾" h. x 26⅛" w. x 11⅞" d. Ship. wt. 45 lbs. UL listed.



Supreme solid state **AUTOMATIC HUMIDIFIER**

Handsome cabinetry in walnut vinyl with simulated cane panels. Variable speed solid state fan control.

No. 14058 Automatic humidifier. Automatic humidistat and shut-off. Comfort level selector. Front filling. "On" and refill lights. Water level gauge. Spun polyester filter belt on water wheel drum. Capacity 2,500 sq. ft. Vertical air flow, directional control. Removable 8½ gal. polypropylene reservoir. 25" h. x 26⅛" w. x 12" d. Ship. wt. 50 lbs. UL listed.

Westmark® portable **HUMIDIFIER**

Practical for bedrooms, apartments, offices. Easy to move from room to room! Quiet 6½" fan draws in dry air, forcing "windmill water wheel" to rotate. Replaceable polyurethane foam filter, 2⅝ gal. self-reservoir. Simulated wood finish.

No. 4009 Portable humidifier. High impact polystyrene. Stainless steel water-contact metal parts. In-line on/off switch. 16¾" w. x 13½" h. x 8¾" d. Ship. wt. 11½ lbs. UL listed.

No. 2-54 Humidiset. Humidifier specifications same as 4009 except black woodgrain finish, white louvered grills. White parsons table molded of ABS plastic. Table measures 16" x 16", 15¾" h. Ship. wt. 20⅝ lbs. UL listed.

home comfort appliances





Air Care™ **ELECTRONIC AIR CLEANER**

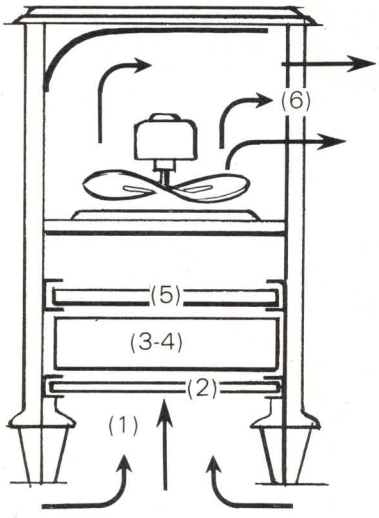
No. 14500 Electronic air cleaner. High-impact polystyrene cabinetry in simulated walnut finish, mounted to steel chassis. 21" h. x 26½" w. x 13¼" d. Two-speed fan with separate "dry" switch position. Capacity, 300 CFM (1500 RPM fan setting), 175 CFM (850 RPM fan setting). Efficiency, 88% at high and 90% at low speed (National Bureau of Standards Dust Spot Method measurement, using atmospheric dust). At both speeds, 99% pollen removal. Vinyl-covered steel snap-off rear panel with interlock for electrical safety, permits access to filters for servicing. Seven-ft. 2-prong power cord permanently attached to rear panel. 120 volts, 60 cycle AC, UL listed. Power consumption—98 watts, 1.3 amps at high; 60 watts, .82 amps at low speed, maximum. Honeywell electronic cell with over-all dimensions, 11" x 20" x 3⅛." Ship. wt. 50 lbs.

magnificent furniture styling

Styled like a fine end table, with cabinetry fashioned of high impact polystyrene in simulated walnut finish. No control knobs or buttons clutter the top, front or sides. Single two-speed control switch is located in the back. Legs have nylon gliders and are adjustable for easy leveling.

eliminates microscopic particles

Remarkably effective in removing airborne particles such as tobacco smoke, dust, industrial smoke, soot, many bacteria, pollen and mold spores. Traps 99% of all pollens in air passing through the unit, which may eliminate the cause of discomfort for many allergy victims. Collects invisible grime and grease droplets before they soil and stain walls, drapes and windows . . . reduces housecleaning and redecorating chores. More effective than ordinary mechanical filters because it's electronic.

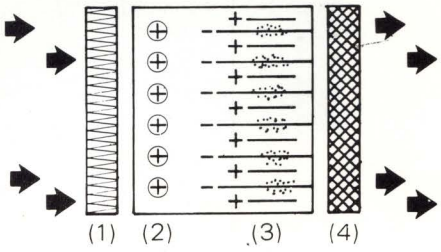


how Air Care™ operates

Room air is drawn by the fan into the air intake at the bottom (1) of the Air Cleaner. It passes through an aluminum mesh filter (2) which catches hair, lint and other large particles. Air then moves into the two-stage electronic cleaning cell (3-4) where microscopically small particles are electrically charged and caught. Cleansed air is then drawn through an activated charcoal filter (5) where odors are adsorbed, and finally recirculated (6) through the front grill.

electronic cell and filter system

Wire mesh pre-filter (1) traps larger particles. Charging section (2) of the electronic filter electrically charges all dirt and pollen particles passing through it. The collecting section (3) consists of charged plates which work like magnets to attract the charged dirt particles. Finally, a charcoal after-filter (4) helps neutralize odors.



merchandising aids



D-343 Country Forge Floor Merchandiser

Focus attention on rugged Country Forge cookware—display a complete 7 pc. set on wire set-organizer *and* show Open Stock. Deeply textured Roughtex 3/8" plywood is finished in warm barnwood grey to accent the rustic charm of Country Forge cookware. For easy viewing, bottom shelf is tipped forward. Dimensions: 66" h. x 30" w. x 15" d. Includes 10 3/8" x 13 3/4" polyurethane sign.



D-288 Country Inn Display Plaque

For instant identification at point-of-sale. Traditionally styled in mellow avocado. Injection molded polystyrene with metallic gold raised letters. Easel stand and hanging attachment. 10" x 12" x 1/2".





D-318 Town House Plaque

Brown tones on black background, edged with silver, lends prestige to display. Standard size (8" x 10") injection molded polystyrene, with display easel or hang-up attachment on back.



D-317 Town House Counter Display

Handsome coach light replica with white "brick" and ivy background. Winner of Point-of-Purchase Institute 1970 award. Displays 10" skillet centered in a grouping of Town House. Base: 18 1/2" x 12"; Background: 20 3/4" x 12". Available with non-illuminated metalized "lamp" or illuminated version with 6 foot cord. Complete with green polystyrene base and white background molded of translucent polystyrene.

D-317E includes illuminated lamp.

D-316 Town House Floor Merchandiser

Square steel tubing finished in black, with canopy of birch veneer and molded polystyrene. White translucent plastic grid top shelf and three white display shelves trimmed in avocado green. Illuminated "coach lamp," 24 in. fluorescent lighting fixture, 12 foot cord, on-off switch. 4" x 5" clear acetate price insert. 71 1/2" h. x 30" w. x 15" d.

merchandising aids



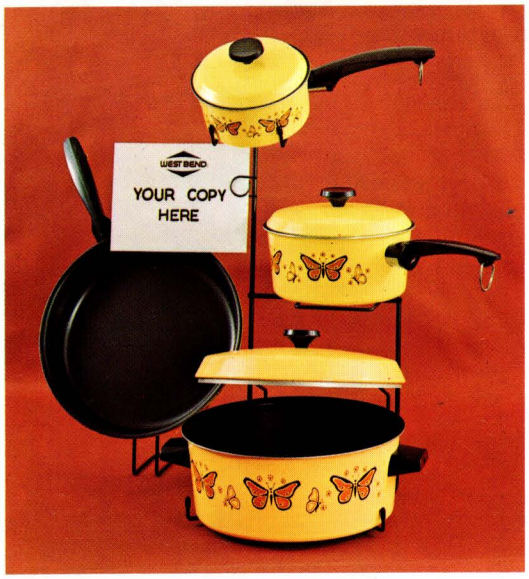
D-319 Bridal Registry Center and Accessories

West Bend makes it possible for you to share the great sales potential of nearly two million marriages a year in the U.S. You can generate enthusiastic goodwill and profitable gift sales. Eye-catching white, goldenrod and avocado color fixture holds complete kit of bridal registry materials. Includes: 28" x 33" x 21½" fixture constructed of wood, masonite and metal background; white vinyl binder with 100 registry forms; "Helpful Ideas" booklet; newspaper announcement mats and proofs; 100 "invitations to register"; radio scripts; window decal to identify store as Bridal Registry Center; "daisy" magnets to affix engagement clippings to metal background; 50 "Cooking Guide for Modern Homemaker" booklets; Country Inn and Town House customer folders; re-order form.



D-342 Wok Counter Top Display

Four colorfully printed pieces combine to create an attractive people-stopping display. Suspended two-sided oval card shows mouth-watering TEMPURA and SUKIYAKI meals. Full-color lithographed chip board. Includes: price card 4½" h., 4⅜" w., display arch (total height installed 15"), base disc with 17⅞" diameter. Shipped in individual corrugated package.





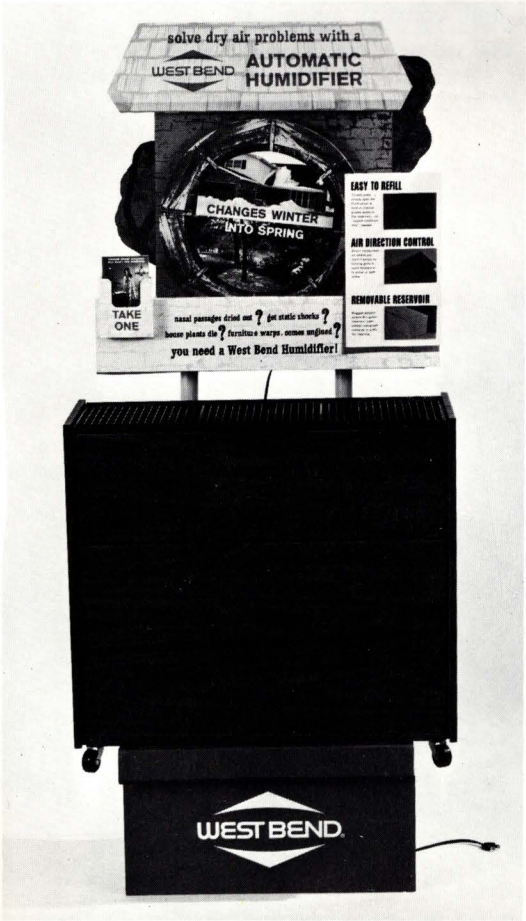
D-327 Display Holds Any West Bend 7-Pc. Cookset

Versatile wire rack from West Bend handsomely displays the standard 7 piece set compositions available in all West Bend cookware lines from Scandia, Country Forge, Town House and Country Inn to Continental and Westmark. It's compact . . . just 16¾" wide, 13½" deep, 19" high (without merchandise). No unnecessary ornamentation—the emphasis is on the product. Customers see the cookware first. Provides maximum impact in minimum space to help you sell more cookware sets! Black oxidized wire counter rack. 16¾" w. x 19" h. x 13½" d. Shipped completely assembled. Included 5½ x 7" display card with privilege copy space.

D-336 Electronic Air Cleaner Display

This lighted motion display will aid your customer in choosing an air cleaner. And it will help your sales personnel sell them, by providing answers to the many technical questions this new product stimulates. Four illustrations dramatize major benefits of electronically cleaned air. "Moire motion"—a motor-driven lighted plastic wheel—shows air movement through the product and how impurities are filtered out. Back of unit shows additional features. "Chimney" pocket holds free literature. Overall dimensions: 58" high, 26" wide, 14" deep. Air cleaner can be operated while on display, and display will not interfere with opening back of unit to show filter system. Printed 3 colors. Sturdy wood base raises product 9½" off floor.



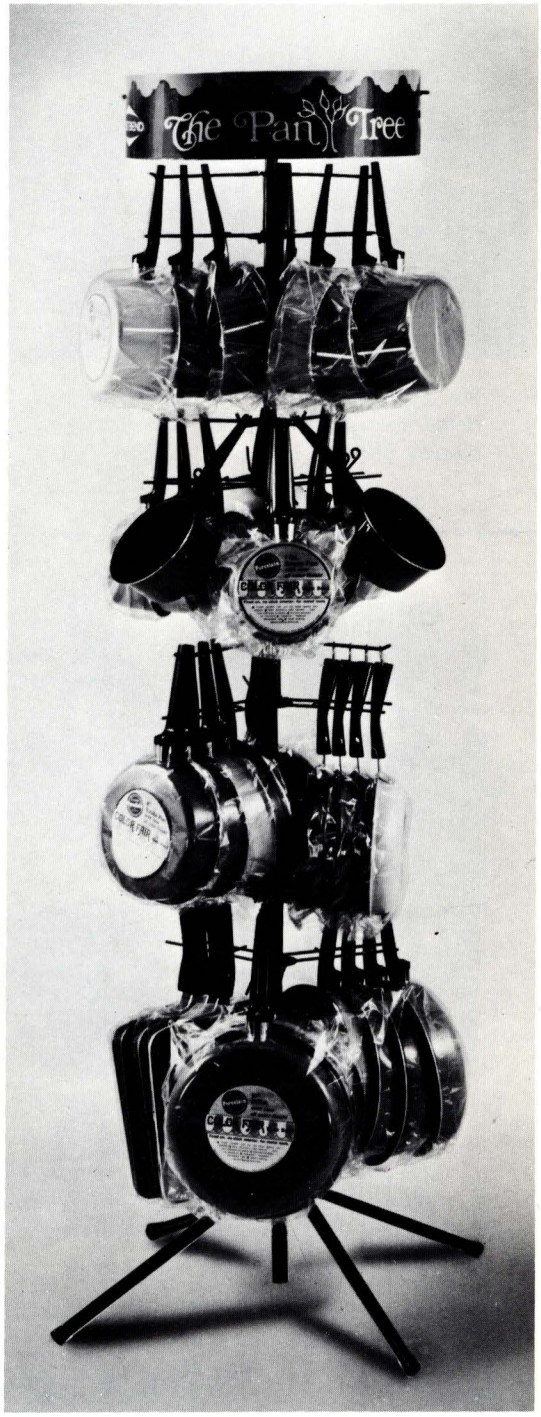




"Water wheel" sign changes message

D-332 Humidifier Display

Floor merchandiser displays any one of West Bend's console humidifiers. Full color illustration is mounted to rigid display board. Motorized "water wheel" sign generates immediate interest. As it rotates, top panel flops down, revealing a second message to complete West Bend's humidification story. Raised feature panel illustrates important sales points. "Take One" literature pocket and initial supply of 50 brochures provide continued customer interest. Special poly coated base is water-resistant. 60¼" high, 24¼" wide, 14¼" deep. Base height 11". Four RPM motor with 8' cord. Shipped unassembled with instructions.



D-335 "The Pan Tree" Color Fair Display

Floor space is valuable! The Pan Tree gives you the most sales appeal in the least amount of space. Bright assortment of poppy, avocado and harvest Color Fair cookware is an attention-getter even in crowded, high traffic areas. Four revolving tiers provide easy viewing and convenient selection. Black oxidized wire rack holds 48 pieces plus three permanent display pieces to show pan interiors. Only 28½" in diameter and 6' high, with silk screened cardboard sign around the top. Made of interlocking 16 gauge steel tubing, four no. 7 wire racks and sturdy four-leg base.

No. 13-67 Color Fair Merchandise Assortment (see page 30).

sales aids



Handsome "picture" packaging features full color lithographed labels for attractive store display and gift appeal.



Full color rotogravure tabloid-size mailer-supplements with personal imprint space assist you in promoting spring and fall sales campaigns.



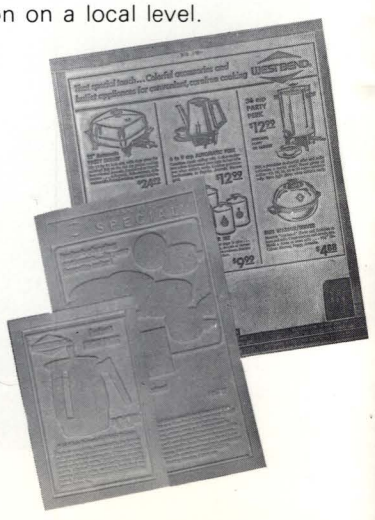
Millions of consumers are presold through advertising in top magazine media. Attention is focused on West Bend cookware and electrical appliances through single and double-page full color ads in carefully selected national home service and women's magazines.



Radio scripts as well as 16 mm and video tape TV ads are available for selected West Bend cookware and appliances.

A complete service of newspaper ad mats in various sizes, with some in ROP color is available for sales promotion on a local level.





I. KNOBS



Part No.	Fits:
P19-17	33245, 3246, 3248, 33258, 3259, 3260, 5917, 5918, 5919, 9460, 9461, 9462, 29360, 29366, 1809, 1819, 1839



Part No.	Fits:
P34-17	5930, 5931, 5932



Part No.	Fits:
P36-17	5407, 5408



Part No.	Fits:
P153-19 (Ivory)	3268
P160-19 (Black)	3458, 3467



Part No.	Fits:
P143-19	3500, 3512



Part No.	Fits:
P132-19	3595



Part No.	Fits:
P159-19	531, 564, 566, 568, 3518
P128-19	3270, 5360, 5357, 1004, 1006, 1008, 1012, 1021, 1022, 1023
P166-19 (w/ring)	1241, 1242, 1243, 1248, 1250, 1245, 1222

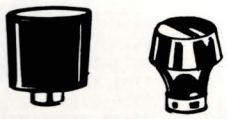


Part No.	Fits:
P159-19	5045, 5075, 5076, 5420 and canisters in 5-142, 5-148, 5077, 5079, 5054, and canisters in 5-190



P191-19 P248-19 P264-19 P227-19

Part No.	Fits:
P191-19	7248
P248-19	7482, 7480, 3251, 3252
P264-19	7488
P227-19	5468, 5406, 3410



Part No.	Fits:
P246-19	3801, 3802, 3803, 3804, 3805, 3808, 3809, 3812, 3806, 3807, 3831, 3832, 3833, 3834, 3835, 3838, 3839, 3840, 3836, 3837, 3954, 3854
P291-19	5231, 5232, 5233, 5235, 5236, 5237, 5238, 5239



Part No.	Fits:
P238-19	19407, 19408, 19409, 3921, 28211, 28222, 11450, 11470, 21460
P87-19	3211
P245-19	8322
P184-19	27210



Part No.	Fits:
P302-19	7601, 7602, 7603, 7604, 7605, 7606, 7607, 7608, 7609, 7611, 7612, 7613, 7614, 7615, 7616, 7617, 7618, 7619



Part No.	Fits:
P259-19	3331, 3332, 3347, 3333, 3334, 3336, 3335, 3342, 3339, 3340, 3338, 3337, 3348, 3351, 3352, 3353, 3367, 3354, 3356, 3355, 3362, 3359, 3358, 3368, 3441, 3447, 3442, 3443, 3448, 3431, 3449, 3432, 3444, 3446, 3445, 3438, 14-7, 14-8, 14-9, 14-13, 14-14, 14-15, 14-22, 14-23, 14-24, 3306, 3316, 3326, 13365, 13366, 3435, 13350, 13360, 3430, 33535, 13426, 3526



Part No.	Fits:
P244-19	4100, 4101, 4102, 4103, 4105, 4108



Part No.	Fits:
P253-19 (Black)	1451, 1452, 1453, 1458, 1459, 1455, 1501, 1502, 1503, 1508, 1509, 1505, 1511, 1512, 1513, 1518, 1519, 1515, 7511, 7512, 7513, 7518, 7510, 7516, 13-38, 13-39, 13-35, 13-36, 13-24, 13-25, 24153, 24122, 13-40, 13-37, 13-26, 5447, 5448, 5449, 2901, 2902, 2909
P254-19 (Brown)	24102, 24101, 24103, 24108, 24100, 24105, 24153, 24122
P184-19	19306



Part No.	Fits:
P207-19	33525, 15424, 25411, 5446, 5479, 5480, 5481, 1621, 1631, 1641, 1622, 1632, 1642, 1623, 1633, 1643, 1101, 1102, 1105, 1111, 1112, 1115, 1121, 1122, 1125, 1625, 1635, 1645, 1628, 1638, 1648, 1629, 1639, 1649, 1731, 1732, 1733, 1735, 1738, 1739, 1741, 1742, 1743, 1745, 1748, 1749, 1751, 1752, 1753, 1755, 1758, 1759, 29308, 1341, 1342, 1345, 1351, 1352, 1355, 1361, 1362, 1365, 5117, 1061, 1062, 1065
P305-19	5397, 5398, 3492, 3493, 3494, 3495
P218-19	5406



P327-19 **P325-19 P326-19**

Part No.	Fits:
P325-19	5821, 5831
P326-19	5822, 5823, 5832, 5833
P327-19	5825, 5835

II. HANDLES



Part No.	Fits:
P346-20	518, 4522, 4525, 1400, 1510, 1520, 1804, 1807, 1817



Part No.	Fits:
P786-20	3345, 3346, 3437



Part No.	Fits:
P554-20	3921, 7655
P691-20	28322
P747-20	11450, 11470, 21460



Part No.	Fits:
P724-20	3332, 3333, 3334, 3336, 3335, 3342, 3339, 3340, 3348, 3352, 3353, 3354, 3356, 3355, 3362, 3359, 3368, 3442, 3443, 3449, 3432, 3444, 3446, 3445, 3438, 13365, 13366, 3435, 13350, 13360, 3430



Part No.	Fits:
P335-20	3638, 3512
P654-20	3500, 7255
P606-20	29407, 29408, 29409, 3510, 3530, 3526



Part No.	Fits:
P606-20	1004, 1006, 1008, 1012, 3536
P550-20	1222, 3405
P555-20	1245
P728-20	25411, 15424, 5479, 5480, 5481



Part No.	Fits:
P702-20 (Short)	3805, 3835
P703-20 (Short)	3804, 3834

II. HANDLES



Part No. Fits:
P788-20 5473, 5474, 5475, 5343, 3410



Part No. Fits:
P131-19 5406, 5343



Part No. Fits:
P741-20 (Short) 1805, 1815, 1625, 1635, 1645, 1725, 1705, 1715, 1345, 1355, 1365, 2903, 1065



Part No. Fits:
P335-20 3638, 3512



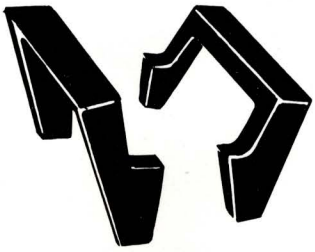
Part No. Fits:
P794-20 7604, 7605, 7606, 7609, 7614, 7616, 7615, 7619



Part No. Fits:
P630-20 (Long) 1801, 1811, 1802, 1812, 1803, 1813, 1810, 1820, 1808, 1818, 1621, 1631, 1641, 1622, 1632, 1642, 1623, 1633, 1643, 1628, 1638, 1648, 1629, 1639, 1649, 1731, 1732, 1733, 1738, 1739, 1741, 1742, 1743, 1748, 1749, 1751, 1752, 1753, 1758, 1759, 1340, 1341, 1342, 1349, 1350, 1351, 1352, 1359, 1360, 1361, 1362, 1369



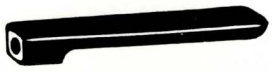
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Part No. Fits:
P687-20 (Brown) 3941, 13941, 23941, 33941, 43941, 53941, 3541
P804-20 (Black) 63941, 73941, 13541, 3543



Part No. Fits:
P367-20 3286



Part No. Fits:
P710-20 5407, 5468, 5420



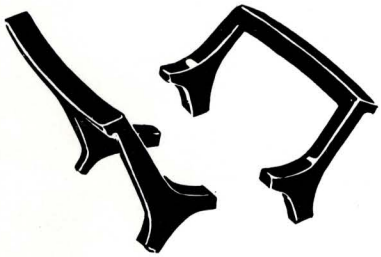
Part No. Fits:
P522-20 1241, 1242, 1243, 1248, 1250, 1222, 3400, 3400-1, 3401, 3402, 3403, 3408



Part No. Fits:
P798-20 1311, 1321, 1331, 1312, 1322, 1318, 1332, 1328, 1338, 1627, 1637, 1647



Part No. Fits:
P792-20 1601, 1602, 1603, 1616, 1617, 1618



Part No. Fits:
P669-20 (Brown) 3954, 3854
P737-20 (Black) 3306, 3316, 3326



Part No. Fits:
P624-20 3586, 3585, 3574, 3561, 3221



Part No. Fits:
P727-20 4114, 4151, 4148, 4125
P683-20 4152, 4153, 4122, 4120
P659-20 4150
P740-20 (Long) 1451, 1452, 1453, 1458, 1459, 1455, 1501, 1502, 1503, 1508, 1509, 1505, 1511, 1512, 1513, 1518, 1519, 1515, 7511, 7512, 7513, 7518, 7510, 1701, 1702, 1709, 1711, 1712, 1719, 1729, 1721, 1722
P667-20 24101, 24102, 24103, 24108, 24100
P683-20 24122
P662-20 24105
P554-20 7516



Part No. Fits:
P700-20 (Long) 3801, 3802, 3803, 3831, 3832, 3833, 3806, 3836
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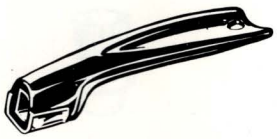
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Part No. Fits:
P616-20 1001, 1024, 1003, 1023, 1022, 1025
P617-20 1021



Part No. Fits:
P500-20 3590, 3592, 3595, 3596
P501-20 3583, 3588



Part No. Fits:
P675-20 1101, 1102, 1109, 1111, 1112, 1119, 1121, 1122, 1129, 2901, 2904, 2907, 2908, 2909



Part No. Fits:
P813-20 5821, 5831
P814-20 5822, 5823, 5829, 5832, 5833, 5839



Part No. Fits:
P822-20 5117



Part No. Fits:
P791-20 1310, 1314, 1320, 1324, 1330, 1334



Part No. Fits:
P818-20 1061, 1062, 1069



Part No. Fits:
P699-20 7480, 3470, 3472
P704-20 7482



Part No. Fits:
P607-20 7248

II. HANDLES



Part No. Fits:
P344-20 3188, 3878, 3883



Part No. Fits:
P805-20 3386, 3387, 3389, 3307, 3317, 3407



Part No. Fits:
P706-20 29366, 9460, 9461, 9462, 1809, 1819, 1839



Part No. Fits:
P283-20 541, 564 server, 566 dripper
P285-20 541½, 542, 566, 568
P284-20 568 dripper
P286-20 543



Part No. Fits:
P383-20 3258, 3260
P629-20 33245, 3248, 3246
P483-20 3268 (Ivory)



Part No. Fits:
P408-20 3561, 5427, 5428



Part No. Fits:
P605-20 3574-2

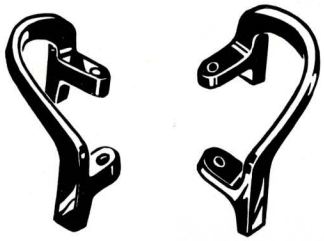


P731-20



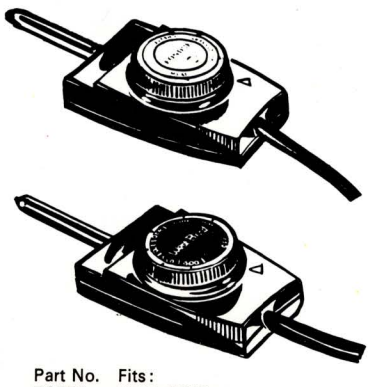
P728-20

Part No. Fits:
P731-20 5446
P728-20 5411, 5424, 5479, 5480, 5481



Part No. Fits:
P802-20 5397, 5398

MISCELLANEOUS
Automatic Heat Controls



Part No. Fits:
P3552 5397, 5398
P3451 (Black) 3211, 3921, 28211, 3574, 3974, 3984, 3573, 73941, 3942, 3954, 3854, 3585, 3586, 3590, 3592, 13541

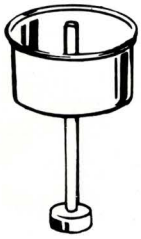


Part No. Fits:
P19-149 (Black) 33245, 3858, 3878, 3286, 3260, 3295, 3246, 3248, 3259, 3200, 3504, 3520, 7270, 3510, 3467, 27210, 7298, 7248, 3536

MISCELLANEOUS



Part No. Fits:
P48-43 33245, 3248, 3246, 23245
P49-43 3258, 3260, 3259, 3878, 23258,
P61-43 23469, 23472



Part No. Fits:
P97-49 7480
P56-45
P96-49 7482
P53-45
P85-49 3470
P55-45
P57-45 3472
P94-49
P77-49 7248
P46-45
P41-45 7298
P76-49



Part No. Fits:
P541-58 541
P542-58 542



Part No. Fits:
P3258-58 3258
P3245-58 83245



Part No. Fits:
P3292-1 (Brown) 3292, 3299
P3288-1 (White) 3288



Part No. Fits:
P3288-2 (White) 3288
P3299-2 (Brown) 3299



Part No. Fits:
P32-2 3286



Part No. Fits:
P60-89 518, 4522, 4525, 912, 1400, 1510, 1520, 1804, 1807, 1817



Part No. Fits:
P3-137 518, 4522, 4525, 912, 1400, 1510, 1520



Part No. Fits:
P14-79 5335, 5435, 5436, 5427, 5428, 5429, 5438



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P94-47 7171, 7172, 7173, 7176, 7178, 7180, 3583



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P57-104



P61-104



P44-104

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P47-104 3540
P64-104 1204
P57-104 1-9304, 3-9304, 3410
P61-104 13426, 33525, 33535, 3526



Part No. Fits:
P173 — Handle Only
A2H-173H (Handle Assembly)



Part No. Fits:
2-13-3-SLB (Handle Assembly)



Part No. Fits:
P31-17 3638, 3500
P28-17 3512
P81-17 7255
P37-17 13600



Part No. Fits:
P65-104 3500

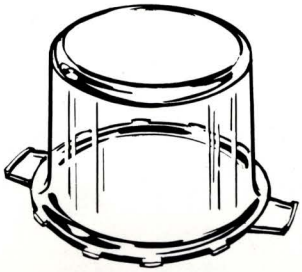


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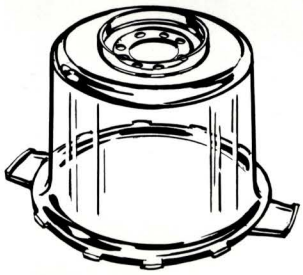


Part No. Fits:
P66-104 3512

Part No. Fits:
P67-104 13600



Part No. Fits:
P92-2 5466 (Lexan® Cover)

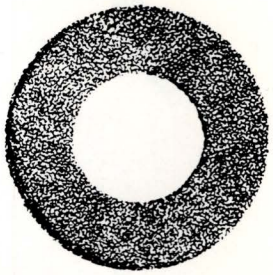


Part No. Fits:
P148-2 5467 (Lexan® Cover)



Part No. Fits:
P191-4 5117

Poly Filter Belts



P4016



P4001

Part No. Fits:
P4016 4004, 4009, 4017, 4027
P4001 4000, 4002, 4003, 4010, 4011, 4012, 4013, 4014, 4015, 14003, 14010, 14013, 4055, 4056, 4057, 14055, 4052, 14052, 24052, 4053, 4054, 4058, 14058, 4062 and 14062.
P4035 14056, 14057
(wide belt)

WEST BEND® RETURNED MERCHANDISE POLICY

The West Bend Company will accept merchandise for credit based on the following standards only:

COOKWARE, NON-ELECTRICS

We will accept merchandise for credit that has:

- Defective welds
- Broken phenolic trim (pans are new)
- Peeling or blistering non-stick finish (non-stick finish removed by scratching or abuse is not defective nor returnable)
- Peeling or blistering exterior porcelain or paint finish
- Any manufacturing defect not caught by inspectors (please include inspection number)

ELECTRICAL APPLIANCES

We will accept merchandise for credit that has:

- Defective welds
- Broken phenolic trim (pans are new)
- Peeling or blistering non-stick finish (non-stick finish removed by scratching or abuse is not defective nor returnable)
- Peeling or blistering exterior porcelain or paint finish
- Initial failure—Any new appliances that fail to function during initial use (Please include inspection number)

Any malfunction (not caused by abuse of product) that develops after usage will be repaired at our local Service Center. These repairs are "no charge" during the period of warranty. Scratching or abuse by dropping or denting not returnable.

All returns of defective merchandise (or replacement handles or knobs) to West Bend should be prepaid and addressed to:

CUSTOMER SERVICE DEPARTMENT
THE WEST BEND CO.
WEST BEND, WISCONSIN 53095

Unqualified returns cannot be accepted.



Service Station Listing.
Every West Bend appliance has a copy of "Authorized Service Stations and Service Information" packed with it to assist the customer. You may order additional quantities by specifying L-1587.

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