

WEST BEND®

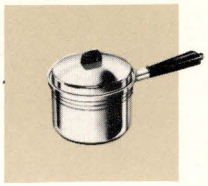
WEST BEND ALUMINUM CO., WEST BEND, WISCONSIN

CATALOG

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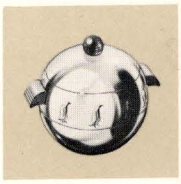
WEST BEND®

WORKS IN MANY METALS,
SELECTING EACH FOR
THE JOB IT IS TO DO.



aluminum

SPREADS HEAT EVENLY
FRIENDLY TO FOOD



chromium on steel

STYLED FOR TABLE SERVICE



solid copper bottom

USED FOR CENTURIES
TO MAKE WATER VESSELS



stainless steel

EXTRA HARD — RESISTS WEAR



ceramic

TRADITIONAL BEAUTY
EARLY AMERICAN COOKWARE

YOUR CUSTOMERS LOOK FOR THIS TRADEMARK

WEST BEND®

When you select West Bend as your housewares and appliance source, you are also selecting a trademark that is recognized by your customers. The West Bend trademark is backed by 45 years of experience and guarantees a quality product fairly priced, a product designed and built to a standard that demands the finest in materials and craftsmanship.

Plan today to tie-in with West Bend — sell cooking utensils, giftware and appliances that offer greater values, distinctive designs, and popular prices with satisfactory profit margins.

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WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN

WB 748

PRINTED IN U. S. A.

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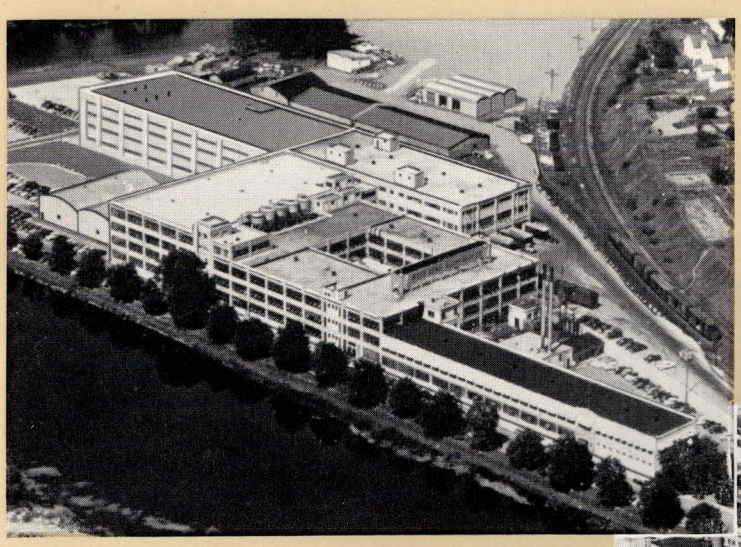
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WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN



HARTFORD DIVISION
HARTFORD, WISCONSIN

2 GREAT PLANTS 1 BIG GOAL

to enable your customer's dollar to buy more



HOME SERVICE DEPARTMENT, WEST BEND ALUMINUM COMPANY

KITCHEN TESTED

Before a new utensil or appliance is released for manufacture, it is tested, checked, and used under actual home conditions in our test kitchen. Here, too, recipes are tested to help the homemaker get the most efficient and economical use from her cooking utensils. Constant research carried on by the Home Service department guarantees products th offer outstanding performance and greate dependability.

section 1

WEST BEND®

Flavo-Seal

WATERLESS COOKWARE

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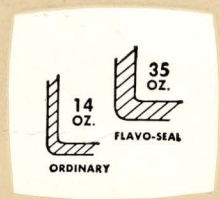
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WEST BEND®

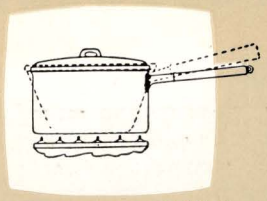
Flavo-Seal

WATERLESS COOKWARE

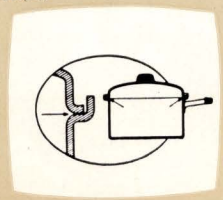
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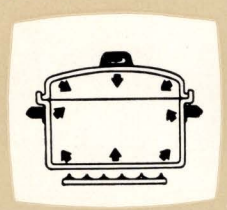
TRIPLE THICK
Above sketch illustrates the difference between Flavo-Seal aluminum cookware and ordinary aluminum cooking utensils.



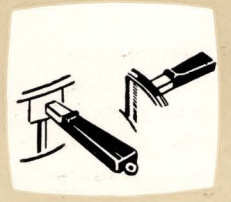
WIDER HEATING SURFACE
Flavo-Seal has an increased heating surface compared to the ordinary type of cookware. Wide flat bottom covers entire heating unit—no fuel is wasted.



FLAVO-SEAL COVER
New cover design forms metal-to-metal contact which seals in flavor and conducts even temperature throughout cover from sides of pan.



HIGH THERMAL EFFICIENCY
Triple-thick pure rolled sheet aluminum conducts heat quickly and evenly through bottom, sides and cover of pan. Saves fuel.



ELECTRICALLY WELDED HANDLES
Handle socket is smoothly and permanently welded to pan by electricity. Eliminates all rivets on inside surface—easy to clean. Molded plastic handles.

WATERLESS COOKING . . . what it is

Waterless cooking is a method of food preparation which cooks foods in their own natural juices and moisture, with little or no added water. In ordinary cooking methods, for example, vegetables are immersed in water during the cooking process. In waterless cooking — vegetables are cooked with little or no water at lower temperatures, thereby retaining more of the original minerals, vitamins, and nutrients. Besides, vegetables retain their natural color, flavor and firmness, making them far more appetizing. Since the benefits of foods to our body depends largely on how they are cooked and prepared, waterless cooking is now recognized by leading dietetic authorities as a superior cooking method from the standpoint of nutrition, flavor, taste, economy, and convenience.

WATERLESS COOKING . . . what it means in actual monthly savings

SAVES FUEL — Triple-thick aluminum requires only low heat to cook meats and vegetables. Heat is conducted quickly and evenly through bottom, sides, and cover of each utensil.

SAVES FOOD — Food shrinkage is reduced to a minimum when using the waterless method of cooking. Inexpensive cuts of meat become tender and nourishing.

SAVES TIME AND ENERGY — Waterless cookware saves time — reaches cooking temperature fast — then cooks rapidly over low heat. Requires no watching while cooking. Gleaming aluminum is simple to clean, too.

SAVES ON REPLACEMENT COSTS — Ordinary utensils become worn and must be replaced frequently. Flavo-Seal cooking utensils, with a minimum of care, will last indefinitely.

WATERLESS COOKING — Highly recommended

Demands of modern living make it necessary for people to have nourishing foods which contain more of the natural health-building elements. The important advantages of the waterless cooking method in preserving these nutrients are widely accepted and endorsed by leading food experts and dieticians.

WEST BEND®



1 QUART SAUCE PAN

Designed for smaller vegetables, sauces, baby foods, cereals, and preparing left-overs. Perfect for small quantities of foods which would ordinarily burn or scorch. Can be used as a double boiler, if foods are prepared over a low heat.

No.	Gauge	Capacity Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3121	10	1	5 1/8	22 1/2



2 QUART SAUCE PAN

Suitable for sauces, puddings, frostings and other foods which ordinarily require a double boiler. Because it's made of triple-thick aluminum, delicate foods can be cooked on low heat.

No.	Gauge	Capacity Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3122	10	2	6 1/2	31



3 QUART SAUCE PAN

For larger vegetables such as whole carrots, beets, cauliflower, and cabbage. Will also handle small roasts. Prepares food with the flavor sealed-in. No. 3128-4 French fryer basket can be used with this sauce pan.

No.	Gauge	Capacity Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3123	10	3	7 3/8	36



4 QUART SAUCE PAN

Jumbo size sauce pan for baking potatoes on top of the range. Perfect also for large vegetables, soups, stews or small roasts. Triple-thick aluminum conducts heat evenly through bottom, sides and cover.

No.	Gauge	Capacity Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3124	10	4	8	41

WEST BEND®

FLAVO-SEAL WATERLESS COOKWARE



COMBINATION SAUCE PAN

The 2-quart inset with 3-quart sauce pan permits preparation of two foods at once, saving time and effort. It can be used as a combination cooker or covered stew pan. Inset doubles as a mixing bowl or baking dish.

No.	Gauge Outside	Gauge Inset	Capacity Qts. Outside	Capacity Qts. Inset	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3126	10	14	3	2	7 3/8	45 1/2
		Inset Pan Only				
3126-4		14		2	7	11



COMBINATION FRENCH FRYER

Designed for quick and economical preparation of crisp, full-flavored deep-fried foods. Hexagonal perforations on sides and bottom of basket permit quick drainage. Sauce pan may be used separately.

No.	Gauge	Capacity Qts.	Inside Depth, In.	Ship. Wt. Per Doz. Lbs.
3128	10	3		43 1/2
		French Fryer Basket Only		
3128-4	20		4	6 1/2



DUTCH OVEN ROASTER

High cover roaster prepares tender, juicy roasts with potatoes and vegetables with all their flavor retained. Ideal for soups, stews, and large vegetables in quantities. Will roast two chickens.

No.	Gauge	Capacity Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3138	10	5	9 1/2	50



COMBINATION EGG POACHER

Poaches 4 eggs, warms 4 baby foods or 4 left-overs at one time. Individual cups are separate and have special tabs for easy removal with table fork or hot pad. Sauce pan is designed for frozen food cookery.

No.	Gauge Outside	Capacity Outside Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3149	10	1 1/2	7 3/8	31 1/2
		Egg Poacher Inset Only		
3104	20		7 3/4	6 1/2

WEST BEND®



1½ QT. FROZEN FOOD SAUCE PAN & 8" FRYER

Low-styled sauce pan has the excellent shape and capacity for frozen food cookery. It allows plenty of space for preparing frozen food in the block form. Also has utility as a small fry pan.

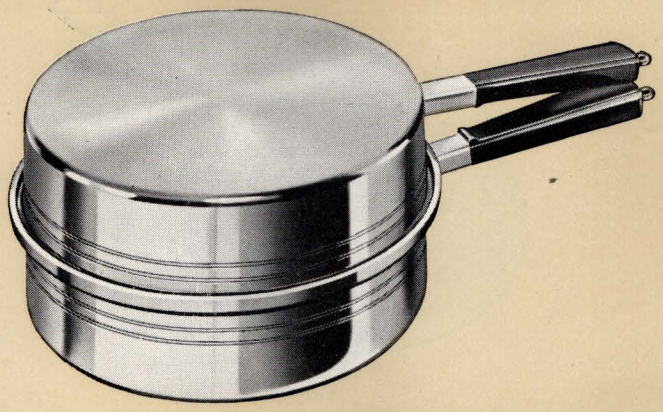
No.	Gauge	Overall Bottom Diam., in.	Overall Top Diam., In.	Ship. Wt. Per Doz. Lbs.
3148	10	7⅜	8	28



10" CHICKEN FRYER

Prepares fried foods the healthful way — by using little or no fat. Designed particularly for preparing golden brown chicken, pan broiled steaks, chops, bacon and eggs, and hot cakes. Cover interchangeable with No. 3138 roaster.

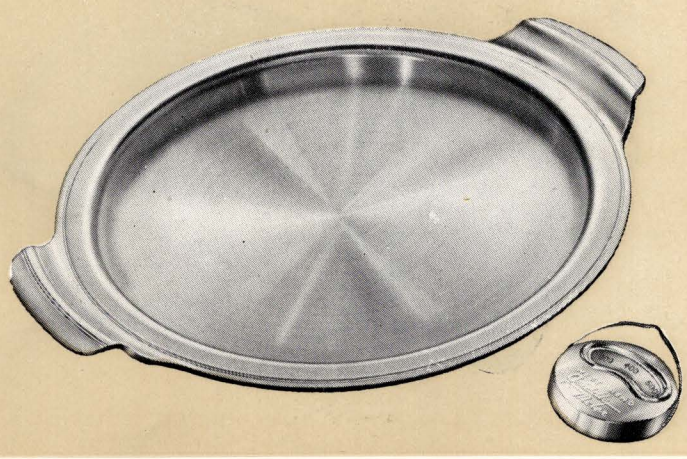
No.	Gauge	Overall Top Diam., in.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3150	8	10⅛	9½	49



DOUBLE SKILLET

Large chicken fryer with plenty of cooking surface as well as depth. Large enough for two small chickens or one large fowl or for roasting meats. Top half may be used as separate skillet.

No.	Gauge Bottom	Gauge Top	Overall Bottom Diam., In.	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
3155	8	10	9½	4¾	57



GRIDDLE-BROILER-SERVER

This 3-purpose utensil may be used as a broiler for steaks and chops; as a fryer for bacon and eggs; as a serving tray for cold cuts, salads, and desserts. Triple-thick metal spreads heat evenly.

No.	Gauge	Overall Diam., In.	Ship. Wt. Per Doz. Lbs.
3162	8	13	33½
	Griddle Meter Only		
3165		2	2
	Composition		
6-103	3162, 3165		36

WEST BEND®

FLAVO-SEAL WATERLESS COOKWARE



FLAVO-DRIP COFFEE MAKER

The Flavo-Drip is the aristocrat of coffee makers. Patented water distributor provides uniform dripping time. Hard, thick aluminum holds the serving temperature — even to the last cup. Bottom is also sold separately as a coffee server.

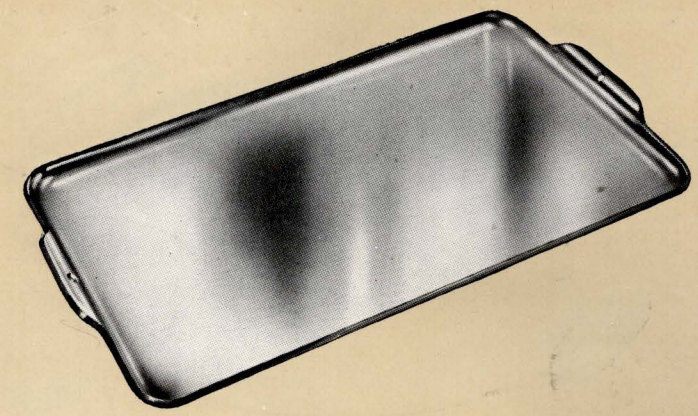
No.	Gauge Dripper	Gauge Server	Gauge Cover	Capacity Cups	Ship. Wt. Per Doz. Lbs.
3188	20	18	14	8	27½
		Coffee Server Only			
3187		18	14	10	20



FLAVO-PERK COFFEE PERCOLATOR

A delicious cup of coffee every time. Features include molded plastic handle with a metal flame protector at base, deep flange cover, full-view glass knob, and the famous easy pouring spout.

No.	Gauge	Capacity Cups	Ship. Wt. Per Doz. Lbs.
3178	18	8	22



JUMBO OBLONG GRIDDLE

Jumbo size, extra thick aluminum griddle fits over 2 regular range burners. Large enough for 8 hamburgers, 8 griddle cakes, or for a combination bacon and egg breakfast. Can also be used as a baking sheet for cookies or biscuits.

No.	Gauge	Overall Length, In.	Width, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
3125	6	17⅜	10	7/16	38



ONE BURNER GRIDDLE

Extra thick aluminum griddle fits over one regular range burner to prepare delicious steaks, bacon and eggs, pancakes or hamburgers. Zinc-plated steel handle is securely fastened to pan with four rivets.

No.	Gauge	Inside Diam., In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
3038	10	8	¾	11½

FLAVO-SEAL WATERLESS COOKWARE

WEST BEND®

SET NUMBER 30-34

4 pc. Set consists of

2 Quart Sauce Pan
3 Quart Sauce Pan
Dutch Oven Roaster
10" Covered Skillet

No.	Capacity Qts.	Gauge	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3122	2	10	6½	31
3123	3	10	7⅜	36
3150		8	9½	49
3138	5	10	9½	50

Set No.	Composition	Ship. Wt. Per Set Lbs.
30-34	3122, 3123, 3138, 3150	11½



GENUINE *Flavo-Seal* WATERLESS COOKWARE
TRIPLE THICK ALUMINUM



SET NUMBER 30-37

5 pc. Set consists of

1 Quart Sauce Pan
2 Quart Sauce Pan
3 Quart Sauce Pan
10" Covered Skillet
Dutch Oven Roaster

No.	Capacity Qts.	Gauge	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3121	1	10	5⅛	22½
3122	2	10	6½	31
3123	3	10	7⅜	36
3150		8	9½	49
3138	5	10	9½	50

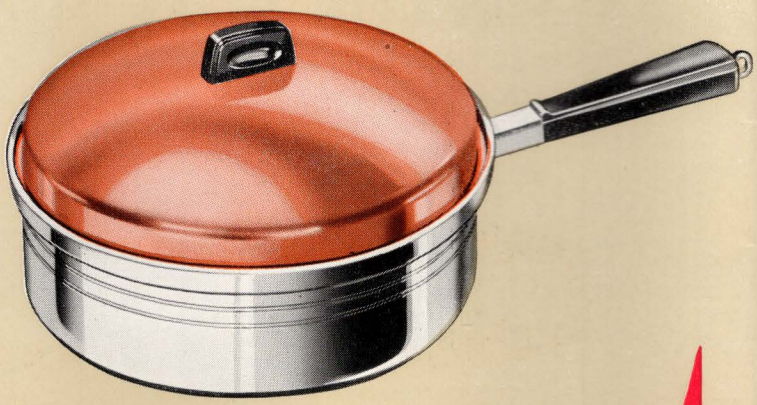
Set No.	Composition	Ship. Wt. Per Set Lbs.
30-37	3121, 3122, 3123, 3138, 3150	13½



1½ QT. FROZEN FOOD SAUCE PAN & 8" FRYER

The size most homemakers prefer for frying such foods as bacon and eggs, griddle cakes, and for re-heating a variety of special dishes. Ideal for frozen food cookery in the block form.

No.	Gauge	Overall Bottom Diam., In.	Overall Top Diam., In.	Ship. Wt. Per Doz. Lbs.
3318	10	7⅜	8	28



10" CHICKEN FRYER

Steaks, chops, and chicken can be fried in this pan "fit for a king." Triple-thick aluminum distributes heat evenly to prevent burning. Prepares foods the healthful way — using little or no fats.

No.	Gauge	Overall Top Diam., In.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3320	8	10⅛	9½	49



1, 2, 3 QUART SAUCE PANS

A basic set of sauce pans needed by all homemakers for preparing frostings, baby foods, soups, and sauces as well as for cooking whole carrots, beets, cabbage or potatoes. Triple-thick aluminum spreads heat evenly.

No.	Gauge	Capacity Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3311	10	1	5⅛	22½
3312	10	2	6½	31
3313	10	3	7⅜	36



DUTCH OVEN ROASTER

High cover roaster prepares tender, juicy roasts with potatoes and vegetables — a delicious combination with all the flavor retained. Large enough to roast two chickens.

No.	Gauge	Capacity Qts.	Overall Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
3305	10	5	9½	50
30-87	Composition 3311, 3312, 3313, 3305, 3318, 3320 and recipe book			15 lbs. each

section 2

WEST BEND®

BAKEWARE and COOKWARE

(ALUMINUM AND STAINLESS STEEL)

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STAINLESS STEEL BAKEWARE and COOKWARE

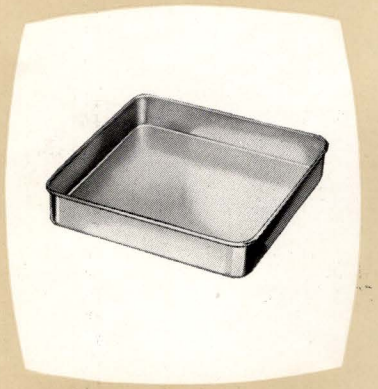
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new bakeware merchandiser

Attractive new West Bend Bakeware Merchandiser gives you a colorful and attention-catching display of West Bend baking utensils. Items are stocked right on the display, arranged to make an easy choice for the customer. The Bakeware Merchandiser is a permanent-type display with dark maroon peg board body and frame with gracefully styled natural finish legs. Top of unit may also be used for special occasions, as separate counter-top merchandiser. Includes harmonizing sign.

No.	Overall Height, In.	Overall Width, In.	Overall Depth, In.	Ship. Wt. Each Lbs.
D-117	80	46 1/4	23	42 1/2



SQUARE CAKE PANS

Popular because they are designed to be used with most well-known cake mixes. May also be used for baking pecan rolls, coffee cake, corn bread or for making candy. Illustrated label lists recipes and uses.

No.	Gauge	Inside Top Dimensions Length, In.	Width, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
945	20	9	9	2	7
944	20	8	8	2	6



COVERED SQUARE CAKE PAN

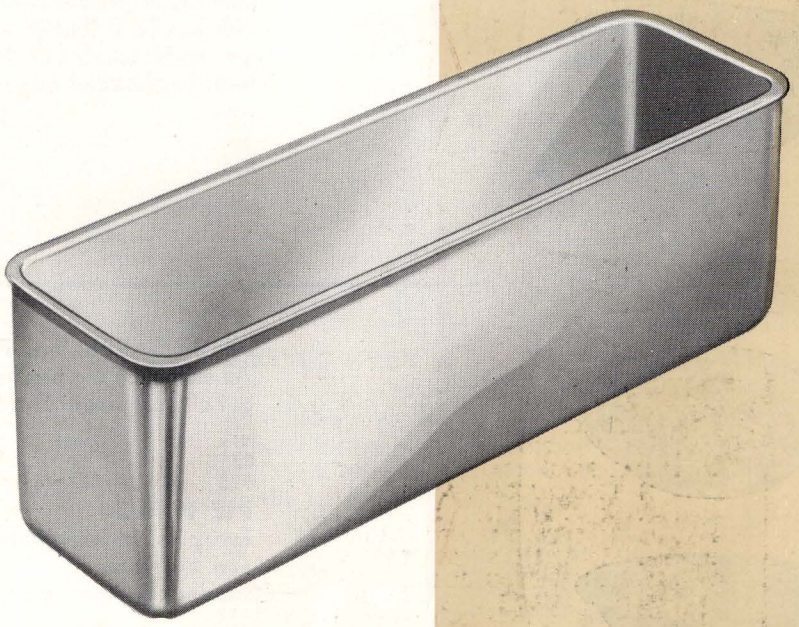
Cover protects cake and icing after baking. Keeps air out, keeps cake fresh. Convenient for carrying food to party or picnic. Also useful for storing foods in refrigerator or for keeping grilled foods warm on porch or patio. Popular size (9x9x2) in polished aluminum.

No.	Gauge Cover	Gauge Pan	Inside Top Dimension, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
952	20	20	9x9	2	11

WEST BEND®

new long loaf angel cake pan

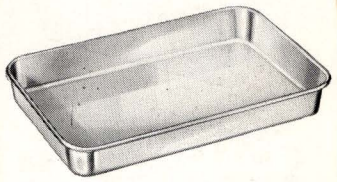
Long loaf cake pan makes a full size angel cake from 13 egg recipe or packaged mix. Provides more servings; cake stays fresh longer with only one cut surface. Servings are level for fruit or ice cream topping. Pan may be inverted on ordinary dinner plate for cooling. Also may be used to prepare meat loaf, frozen desserts or as a refrigerator storage pan. Polished aluminum.



No.	Gauge	Overall Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
644	18	15½x4½	4½	15

COFFEE CAKE PAN

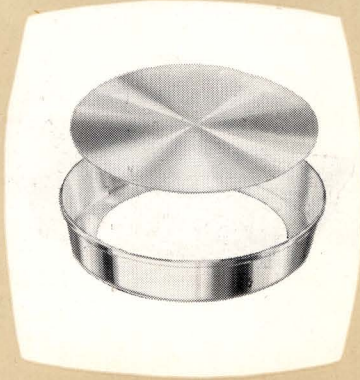
A practical all-around baking pan especially designed for making fine coffee cake and similar baked foods. Smooth rolled edge. Seamless construction. Polished sides. Satin-finish bottom.



No.	Gauge	Inside Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
942	20	11x7	1½	6

LOOSE BOTTOM CAKE PAN

Removable bottom provides easy and safe removal of cake. Two or three of these pans fit easily on one shelf of range oven. Aluminum distributes heat uniformly and bakes evenly. Sun-ray interior and brushed bottom.

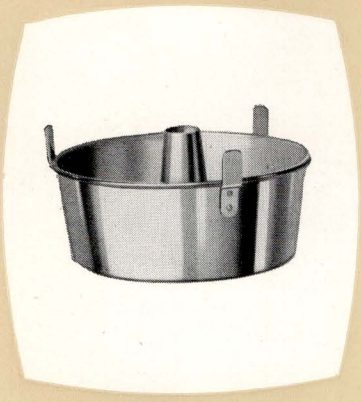


No.	Gauge	Inside Top Diam., In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
957	20	9	1¾	6½
		Solid Bottom Cake Pan		
951	20	8	1½	5
955	20	9	1½	6

WEST BEND®

BAKEWARE AND COOKWARE

(aluminum)



ANGEL FOOD CAKE PAN

Beautifully polished heavy aluminum browns cakes evenly. Tube aids heat distribution and serves as support when cake is cooling. Loose, detachable bottom provides easy and safe removal of cakes. Inset has beaded edge to prevent batter seeping out.

No.	Gauge	Inside Top Diam., In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
640	20	10	4	12



JUICE-SAVER PIE PANS

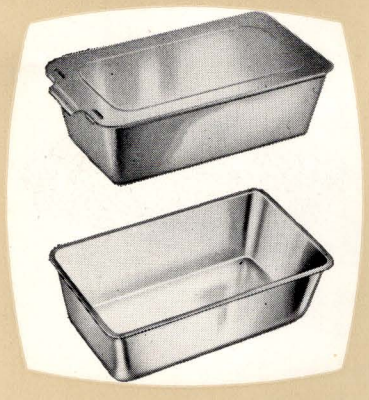
All aluminum pie pan has unique rim that catches juice as it bubbles out of fruit pies and prevents it from spattering oven.

No.	Gauge	Overall Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
5362	22	8	1¼	3
970	20	9	1¼	7

PIE PLATE

Every homemaker needs several of these fine pie plates. Durable and even-heating, it bakes smooth golden brown pastry without sticking. Polished aluminum.

No.	Gauge	Overall Top Diam., In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
935	20	9	1¼	4



COVERED LOAF PAN

The perfect pan for baking bread, loaf cake or making meat loaf. When used with cover, it protects freshness—provides safe storage in pantry or refrigerator. Polished aluminum cover is removable for easy cleaning. Pan is electro-finish aluminum.

No.	Gauge		Inside Top Dimension, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
	Cover	Pan			
947	22	20	5x9	3	8
LOAF PAN ONLY					
946		20	5x9	3	5



BAKING AND ROASTING PANS

Well adapted for efficient uncovered roasting, and for baking biscuits and cakes. Seamless. Flared ends serve as carrying handle. Polished aluminum.

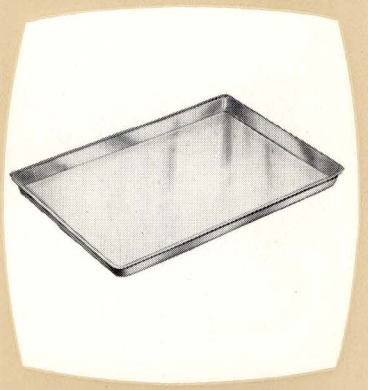
No.	Gauge	Overall Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
734	18	10x14	2	15
737	18	12x17	2	20

WEST BEND®

BAKING TRAY

This has just the right depth to make a perfect jelly roll. In addition, it is useful as an extra cookie sheet, for baking biscuits, oven roasting of meat, or chilling foods in refrigerator. Smooth rolled edges. Illustrated label lists recipes and uses.

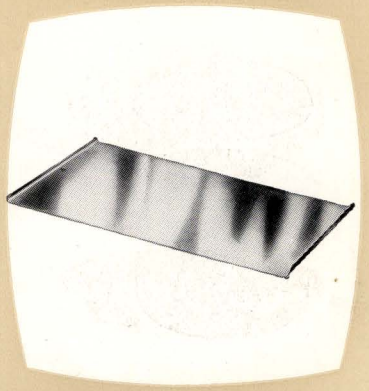
No.	Gauge	Length, In.	Width, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
746	18	15½	10½	1	12



COOKIE SHEETS

Two excellent sizes of flat hard sheet aluminum to assure even baking. Easy to slide into oven — easy to remove cookies. Turned edges for convenience in handling. Perforated for hanging. Usually sold in pairs.

No.	Gauge	Overall Length, In.	Width, In.	Ship. Wt. Per Doz. Lbs.
754	18	15½	12	11
756	18	17	14	13½



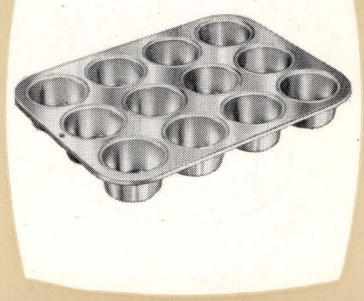
MUFFIN PAN

New deep size of cups recommended by American Standards Association make generous size buns, muffins, biscuits, or cupcakes — a dozen at one time. Rust proof polished aluminum. Each cup has 4-ounce capacity.

No.	Gauge	Overall Width, In.	Overall Length, In.	Height, In.	Overall Each Cup, In.	Ship. Wt. Per Doz. Lbs.
692	24	9⅞	12⅞	1 9/16	2½x1⅜	8

MUFFIN CUPS—Set of 6 Individual Muffin Cups

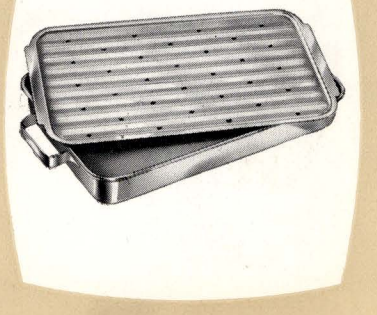
No.	Gauge	Top Inside Diam., In.	Bottom Inside Diam., In.	Height, In.	Ship. Wt. Per Doz. Lbs.
6-121	24	2½	2⅛	1⅜	3½



JUNIOR BROILER

Ready at a moment's notice, it's ideal for broiling small quantities quickly. Does away with extra effort of preparing and cleaning large regular broiler or oven. Holds up to 6 medium-sized chops. Welded handle. Rack designed for easy cleaning. Broiling pan has other uses from baking a cake to freezing a dessert.

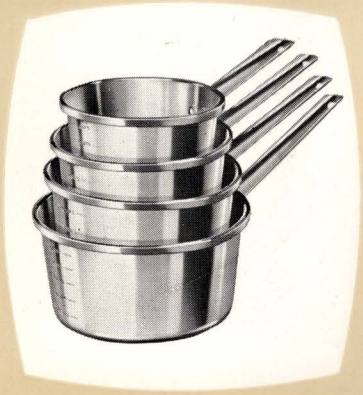
No.	Gauge — Bottom	Gauge — Tray	Inside Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
932	20	16	11x7	1½	16



WEST BEND®

BAKEWARE AND COOKWARE

(aluminum)



SAUCE PANS

A complete size range of all-purpose Windsor style pans designed to nest easily. Twin lips make pouring easy from either side. Tin-plated steel handle. Pans are graduated for cup measurement. Total quart capacity stamped on all sizes.

No.	Gauge	Capacity, Quarts	Top Diam., In. (Outside)	Bottom Diam., In. (Outside)	Depth, In. (Inside)	Ship. Wt. Per Doz. Lbs.
231	18	1	6	4 3/4	2 5/8	6
231 1/2	18	1 1/2	6 1/16	5 3/4	3 1/4	8
232	18	2	7 3/8	6 1/4	3 9/16	9 1/2
233	18	3	8 3/16	7	4 1/4	12
			Composition			
237			231, 231 1/2, 232			22 1/2
238			231, 232, 233			26
239			231 1/2, 232, 233			28 1/2
240			231, 231 1/2, 232, 233			34



COVERED SAUCE PANS

Highly polished sauce pans made to give longer wear. Special shoulder construction provides tight fitting cover. Graduated for cup measurement. Heat-resistant molded plastic cover knob. Tin-plated steel handle. Quart capacity stamped beneath bead on every pan. Polished exterior; sun-ray finished interior.

No.	Gauge	Capacity, Quarts	Top Diam., In. (Outside)	Bottom Diam., In. (Outside)	Depth, In. (Inside)	Ship. Wt. Per Doz. Lbs.
331	18	1	5 3/4	5 3/16	2 5/16	8
332	18	2	7	6 3/16	3 5/16	13
333	18	3	7 3/4	6 7/8	4 3/4	17



COVERED SAUCE POTS

Ideal as an all-purpose covered utensil or in the larger sizes as a quantity cooker. Precision-fitting dome cover. Heat resistant plastic cover knob. Tin-plated steel side handles assure a firm grip.

No.	Gauge	Capacity, Quarts	Bottom Diam., In. (Outside)	Top Diam., In. (Outside)	Depth, In. (Inside)	Ship. Wt. Per Doz. Lbs.
302	18	2	6 1/4	7	3 7/8	15 1/2
303	18	3	7	7 3/4	4 5/8	18
304	17	4	7 7/8	8 5/8	4 5/16	22
306	17	6	8 7/8	9 5/8	5 3/16	26 1/2
308	16	8	9 7/8	10 5/8	6 3/16	31
312	16	12	11 1/8	11 7/8	7 5/16	43
316	16	16	12	12 3/8	8 3/8	49 1/2
320	16	20	13	13 3/8	9	54

A. Nos. 316 and 320 have no shoulder and cover seats on bead.
B. Cup graduation marks and total quart capacity stamped on 2, 3 and 4 quart sizes. Total quart capacity stamped below shoulder on 6, 8, 12, 16 and 20 quart sizes.

6-112	Composition — 302, 303, 304, 306	73



COMBINATION SAUCE PAN

"Handy Andy"—can be used as a double boiler, covered stew pan, casserole, baking dish or open sauce pan. 3-quart pan is graduated for cup measurement. Features tin-plated steel handle, molded plastic cover knob and inset handles, polished exterior and sun-ray interior finish.

	Gauge		Capacity, Qts.		Top Diam., In. Outside		Depth, In.		Ship. Wt. Per Doz. Lbs.
No.	Inset	Bottom	Inset	Bottom	Inset	Bottom	Inset	Bottom	
343	20	18	2	3	7 1/16	7 3/4	3 1/4	4 1/2	32 1/2

BAKEWARE AND COOKWARE

(aluminum)

WEST BEND®

COVERED KETTLE

The right size kettles for large quantity cooking. Specially designed to be easier and more convenient to handle. Precision-fitting dome cover. Total quart capacity stamped below shoulder. Special lift tab simplifies pouring. Easy to clean. Polished exterior; sun-ray finish interior.

No.	Gauge	Capacity, Quarts	Top Diam., In. (Outside)	Bottom Diam., In. (Outside)	Depth, In. (Inside)	Ship. Wt. Per Doz. Lbs.
354	17	4	8 5/8	7 7/8	4 5/16	22
356	17	6	9 5/8	8 7/8	5 3/16	26
358	16	8	10 5/8	9 7/8	6 3/16	33
360	16	10	11 3/16	10 7/16	6 13/16	40
362	16	12	11 7/8	11 1/8	7 5/16	42



DOUBLE BOILER

A valuable addition to homemaker's cooking equipment. Cover fits both inset and pan. Without inset, bottom becomes a handy stew pan. Cup graduation marks and quart capacity stamped on the insets in all sizes. Tin-plated steel handles. Highly polished aluminum.

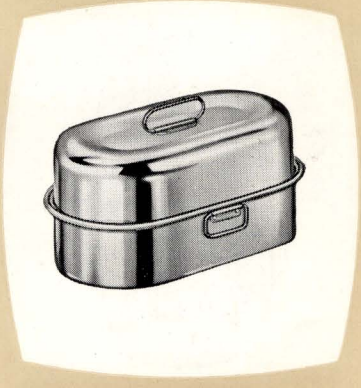
No.	Gauge Inset	Gauge Bottom	Capacity, Qts. Inset	Capacity, Qts. Bottom	Top Diam., In. Inset	Top Diam., In. Bottom	Depth, In. Inset	Depth, In. Bottom	Ship. Wt. Per Doz. Lbs.
531 1/2	18	18	1 1/2	1 1/2	5 11/16	5 11/16	4 1/16	3 11/16	25 1/2
532	18	17	2	2	6	6	4 1/2	4 1/16	32



OBLONG OVAL ROASTER

The perfect roaster for preparing roasts and small fowl. Convenient and easy to use. Features steel drop handles, securely riveted. Rotary vent may be used for browning meats. Will roast a small 10 pound turkey.

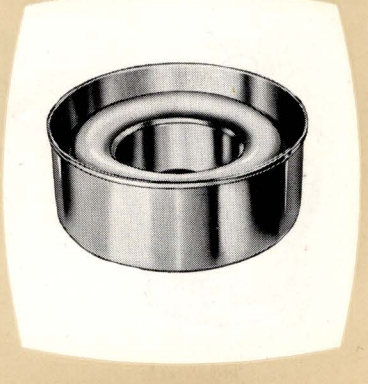
No.	Gauge	Overall Dimensions, In.	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
156	18	15x9 1/4	7 1/2	39



EASY-OUT RING MOLD

Patented design assures perfect removal of molded gelatin salads and desserts every time. After mold has formed, it's only necessary to invert the Easy-Out and fill top with warm water — out comes a perfect mold. Wonderful, too, for ring shaped cakes, meat loaf, and other baked dishes.

No.	Gauge	Overall Diam., In.	Depth, In.	Capacity, Quarts	Ship. Wt. Per Doz. Lbs.
622	22	9 1/16	2 7/8	2	15 1/2





PERCOLATOR

Dependable coffee maker available in four sizes to fit the needs of any family. Cover fits deep over basket to prevent boiling over. Cup graduations stamped on percolator and basket to insure accurate measurement, perfect coffee. Highly polished aluminum. Molded plastic handle. Glass cover knob.

No.	Gauge	Capacity, Quarts	Capacity Serving Cups	Neck Diam., In.	Bottom Diam., In.	Inside Depth, In.	Ship. Wt. Per Doz. Lbs.
541	18	1	4	$3\frac{13}{16}$	$4\frac{5}{8}$	5	13
541½	18	1½	6	$4\frac{1}{4}$	$5\frac{3}{16}$	$5\frac{15}{16}$	16½
542	18	2	8	$4\frac{3}{4}$	$5\frac{11}{16}$	$6\frac{5}{16}$	19
543	18	3	12	$5\frac{1}{2}$	$6\frac{1}{2}$	$7\frac{5}{16}$	24½



DRIP COFFEE MAKER

A perfect cup of coffee everytime. The secret of its consistent performance is that coffee and water are measured and the dripping time automatically controlled. Cup graduation marks are stamped on one piece dripper for accurate measurement. Cover fits both dripper and server. Easy pouring spout.

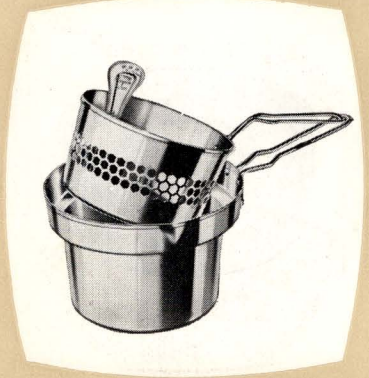
No.	Gauge	Capacity, Cups	Neck Diam., In.	Bottom Diam., In.	Depth of Serving Pot, In.	Ship. Wt. Per Doz. Lbs.
564	20	4	$3\frac{13}{16}$	$4\frac{5}{8}$	5	19½
566	20	6	$4\frac{1}{4}$	$5\frac{5}{16}$	$5\frac{3}{4}$	24
568	20	8	$4\frac{3}{4}$	$5\frac{11}{16}$	$6\frac{5}{16}$	27



18 CUP DRIP COFFEE MAKER

Features one-piece dripper with cup graduations stamped on outside for easy measurement. Patented even-flow water distributor. Easy pouring spout. Highly polished aluminum. Heat-resistant plastic handle.

No.	Gauge	Capacity, Cups	Bottom Diam., In.	Depth of Server, In.	Ship. Wt. Per Doz. Lbs.
3518	18	18	$6\frac{1}{8}$	$7\frac{1}{4}$	45
		Server Only			
3517	18	18	$6\frac{1}{8}$	$7\frac{1}{4}$	25
		Composition			
5-97		3518 and 3295E Heat-Rite Base			75



FRENCH FRYER

Modern french fryer meets every requirement in preparing a variety of crisp, full-flavored fried foods. Handle has hook in end to hold basket in drain position. Expansion chamber prevents oil from bubbling over. Thermometer tells when temperature of oil is just right for best frying results.

No.	Gauge	Capacity, Quarts	Top Diam., In.	Ship. Wt. Per Doz. Lbs.
8076	22	4	$9\frac{1}{8}$	19½
	French Fryer without Thermometer			
8075	22	4	$9\frac{1}{8}$	17½

WEST BEND®

EGG POACHER

Poaches four eggs at one time in 2½ - 3 minutes. Complete with cover, inset, and pan. Inset has large tabs for quick and convenient removal. Molded plastic cover knob. Serves as 1½ quart sauce pan without inset.

No.	Gauge Inset	Gauge Pan	Capacity of Pan, Qts.	Top Diam., In. (Inside)	Ship. Wt. Per Doz. Lbs.
24	20	18	1½	7¾	21½



FRYING PANS

The ideal utility fry pan for everyday use. It hugs the range unit firmly and conducts heat evenly to prevent burning. Deep and double-lipped. Tin-plated steel handle. Polished outside, sun-ray interior, and satin-finish bottom.

No.	Gauge	Top Diam., In. (Inside)	Bottom Diam., In. (Outside)	Depth, In. (Inside)	Ship. Wt. Per Doz. Lbs.
907	12	7	5¾	1½	9½
909	10	9	7⅜	1¾	16
910	10	10	8¼	2	19



FOOD PRESS

A practical utensil for removing the skin or "jacket" after the fruits or vegetables have been cooked. Useful during the canning season. Removable legs for storage. Saves time, prevents waste.

No.	Gauge	Overall Height, In.	Overall Diam. Top of Cone, In.	Ship. Wt. Per Doz. Lbs.
3225	18	10⅝	7 5/16	46



COLANDER AND RINSER

Handy size for preserving. Tin-plated steel hook and handle. Polished exterior and sun-ray finished interior.

No.	Gauge	Overall Top Diam., In.	Ship. Wt. Per Doz. Lbs.
680	18	10	12

COLANDER

Will withstand constant usage. Wide rolled bead for easy handling. Three stamped protrusions on bottom form firm base. Electro-finish aluminum.

No.	Gauge	Capacity Quarts	Ship. Wt. Per Doz. Lbs.
663	20	3	7
665	20	5	8½





5 QUART TEA KETTLE

Modernistic tea kettle features a stationary handle with molded baked-on grip. Handle remains in upright position. Short spout has wide mouth for easy filling and pouring. Cover is notched to prevent falling off when pouring. Polished exterior; satin-finish bottom.

No.	Gauge	Capacity Quarts	Bottom Diam., In.	Ship. Wt. Per Doz. Lbs.
495	16	5	8 7/8	32



6 1/2 QUART TEA KETTLE

A tea kettle that fills the need for hot water in large quantities. Specially designed ear prevents handle from making direct contact with side of tea kettle. Ribbon steel handle supports. Large top opening insures easy cleaning.

No.	Gauge	Capacity Quarts	Bottom Diam., In. Overall	Diam. of Opening, In.	Depth, In. (Inside)	Ship. Wt. Per Doz. Lbs.
506 1/2	16	6 1/2	9 1/2	5 5/8	5 9/16	33



STRIP CUP

Mastitis symptoms, flaky or abnormal milk, show up quickly against the black inset of this all-aluminum cup. Slot in inset permits washing milk sample across inset bottom, into large cup. Inset's black electro-finish can't chip or crack.

No.	Gauge Inset	Gauge Cup	Inside Diam., In.	Overall Width, In.	Overall Height, In.	Capacity, Oz. Cup Only	Capacity, Oz. Cup w/Inset	Ship. Wt. Per Doz. Lbs.
9074	20	18	4	5 7/8	4 1/2	31 1/2	23	8



ALUMINUM PAILS

Seamless aluminum pails adaptable for canning and food processing plants and dairies. Special construction of ear holds handle in either upright or lowered position as desired. Pails nest for easy storage. Highly polished aluminum.

No.	Gauge	Capacity Quarts	Height, In.	Outside Top Diam., In.	Ship. Wt. Per Doz. Lbs.
9862	18	12	9 1/2	11	25 1/2
9866	16	16	9 1/2	12	36



7710	10 Pad Package Cleaner		4 1/2

WEST BEND®



CHEF WARE® SAUCE PANS

DESIGNED FOR HOTELS AND RESTAURANTS

West Bend Chefware sauce pans, made to exacting chefs' specifications, have been test-proven in the better hotels and restaurants across the nation to guarantee instant appeal and lasting satisfaction. Each piece is carefully crafted from 12-gauge hard sheet aluminum. Large steel handles are securely attached to pan with three heavy rivets and each has special eye for hanging. Cooks without burning; doesn't develop hot spots. Cleans quickly.

No.	Gauge	Capacity Quarts	Top Diam., In. (Inside)	Bottom Diam., In. (Outside)	Depth, In. (Inside)	Ship. Wt. Per Doz. Lbs.
1331½	12	1½	6¼	5⅜	3⅞	16
1332½	12	2½	7⅞	6½	4⅛	21½
1333½	12	3½	8¾	7¼	4½	26
1334½	12	4½	9¼	7⅝	5⅛	28
1336	12	6	10	8⅛	5⅝	33½
1337	12	7	10¾	8¾	5¾	39½
1338½	12	8½	11¾	9⅝	5¾	43

10-13 Set—Consists of one each of all Chef Ware Sauce Pans in every size. 210

7 SIZES FOR EVERY NEED



Seven sizes give a complete assortment for large or small kitchens. Pans nest together for easy storage.

EXTRA HEAVY ALUMINUM LASTS LONGER



TOP-STOVE

Ovenette®

Bakes and Roasts on top of the range using only one burner



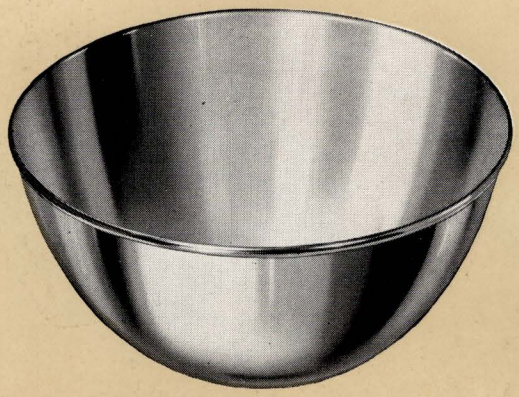
SAVES FUEL—KEEPS KITCHEN COOL—AN EXTRA OVEN

Here's the ideal top-stove baking and roasting combination. Bakes pies, cakes, muffins, rolls and many other pastries in addition to roasting small cuts of meat. Designed for use on a single range unit, the Ovenette helps keep the kitchen cool and saves fuel by concentrating heat in a small area. Handy heat indicator is calibrated for low, medium and high temperature. Pre-heating time is half that for a regular size oven. Ovenette can be used on gas ranges, oil stoves, camp stoves, and most types of electric hot plates. It is not designed for use on electric ranges. Its amazing versatility makes it a must for every family.

No.	Overall Height, In.	Diam., In.	Ship. Wt. Per Doz. Lbs.
5365	9	10½	77½

Includes cover (20 gauge aluminum), with molded plastic knob; plated steel rack; air-sulated double-wall steel base; pie pan; cake pan; roasting pan and seven muffin cups. Cake, pie and roasting pans (22 gauge) have 8 inch inside top diameter. Muffin cups (24 gauge) have 2½ inch inside top diameter.

5360	Ovenette without insets	59½
5-89	Ovenette inset combination	20



5½ QUART STAINLESS STEEL MIXING BOWL

A *big* bowl that does the *big* mixing jobs with ease. Perfect for raising yeast breads, preparing tossed salads, serving popcorn, and for mixing cakes. Smooth polished finish with sides gently tapered to a firm, flat base. Round rolled bead edge. Polished outside, sun-ray finish inside.

No.	Thickness	Capacity Quarts	Overall Diam., In.	Base Diam., In.	Ship. Wt. Per Doz. Lbs.
7015	.025"	5½	11	5⅜	24

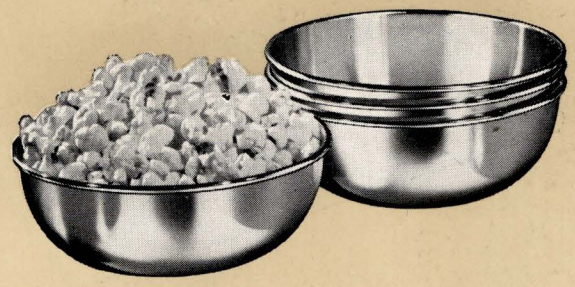


STAINLESS STEEL MIXING BOWL SET

Three specifically designed sizes for every daily use from beating one egg to mixing a cake. Each bowl is smoothly finished with gently tapered sides to concentrate batter for smoother blending. All three sizes are designed for use with electric mixers. (1 beater in smallest bowl.) Bowls nest for storage.

No.	Thickness	Capacity Quarts	Overall Diam., In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
7021	.022"	¾	5	3⅝	7½
7022	.025"	1½	6½	4 5/16	12
7024	.031"	3½	9⅜	4 5/16	20

7-6, MIXING BOWL SET — Ship. Wt. Per Doz. Sets, 33 lbs.



1-PINT STAINLESS STEEL BOWLETTE

Small in size but big in usefulness! It can be used for everything from beating one egg to melting chocolate on the range and serving popcorn or cereal. Excellent refrigerator dish. Cleans in a jiffy.

No.	Thickness	Capacity Pints	Overall Diam., In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
7020	.022"	1	5⅜	1 3/16	4

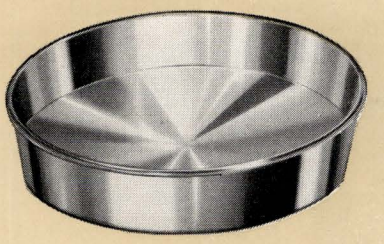
5-95, BOWLETTE SET of 4—Ship. Wt. Per Doz. Sets, 17 lbs.



STAINLESS STEEL PANCAKE TURNER & LADLE

Kitchen helpers supreme. Pancake turner slips neatly under hot cakes, eggs, hamburgers or potato patties. Graceful ladle serves up tempting portions of soups, stews, and chili. Both perforated for hanging.

No.	Description	Ship. Wt. Per Doz. Sets, Lbs.
5030	Turner and Ladle Set	18

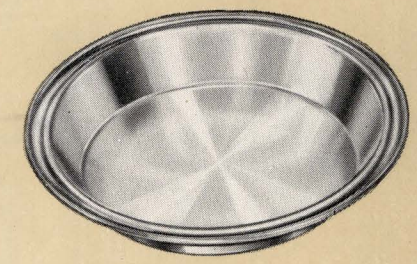


STAINLESS STEEL ROUND LAYER CAKE PAN

An extra deep, extra large cake pan for a variety of baking needs. Has tightly rolled round bead. Tapered slightly for nesting. Illustrated label.

No.	Thickness	Inside Top Dimensions, In.	Depth, In.
7011	.025"	9	1½

Ship. Wt. Per Doz., 11 Lbs.

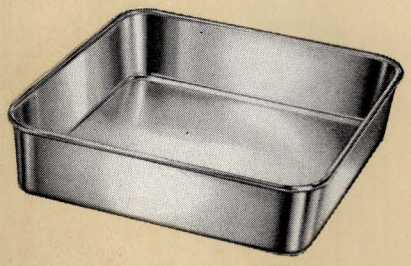


STAINLESS STEEL JUICE-SAVER PIE PAN

Unique rim catches juice as it bubbles out of fruit pies and prevents it from spattering range ovens. Illustrated label.

No.	Thickness	Inside Top Dimensions, In.	Depth, In.
7010	.025"	9	1¼

Ship Wt. Per Doz., 12 Lbs.



STAINLESS STEEL SQUARE CAKE PAN

Popular 9 x 9 x 2" size just right for most cake mixes. Illustrated label lists other uses such as making rolls, candies, or frozen desserts. May also be used as a roasting pan.

No.	Thickness	Inside Top Dimensions, In.	Depth, In.
7013	.025"	9x9	2

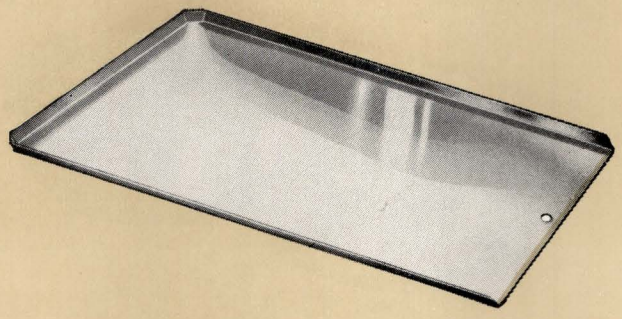
Ship. Wt. Per Doz., 13 Lbs.



STAINLESS STEEL ROASTING PAN

Large enough for prime ribs of beef, a whole ham, turkey or chicken. Perfect serving dish for beans, cold salads or meat pies at church or supper parties. Provides sanitary storage space for leftovers.

No.	Thickness	Inside Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
7014	.037"	12x17	2½	43



STAINLESS STEEL COOKIE SHEET

Every kitchen needs several stainless steel cookie sheets. Cookies slide easily from the smooth hard surface. Three turned edges for convenience of handling and nesting. Perforated for hanging. Illustrated recipe label.

No.	Thickness	Overall Dimensions, In.	Ship. Wt. Per Doz. Lbs.
7012	.025"	12½x15½	18½

No.	Composition	Ship. Wt. Per Set Lbs.
7-7	7010, 7011, 7012, 7013	5

section 3

WEST BEND®

ELECTRICAL APPLIANCES

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WEST BEND PAGE

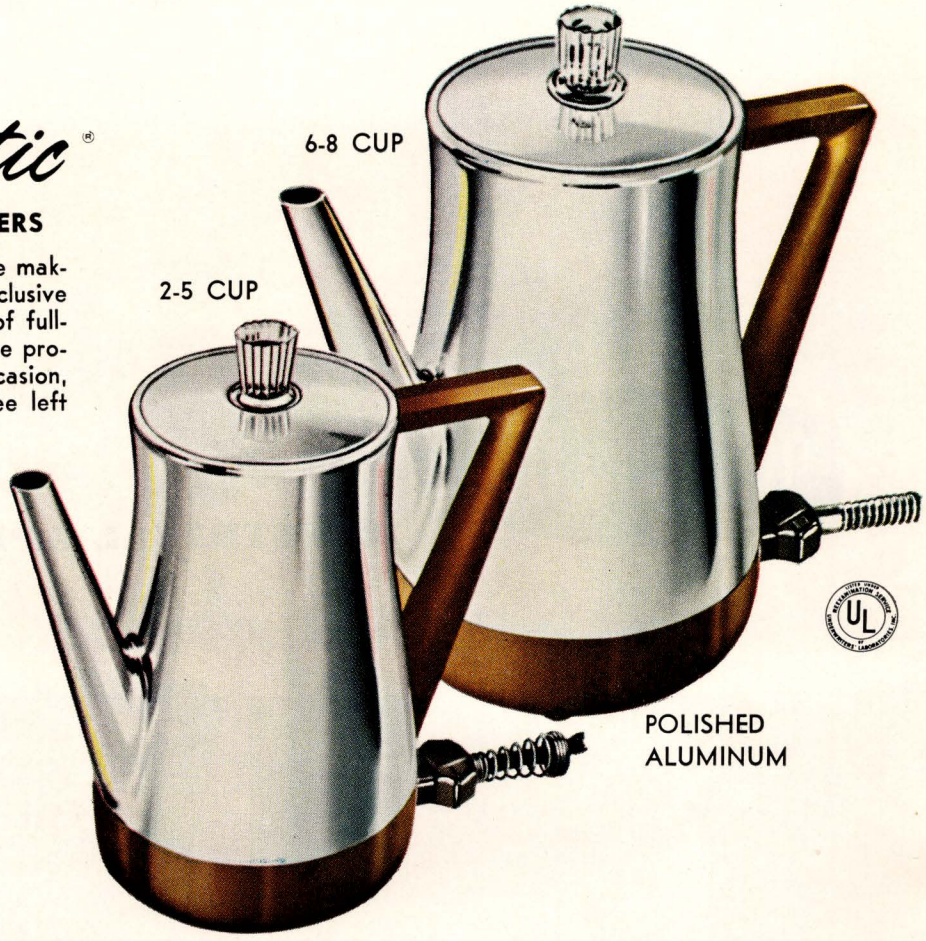
2 to 5 Cup ALUMINUM FLAVO-MATIC . 26
6 to 8 Cup ALUMINUM FLAVO-MATIC . 26
2 to 5 Cup CHROME FLAVO-MATIC . . 26
6 to 8 Cup CHROME FLAVO-MATIC . . 26
2 to 5 Cup COPPER-COLOR FLAVO-MATIC 26
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3 QT. WATER PITCHER 32

Flavo-matic®

FULLY AUTOMATIC COFFEE MAKERS

These handsome, matched design coffee makers are real coffee economizers — exclusive percolation method makes more cups of full-flavored coffee per pound. This twosome provides delicious coffee for any home occasion, from 2 to 13 cups or more. No coffee left over to be poured down the drain. Brown plastic handle and base. Thermostat control. 110-120 volts, AC. Cord included.

No.	Cup Capacity	Height, In.	Watts	Ship. Wt. Per Doz. Lbs.
3245E	5	8 7/8	325	27
3258E	8	10 3/16	450	37 1/2
		Composition		
5-146		1 of each		75



THE AUTOMATIC PERCOLATORS THAT MAKE COFFEE TASTE BETTER



COPPER-COLOR FLAVO-MATIC

Coffee making twosome in Color-glo aluminum is electro-finished in natural copper-color. Fully automatic, the Flavo-matic brews coffee with a flavor unequalled by any other coffee maker, regardless of price. Brown plastic handle and base. Thermostat control. 110-120 volts, AC. Cord included.

No.	Cup Capacity	Height, In.	Watts	Ship. Wt. Per Doz. Lbs.
3246E	5	8 7/8	325	27 1/2
3259E	8	10 3/16	450	38



CHROME FLAVO-MATIC

Chrome Flavo-matic is lovely to use — easy to clean. Just a whisk of a damp cloth keeps it bright as new. Fully automatic — a combination of exclusive, patented features provide correct time and exact temperature control. Only the most flavorsome coffee oils are extracted. Brown plastic handle and base. Thermostat control. 110-120 volts, AC. Cord included.

No.	Cup Capacity	Height, In.	Watts	Ship. Wt. Per Doz. Lbs.
3248E	5	8 7/8	325	27 1/2
3260E	8	10 3/16	450	38



SPEEDMASTER® ELECTRIC TEA KETTLE

New electric tea kettle provides hot water quickly for drip or instant coffee, tea or cocoa. May also be used as vaporizer for nursery or sickroom, for steaming fabrics, for rinsing and sterilizing dishes and numerous other uses at lake cottage or city home. Tubular immersion-type heating element is encased in nickel alloy to resist corrosion. Self-protecting — wattage drops to 400 if tea kettle boils dry. Black plastic handle. Trigger operates spout cap to fill or pour. Whistles when water boils. Stainless steel with solid copper bottom. 1000 watts, 110-120 volts, AC-DC. Cord included.

No.	Thickness	Capacity Qts.	Ship. Wt. Per Doz. Lbs.
4525E	.015"	2½	37



COFFEE TRAVELING KIT

Today's traveler can have delicious coffee automatically brewed no matter where his travels take him. Coffee Traveling Kit includes:

Scotch plaid Carrying Kit
2 to 5 cup Flavo-matic percolator and cord
4 non-breakable plastic (Melamine) cups
4 stainless steel spoons
Plastic jar for sugar
Polyethylene bag for coffee container
Flannel bag for Flavo-matic

It's a complete coffee making and serving kit, ready to go, wherever there is an electrical outlet. Packs away easily either in the trunk or inside the car. Hinged fiberboard separator holds contents securely in place. Water repellent. Reinforced fiberboard bottom.

No.	Color	Overall Dimensions, In.	Ship. Wt. Per Doz. Lbs.
30-71	Red Plaid	12x5x10	48½



FOR FRYING
PAN BROILING
BRAISING
SIMMERING
CANDY-MAKING
POACHING
STEAMING
GRILLING

EASY TO READ FOOD GUIDE

THERMOSTATIC CONTROL
Temperatures from warm (150°) to hot (425°) are kept at precise setting without watching. Pilot light goes off when correct temperature is reached.

BALANCED EVEN HEAT
Generous use of aluminum plus precise placement of element provides perfectly balanced heat throughout the entire cooking surface—no hot spots or cold spots. Dial temperature *is* skillet temperature.

electric WEST BEND® *Automatic Skillet*

Generous use of aluminum plus precise placement of the element distributes heat evenly over every square inch of cooking surface . . . no hot spots . . . no cold spots. Pilot light indicates when correct temperature is reached. Exclusive design provides continuous pouring lip. Square shape (11"x11") gives more cooking area. High sides provide 3¾ quart cooking capacity. Immersible to end of handle. Bakelite feet stay cool because they are separated from pan proper by stainless steel ferrules. Portable —plugs into any AC outlet.

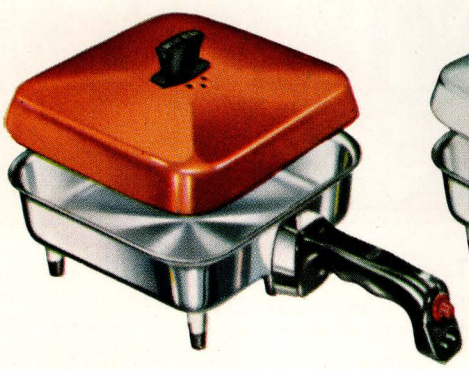
No. 3200E Electric Automatic Skillet. Cast aluminum, sanded inside, polished outside, natural finish bottom. Overall top dimension of skillet. 11" square. Inside bottom dimension, 9¼" square. 3¾ quart capacity. Overall height 3⅞". Black bakelite handle and feet. Immersible cast-in tubular heating unit, 1150 watts, 110-120 volts, AC only. Detachable 6-foot appliance cord. 4-color recipe book. Ship. wt. per doz. 72 lbs.



VENTED COVER
Extra-high domed cover with exclusive special vent-type plastic knob provides dry heat for browning and frying. Cover also makes a perfect spatter shield for table use.

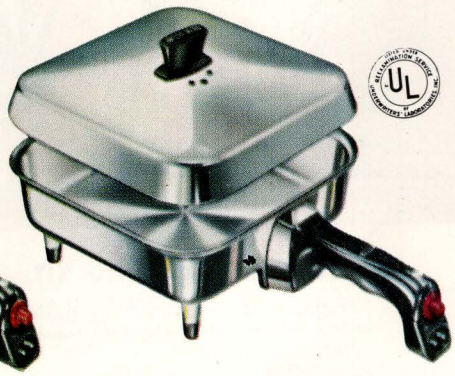


CONTINUOUS POURING LIP
Graceful, turned upper edge of skillet provides continuous pouring lip. Eliminates grease drippings on outer edge of skillet.



No. 3203E Electric Automatic Skillet with copper-color aluminum cover. Ship. wt. per doz., 87 lbs.

No. 3203-2 Copper-color Aluminum Cover Only. 18 gauge aluminum. Vent-type plastic knob. Overall height, $3\frac{5}{16}$". Ship. wt. per doz., 18 lbs.



No. 3201E Electric Automatic Skillet with polished aluminum cover. Ship. wt. per doz., 87 lbs.

No. 3202 Aluminum Cover Only. 18 gauge aluminum. Vent-type plastic knob. Overall height, $3\frac{5}{16}$". Ship. wt. per doz., 18 lbs.

WEST BEND®

ELECTRIC PORTABLE MIXER AND BOWL SET

Portable mixer in beautiful citron yellow and nut brown. Powerful but light. Mixes, beats, whips and blends. Three speeds. Stands upright on heel rest. Made of die-cast aluminum with baked enamel finish, molded plastic handle. New lever ejector provides easy removal of chrome plated beaters. 65-watts, 110-120 volts, AC-DC. Wall hanger, cord and 1½ quart stainless steel mixing bowl included.

No.	Description	Ship. Wt. Per Doz. Sets, Lbs.
5-157	Mixer and 1½ qt. bowl	72

Portable Mixer Only

No.	Overall Length, In.	Overall Height, In.	Overall Diam., In.	Ship. Wt. Per Doz. Lbs.
3230E	6¼	10½	3	47



GOOD DESIGN

Chosen by the Museum of Modern Art, New York, for the Good Design exhibit.



GOOD DESIGN

Chosen by the Museum of Modern Art, New York, for the Good Design exhibit.

ELECTRIC BEAN POT

Simmer-bakes beans in a genuine stoneware pot to make them sizzle with goodness. Also prepares cooked cereals, stews, dried fruits or keeps food warm for serving. Glazed ceramic pot is separate from 95-watt heating unit to allow complete immersion in water. Cord included.

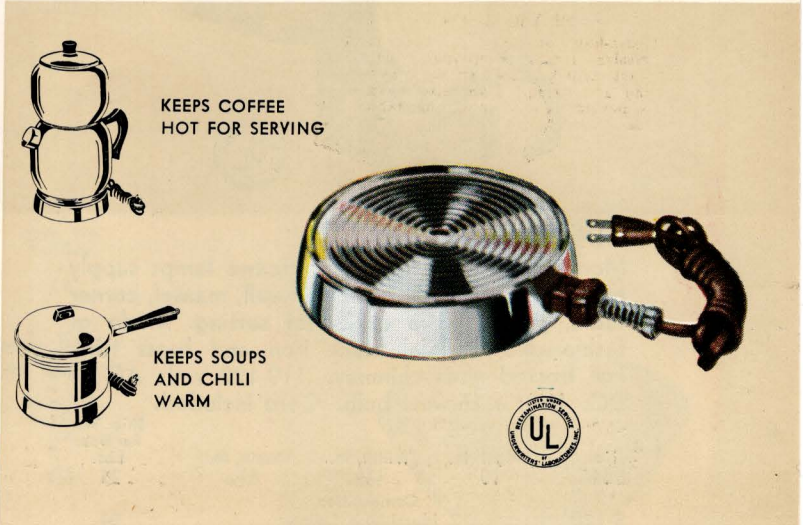
No.	Capacity Qts.	Overall Height, In.	Overall Diameter, In. Incl. Handles	Ship. Wt. Per Doz. Lbs.
3292E	2	8	8⅛	66½
	Composition			
5-111	3292E and four 10-ounce servers			108
5-109	Four 10-ounce servers only			39

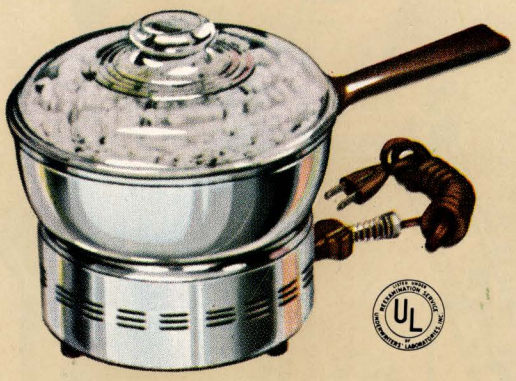
See page 38 for servers.

ELECTRIC HEAT-RITE BASE

Keeps beverages piping hot and foods oven-fresh. Never needs watching — can't over-heat. Chrome-plated steel top; nickel-plated steel bottom. Molded plastic feet. Recessed terminal. Complete with cord. AC or DC, 95 watt.

No.	Diameter, In.	Height, In.	Ship. Wt. Per Doz. Lbs.
3295E	6 5/8	1⅞	21
	Composition		
5-97	3295E and 3518 Coffee Maker		75





ELECTRIC CORN POPPER

Here's popping fun for the entire family. New reflector-type heating unit distributes heat evenly for fast popping action. No shaking or stirring necessary. Polished aluminum. Molded plastic handle and feet. Heat resistant glass cover. 450 watts, 110-120 volts, AC-DC. Cord included.

No.	Capacity Qts.	Gauge — Pan	Gauge — Base	Overall Height, In.	Overall Width, In.	Ship. Wt. Per Doz. Lbs.
3286E	2	18	18	7¾	7⅞	52
5-150	Corn Popper and 4 Serving Bowls					57



ALUMINUM FRYER-ROASTER-SERVER

Exclusive new element provides rapid heat recovery of cooking oil. Quickly seals in flavor — providing crisp, delicious deep fried foods. Dial any temperature from 160°F. to 400°F.—thermostat keeps it constant. Economical 4 quart family size. Uses only 3 pints of oil for deep frying. Pilot light. Molded plastic handles, knob, and feet. Cord permanently attached. 1350 watts at 120 v., AC only. Includes fry basket and recipe book.

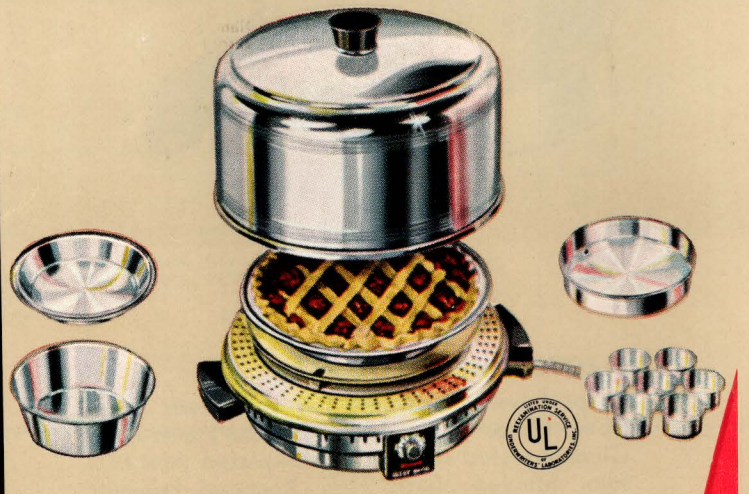
No.	Capacity Qts.	Overall Diam. Top of Fryer	Overall Diam. Base of Fryer	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
3270E	4	10 9/16	8 5/16	9	74



HURRICANE TWINS

Modern and versatile — Hurricane lamps supply necessary light and accent for wall, mantel, corner table, porch, patio or buffet setting. Made of fashionable colonial black iron and brass trim. Full frosted glass chimney. 110-120 volts AC or DC. Uses a 25-watt bulb. Cord included.

No.	Height, In.	Width, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
5040	10	4⅝	5¼	25
	Composition			
5-120	2 Hurricane Lamps			54



ELECTRIC OVENETTE

Bakes and roasts like a regular range oven. Also keeps foods hot for serving. Baking temperature is set on dial which is graduated from 150°F. to 450°. Operates wherever there is an AC outlet — preheats faster than a regular oven and saves electricity. Ideal for families of 2 to 5. Cord included.

No.	Cover	Diameter Roasting & Cake Pans	Pie Pan	Gauge (aluminum) Cover	Roasting & Cake Pans	Pie Pan	Muffin Cups	Ship. Wt. Per Doz. Lbs.
5370E	10⅝"	8"	8"	20	22	22	24	102
5-89	Ovenette Baking Set Only							20

PORTABLE 50 CUP FULLY AUTOMATIC COFFEE MAKER

Fully automatic coffee maker perks 30, 40 or 50 cups of delicious coffee wherever there's an AC outlet. A combination of exclusive and patented features provide correct timing and exact temperature control to yield uniform full-flavored coffee everytime — automatically. Glass cover knob shows perking action. Plastic base is cut out below control panel permitting both cup and saucer to fit under Tomlinson no-drip faucet which rotates to self-closing or open positions. Full-view glass gauge. Button on control panel lights up and indicates "serve" when coffee is ready. Thermostatically controlled. 1500 watt enclosed heating unit. 110-120 volts, AC only. Cord included.

No.	Cup Capacity	Gauge Cover	Gauge Server	Overall Height, In.	Diam. of Base, In.
3500E	50	20	16	18¾	10½

Ship. Wt. Each 9½ Lbs.



USES

Homes • recreation rooms • restaurants • churches • lunch rooms • coffee shops • barbecues • drug stores • resorts • employee lunch rooms • roadside stands • clubs • tea rooms • fraternity houses • hospitals • parties and socials • caterers • lodges • coffee demonstrations.

NEW AUTOMATIC CONTROL

Accurate thermostat automatically controls temperature and timing, and guards coffee flavor. Light on control panel indicates when coffee's ready to serve.



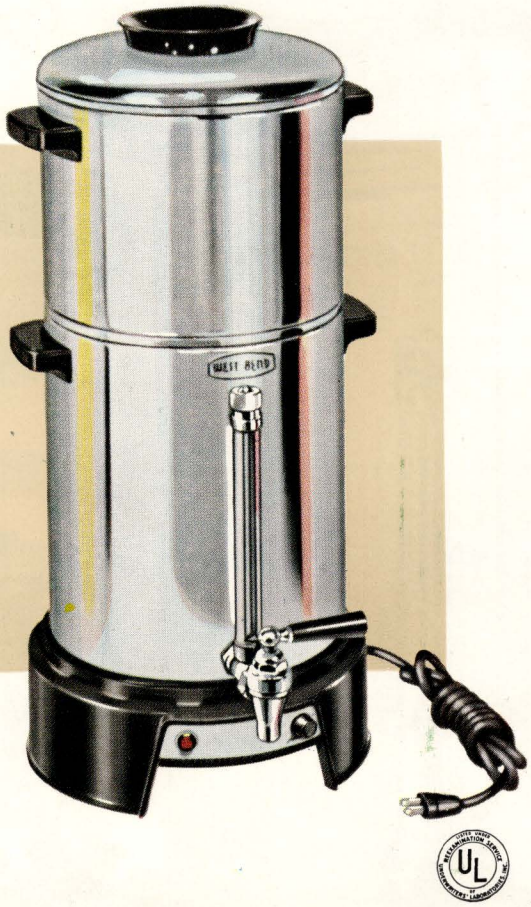
NEW BASE DESIGN

Durable plastic base has cut-out below control panel so that cup and saucer will both fit directly beneath faucet.

NEW NO-DRIP FAUCET

Tomlinson reinforced no-drip faucet rotates to self-closing or open positions for convenient serving and cleaning.





PORTABLE 48 CUP

DRIP COFFEE URN

HEATS ITS OWN WATER

Heats its own water to make 24, 36 or 48 cups of delicious coffee wherever there is an AC outlet. Handy dial operates thermostatic heat control (off-boil-serve) to heat water and maintain temperature of coffee. Reversible cover serves as tray for dripper section. Plastic base is cut-out below control panel permitting both cup and saucer to fit under Tomlinson no-drip faucet. Full-view glass gauge. Stamped cup graduations. 1500 watt enclosed heating unit. Thermostatically controlled. 110-120 volts, AC. Cord included.

No.	Gauge	Overall Height, In.	Cup Capacity	Diam. of Base, In.	Ship. Wt. Each Lbs.
3638	16	24 7/32	48	10 1/2	14
	SERVING URN (Cover and serving section only)				
3635	16	18	48	10 1/2	9



3 QUART PITCHER

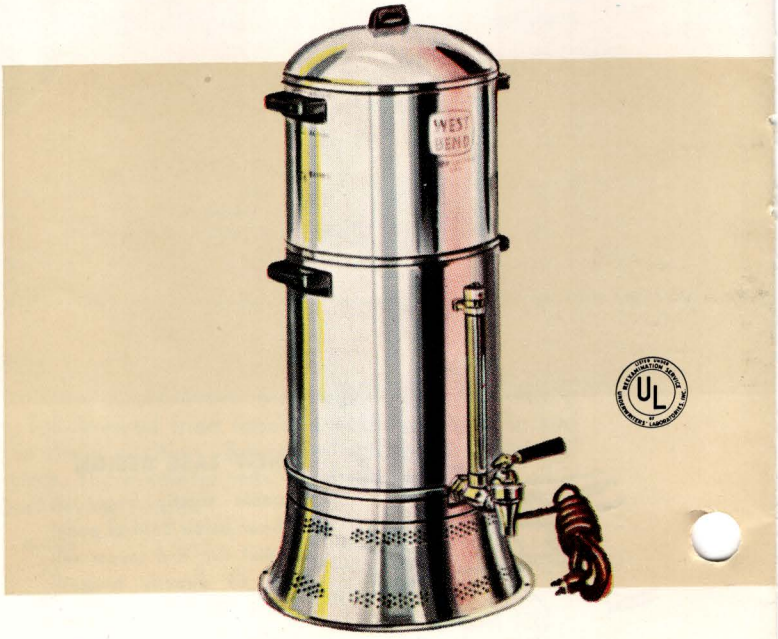
New measuring pitcher designed for use with No. 3638 West Bend 48 cup drip coffee urn. Quart graduation marks completely encircle pitcher and are indented for accurate measuring. Highly polished aluminum. Molded plastic handle.

No.	Gauge	Capacity Qts.	Inside Depth, In.	Inside Diam., In.	Overall Diam., In.	Ship. Wt. Per Doz. Lbs.
3637	18	3	7 5/32	5 1/16	6 3/4	17

36 TO 48 CUP COFFEE URN

Portable urn makes 36 to 48 cups of coffee using the simple drip method. Features exclusive one-piece dripper — no filter disk is needed. Electric base has Chromalox heating unit with simple high-low-off heat control. Tomlinson no-drip faucet and full view glass gauge. Cup graduations stamped on dripper. 110-120 volts, AC. Cord included

No.	Gauge	Capacity Cups	Overall Height, In.	Diameter of Base, In.	Ship. Wt. Per Doz. Lbs.
3648	18	48	26	11 1/2	144



section 4

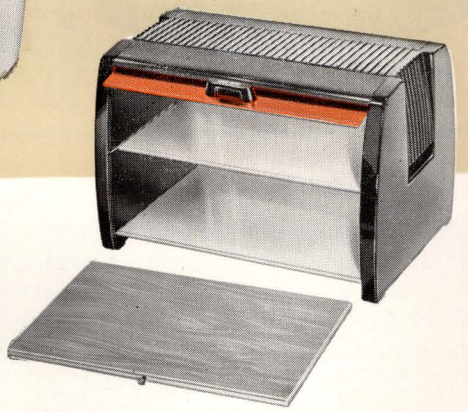
WEST BEND®

SPECIALTIES and GIFTWARE

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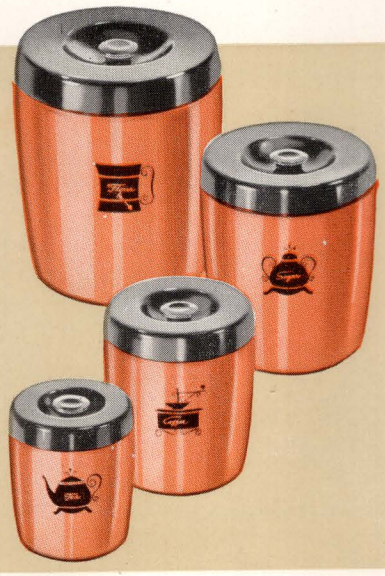
BREAD BOX

Matched in design with West Bend colonial canisters. Adjustable two-level shelf. Slide out cutting board in separate compartment—cannot transfer cutting odors to foods inside bread box. Hide-away door locks in up position or disappears completely. Aluminum with black plastic top and sides. Recessed carrying handles. Available in polished aluminum or copper-colored aluminum.

No.	Description	Gauge	Overall Width, In.	Overall Depth, In.	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
5083	Aluminum	18	16¾	11⅝	10⅞	90
5093	Copper-color	18	16¾	11⅝	10⅞	90







TOBACCO HUMIDOR

Heaps of fresh smoking! Aluminum divider separates pipe tobacco, cigars and cigarettes. Moisture released from absorbent wick keeps tobacco moist. Black enameled cover with recessed plastic knob.

No.	Gauge	Capacity Lbs.	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
5045	22	1	6 3/16	11

COOKIE JAR

Matched design with Colonial canisters. Keeps 2 lbs. of cookies fresh. Black enameled cover and silhouette. Recessed cover knob.

No.	Description	Gauge Cover	Gauge Body	Height, In.
5075	Aluminum	20	18	8¼
5076	Copper-color	20	18	8¼

Ship. Wt. Per Doz. 18 Lbs.

CANISTER SET

Silhouettes of Grandma's flour sifter, sugar bowl, coffee grinder and tea pot identify contents. Black enameled covers. Plastic knobs.

	Body	Cover	Capacity	Top Diam., In.
FLOUR	18 ga.	20 ga.	5 lbs. (flour)	7 1/16
SUGAR	18 ga.	20 ga.	5 lbs. (sugar)	6 3/16
COFFEE	18 ga.	20 ga.	1⅜ lbs. (coffee)	5⅜
TEA	20 ga.	20 ga.	½ lb. (tea)	4½

No.	Description	Composition	Ship. Wt. Per Doz. Lbs.
5-142	Polished aluminum	1 each of four	38
5-148	Copper-color aluminum	1 each of four	38

WEST BEND®



CAKE HUMIDOR

Black plastic handle on cover provides easy carrying. Clever safety locks hold cover securely in place on tray. Unique humidifier in cover keeps baked foods "oven fresh." Tray is useful as a sandwich server.

No.	Description	Gauge Cover	Gauge Tray	Diam., In. Tray	Diam., In. Cover	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
5427	Aluminum	22	20	14¼	11	6⅛	36
5428	Copper-color	22	20	14¼	11	6⅛	36



SERVING OVEN

Serving oven with candle warmer keeps rolls "oven warm" wherever they're served . . . makes every dinner a festive occasion. Polished aluminum server has black colonial silhouette. Black iron stand. Candle jar fits snugly in well.

No.	Gauge Bottom	Gauge Cover	Gauge Inset	Overall Height, In.	Diam., In.	Ship. Wt. Per Doz. Lbs.
5346	18	20	24	10¾	9¼	31½
5343	Serving Oven Only					22½
5348	Stand Only With Candle Holder					15



WASTE BASKET

Handy size, aluminum waste basket is useful addition to any home. Rounded design is sanitary, easy to keep clean. Fits neatly in a corner. Black silhouette won't fade.

No.	Gauge	Description	Overall Height, In.	Top Diam., In.	Ship. Wt. Per Doz. Lbs.
5050	18	Aluminum	10⅝	10 3/16	36
5051	18	Copper-color	10⅝	10 3/16	36

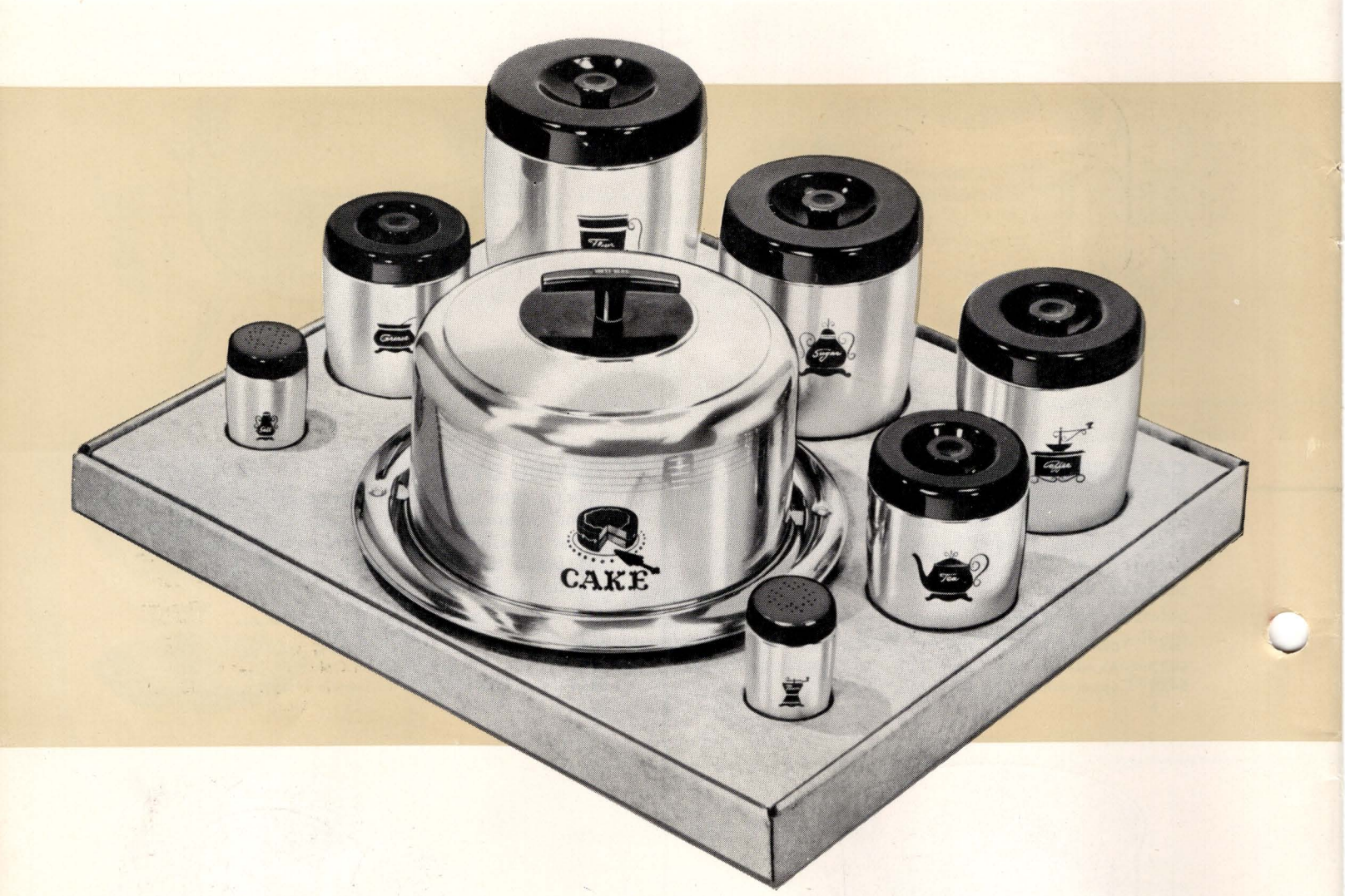


RANGE SET

Matching set of grease container, salt and pepper shakers. Grease jar has perforated strainer. Shakers have black plastic covers.

	Gauge Body	Gauge Cover	Gauge Inset	Capacity	Overall Top Diam., In.	Overall Height, In.
Grease	20	22	22	28 oz.	4½	5⅛
Salt & Pepper	20			8 oz.	2 1/16	3⅞

No.	Description	Composition	Ship. Wt. Per Doz. Lbs.
5-149	Aluminum	1 each of 3	13
5-154	Copper-color aluminum	1 each of 3	13
	Shakers Only		
5-155	Aluminum	1 each of 2	5½
5-156	Copper-color aluminum	1 each of 2	5½



matched design
CANISTER 'n CAKE SET

"Kitchen companions" for every homemaker. Striking new gift set contains a flour, sugar, coffee and tea canister, a large cake humidor (complete with tray), a grease container (with separate strainer), and salt and pepper shakers. Canisters are sized for standard package quantities. Available in either polished aluminum (protective coating prevents fingerprinting) or copper-color aluminum. Complete matched set is perfect for Mother's Day, Bridal gifts, anniversaries and other gift occasions. Each set contains an eye-catching display card.

No.	Description	Overall Length, In.	Overall Width, In.	Ship. Wt. Each Set, Lbs.
5-158	Aluminum	26½	23	10
5-159	Copper-color	26½	23	10

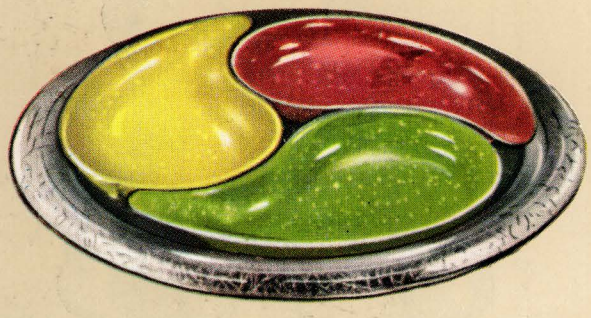
WEST BEND®



9 INCH SALAD BOWL

Attractive spun aluminum chills quickly and keeps salads refreshingly cold. Metal will not absorb dressing or salad odors. Patterned edge. Complete with wood fork and spoon.

No.	Gauge	Diameter, In.	Ship. Wt. Per Doz. Lbs.
5319	16	9	16



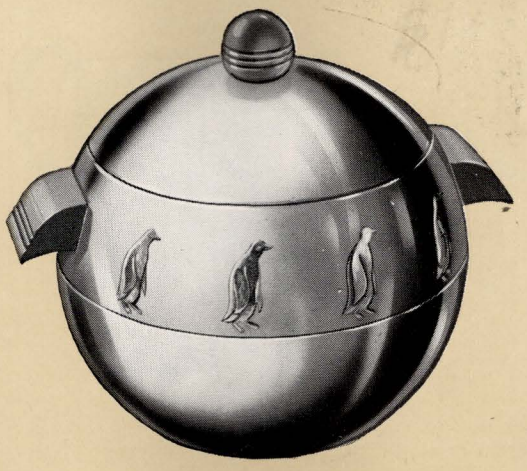
RELISH TRAY

Aluminum relish tray for luncheons, buffets or suppers. It's a full-size service tray with three removable plastic insets (flame, mustard, olive green). Wonderful for relishes, olives, and pickles. With insets removed tray can be used to serve sandwiches.

No.	Gauge	Tray Diam., In.	Ship. Wt. Per Doz. Lbs.
5-138	20	12¾	19½

Relish Tray with Glass Inset

No.	Gauge	Tray Diam., In.	Glass Inset Diam., In.	Ship. Wt. Per Doz. Lbs.
823	20	12¾	10	44



PENGUIN HOT AND COLD SERVER

A double duty "party pal" keeps ice cubes firm 4 to 6 hours for refreshing party or picnic drinks or retains the heat in hot recipes for 1 to 2 hours, making warming over or re-heating unnecessary. Beautiful chrome-plated steel with stainless steel cover and inset.

No.	Capacity Qts.	Overall Height, In.	Diam., In.	Ship. Wt. Per Doz. Lbs.
5055	2	7⅞	8 7/16	38



ALUMINUM SERV-IT PLATTER

West Bend Serv-It is a beautiful serving accessory designed for range to table service. With the plastic handles removed, Serv-It can be placed in the oven for roasting or broiling. When the food is ready for serving, the handles are easily snapped on for serving at the table. Brown leatherette hot pad with suede finish bottom protects table surface. Duck and Cattail motif on platter, handles, and pad.

No.	Overall Dimensions, In. (less handles)	Overall Dimensions, In. Pad	Ship. Wt. Per Doz. Lbs.
3118	18½x13x1½	16⅜x9⅜	50½



TRIG SINGING TEA KETTLE

Trigger operates spout cap to fill or pour. Provides 2½ quarts of hot water quickly for tea, instant or drip coffee. Stainless steel with solid copper bottom. Black plastic handle.

No.	Description	Thickness	Gauge	Capacity Qts.
4522½	Stainless Steel	.015"		2½
515	Cherry-Red aluminum		18	2½
518	Copper-color aluminum		18	2½

Ship. Wt. Per Doz., 24 Lbs.

Tiny Trig Singing Tea Kettle

510	Aluminum	24	⅓

Ship. Wt. Per Doz. 4 Lbs.



INDIVIDUAL BEAN POTS

Serve delicious baked beans, cereals, soups, chili or stews from these rich, dark brown ceramics. No rough edges to catch food particles, making them easy to clean. 4 to a set. Appeals to the gift hunter. See section 3, page 29.

No.	Capacity Ounces	Height, In.	Width, In.	Ship. Wt. Per Doz. Lbs.
5-109	10	2⅝	3¾	39



SUGAR AND CREAMER

Sugar and creamer combination is created from glistening brown ceramic. Each piece tapers gently from top to a wide flat base. Extra large capacity. Permanent gloss finish. Easy-to-grasp handles.

No.	Capacity Ounces	Height, In.	Width, In. Sugar	Width, In. Creamer	Ship. Wt. Per Doz. Lbs.
5-106	12	2⅝	6	5⅝	23



SOLID COPPER STEIN

The magic appeal of real copper makes a long-remembered gift. Fashioned after models found in famous old taverns, these are wonderful for serving cold beverages or as decoration pieces in den or recreation room. Handle securely riveted to cup.

No.	Gauge	Capacity Ounces	Overall Height, In. Including Handle	Ship. Wt. Per Doz. Lbs.
4310	.0216"	14	4	6
1-82		Set of 4		24



SERVING TRAY

Hostess will find it perfect for serving sandwiches, cakes or beverages at parties or club meetings. Handsome in leather-grain patterned aluminum.

No.	Description	Gauge	Diam., In.	Ship. Wt. Per Doz. Lbs.
868	Aluminum	18	12¾	8
866	Copper-color aluminum	18	12¾	8



BEVERAGE SET

Wonderful for porch or patio, for picnic or party. Set consists of cherry-red aluminum pitcher with ice bridge, leather-grain patterned aluminum serving tray with cork pad, and four 14-ounce Sure-Grip tumblers in blue, red, gold and yellow electro-finish aluminum.

No.	Gauge			Capacity		Overall Diam., In.	Ship. Wt. Per Doz. Lbs.
	Pitcher	Tray	Tumbler	Tumbler	Pitcher	Tray	
5-151	18	18	22	14 oz.	2½ qts.	12¾	54



SURE-GRIP TUMBLER SET

Economical, lightweight tumbler set in cherry red, delphinium blue, sunset-gold, wild rose, mint green, deep violet, silver mist, and lemon yellow electro-finish aluminum. Tapered to fit the hand with flared drinking lip. Spiral design provides sure grip. Also available in all copper-color set.

No.	Description	Quan.	Gauge	Cap. Oz.	Ship. Wt. Per Doz. Lbs.
5-128	Color-glo (8 colors)	8	22	14	14
5-147	All copper-color	8	22	14	14



BEVERAGE PITCHER

Handsome Color-glo beverage pitcher has ice bridge to permit easy pouring and keep cubes inside. Perfect for entertaining or daily use. Color-glo finish won't chip or peel. Molded plastic handle.

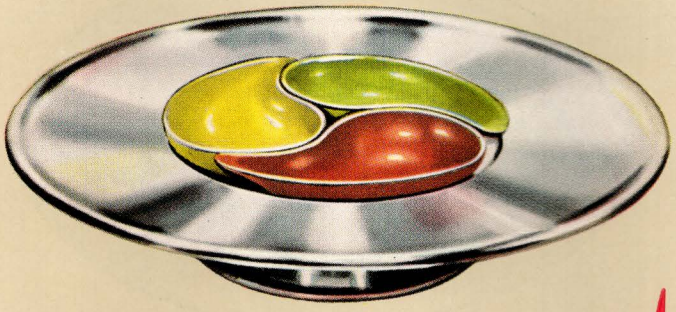
No.	Description	Gauge	Capacity Quarts	Ship. Wt. Per Doz. Lbs.
5136	Copper-color	18	2½	16
5195	Cherry-Red	18	2½	16
5199	Aluminum	18	2½	16



ICE BUCKET AND TONGS

Real help for parties is this quaint copper-color aluminum ice bucket. Serving tongs for ice cubes has solid walnut handle. Ice bucket has strap handle for carrying ease.

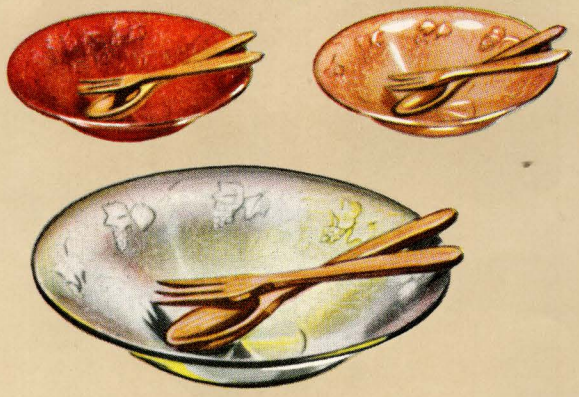
No.	Gauge	Liquid Capacity Qts.	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
8855	22	1¾	5⅛	9



LAZY SUSAN

It revolves! Extra large for appetizers or sandwiches. Three tear-shaped olive green, mustard, and flame color plastic insets form attractive centerpiece for relishes. Spun aluminum. Revolves on ring of steel ball bearings. Also available in natural color patterned aluminum with glass inset.

No.	Description	Overall Diam., In. Top	Inset	Bottom	Gauge Top	Gauge Bottom	Height, In.	Ship. Wt. Per Doz. Lbs.
5198	Spun	20	10	9	16	20	3½	64
5177	Natural	20	10	9	16	20	3½	78
	COLONIAL BONE DISHES ONLY							
5-136	1 each of 4 colors: flame, mustard, olive green, sky blue							18



COLOR-GLO SALAD BOWLS

West Bend salad bowls in leather-grain patterned aluminum have flared sides and embossed grape-leaf design.

No.	F/S Includes Fork & Spoon	Description	Gauge	Diam., In.	Ship. Wt. Per Doz. Lbs.
5374		Aluminum	17	14	22½
5379		Cherry-Red	17	14	22½
5380		Copper-color	17	14	22½
5384	F/S	Aluminum	17	14	23½
5387	F/S	Cherry-Red	17	14	23½
5388	F/S	Copper-color	17	14	23½



COCKTAIL SHAKER

Molded plastic top and bottom insulate hands against cold when mixing. Red plastic top contains jigger for measuring drinks. Attractive embossed wheat design on side. Electro-finish aluminum.

No.	Gauge	Capacity Pints	Ship. Wt. Per Doz. Lbs.
765	16	3	20½

WEST BEND®



BABY BOTTLE STERILIZER

New 8 bottle sterilizer uses live steam and employs either the standard or terminal method of sterilization. Made of durable polished aluminum with a rigid aluminum inset. Inverted cover fits into sterilizer for space-saving storage. Sterilizer may also be used for canning and cooking. Bottles not included.

No.	Gauge	Overall Height, In.	Diam., In.	Capacity Kettle, Qts.	Ship. Wt. Per Doz. Lbs.
5357	20	$10\frac{11}{16}$	9	7	36



COASTER SET

Protect table tops with these Color-glo coasters. Oak leaf embossed design prevents tumbler from sticking when condensation forms. Ideal as ash trays, too. Set of 4 in cherry red, delphinium blue, sunset gold and lemon yellow colors.

No.	Gauge	Diameter, In.	Ship. Wt. Per Doz. Lbs.
5-92	12	$3\frac{7}{16}$	5



CANDY DISH

Large size, copper-color, leather-grain patterned aluminum candy dish has graceful tapered sides with beaded rim for handling ease. Perfect hostess aid for serving candy or nuts.

No.	Gauge	Overall Diam., In.	Ship. Wt. Per Doz. Lbs.
5121	20	9	8



SNAK SET

New five-piece serving set is as useful as it is colorful. Electro-finish colors—large bowl in sunset gold color; small bowls in cherry red, delphinium blue, lemon yellow and mint green. Wonderful for serving popcorn, salads, candy, potato chips or fruit. Each bowl made from smooth, durable aluminum.

		Capacity		Diameter		Ship. Wt.
Set No.	Ga.	Big Bowl	Small Bowls	Big Bowl	Small Bowls	Per Doz. Lbs.
5-141	20	5 Qts.	1 Pt.	11"	$5\frac{3}{8}$"	24

section 5

WEST BEND®

REPLACEMENT PARTS

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REPLACEMENT PARTS

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WEST BEND®

KNOBS



No.	Fits
19GL-17	3245E, 3246E, 3248E, 3258E, 3259E, 3260E



No.	Fits
118-BA-19	3249E



No.	Diam. of Opening	Fits
15GL-19	$\frac{3}{16}$"	3278E, 3279E, 3280E, 3281E, 3282E, 3878E, 3879E, 3881E, 3882E, 3883E



No.	Fits
40BA-19	3131, 3122, 3123, 3124, 3301, 3302, 3303
39BA-19	3138, 3148, 3149, 3150, 3155, 3305, 3308, 3310, 3648



No.	Overall Diam.	Fits
98BA-19	$1\frac{1}{16}$"	302, 331, 332, 531½, 532, 24, 564, 566, 568
97BA-19	$1\frac{7}{16}$"	303, 304, 306, 308, 312, 316, 320, 333, 343, 350, 352, 356, 358, 360, 362, 495. 506½, 3518, 5327, 5365, 5367E, 5370E

HANDLES



No.	Fits
123BA-19	5061, 5062, 5063, 5064, 5065, 5066, 5067, 5068, 5045, 5075, 5076



No.	Distance Between Bolts	Fits
346BA-20	$4\frac{3}{16}$"	515, 518, 4522½



No.	Width Between Bolts	Fits
306BA-20	$1\frac{7}{16}$"	3138, 3305, 3638, 3648



No.	Fits
334BA-20	3121, 3122, 3123, 3124, 3126, 3148, 3149, 3150, 3155, 3301, 3302, 3303, 3308, 3310, 3311, 3312, 3313, 3305, 3318, 3320



No.	Distance Between Bolts	Fits
344BA-20	4"	3178, 3188 server
351BA-20	4"	3278E, 3878E
348BA-20	4"	3282E, 3882E
345BA-20	4"	3279E, 3281E, 3879E, 3881E, 3883E



No.	Fits
383BA-20	3258E, 3259E, 3260E
358BA-20	3245E, 3246E, 3248E



No.	Distance Between Bolts	Fits
88TH-20	3½"	703
386BA-20	3½"	3518 server



No.	Distance Between Bolts	Fits
282TH-20	1⅞"	564 dripper
283TH-20	2⅜"	541, 564 server, 566 dripper
285TH-20	2¾"	541½, 542, 566 dripper, 568 dripper
284TH-20	3¼"	568 server
286TH-20	3¾"	543



No.	Fits
333BA-20	3188 dripper



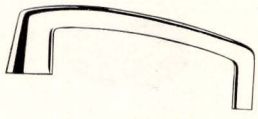
No.	Fits
297BA-20	3118



No.	Fits
248BA-20	3285E, 3225



No.	Fits
367BA-20	3249E, 3286E

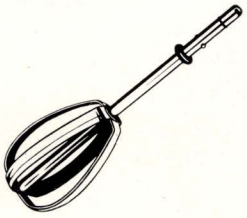


No.	Fits
368BA-20	3230E
403BA-20	3230E

WEST BEND®

REPLACEMENT PARTS

BEATERS

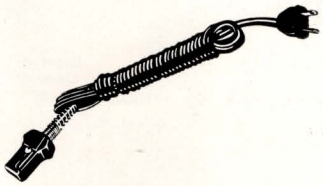


No.	Fits
3230E-144	3230E

CORDS



No.	Fits
17RU-149	3278E, 3285E



No.	Fits
18RU-149	3245E, 3258E, 3878E, 3286E

GLASS GAUGE

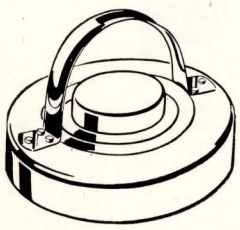


No.	Fits
6GL-17	3638, 3648

SPREADERS



No.	Fits
9AL-43	564
11AL-43	566
5AL-43	568
14AL-43	3518



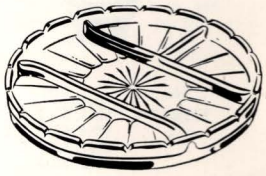
No.	Fits
44AL-43	3638, 3648

INSETS



No.	Overall Diam. of Coffee Basket	Overall Height	Fits
541-58	$3\frac{3}{16}$"	$5\frac{5}{16}$"	541
541½-58	$3\frac{5}{8}$"	$6\frac{1}{8}$"	541½
542-58	$4\frac{1}{4}$"	$6\frac{11}{16}$"	542
543-58	$4\frac{3}{16}$"	$7\frac{3}{4}$"	543
3178-58	4"	$7\frac{3}{4}$"	3178

MISCELLANEOUS



No.	Fits
25GL-4	823, 5198, 5177, 5178



No.	Fits
3292E-1	3292E



No.	Fits
32GL-2	3285E, 3286E



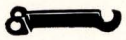
No.	Fits
3296E-1	3296E



No.	Fits
17GL-17	5040



No.	Fits
14PO-79	5335



No.	Fits
3AL-137	515, 518, 4522½



No.	Fits
21BA-89	515, 518, 4522½



No.	Fits
8-118	5365

A list of Authorized Repair and Service Stations is packed with each appliance carrying the West Bend warranty.

section 6

WEST BEND®

MERCHANDISING AIDS

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ADVERTISING HELPS

selling tools to increase your sales and profits

A complete ad mat service is available for use in local newspapers to tell your prospects (many of whom have seen the West Bend national magazine advertising) where they can buy West Bend products. Also available are: full-color circulars which tell a quick factual story and make excellent statement enclosures, business reply cards that are an inexpensive and effective method of reaching your customers by direct mail, and compact full-color displays for window and counter use.



PACKAGING PROGRAM

Packed to stand up—labeled to stand out

West Bend's family-design containers make it easy for sales people as well as your customers to identify the West Bend package. Featured on the new container is the West Bend name logotype and item name, number, material, and illustration. Many also carry a quick-selling message of features and extra uses on the side panels. In addition, the West Bend container safeguards the product during shipment to guarantee safe arrival at its destination.



STORE WINDOW DISPLAYS

eye appealing . . . traffic building

Your store window should be attractively planned to help build store traffic. The more attractively the merchandise is displayed, the better impression it makes on the public. Planned rotation of window displays, by season or event, keeps windows interesting and fresh looking and offers the opportunity to feature all major items in the West Bend line. People everywhere want to have the nice things they see — particularly if these things are displayed in surroundings that point out the pleasure of owning them.



WEST BEND ® ***products are***

NATIONALLY ADVERTISED

NATIONALLY PREFERRED

Spearhead of the West Bend advertising program is national advertising in such leading home and family magazines as: Better Homes & Gardens, House Beautiful, The Saturday Evening Post, McCall's, Ladies' Home Journal, Family Circle, American Home, House & Garden, and Living for Young Homemakers. It's part of a continuing campaign to tell the readers in your community about the quality and benefits of products carrying the West Bend name. Reprints of current ads are available to dealers who wish to identify their stores with this big circulation advertising.

RECOGNIZED NAME • ATTRACTIVE STYLING • QUALITY FEATURES



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WEST BEND®



WEST BEND®