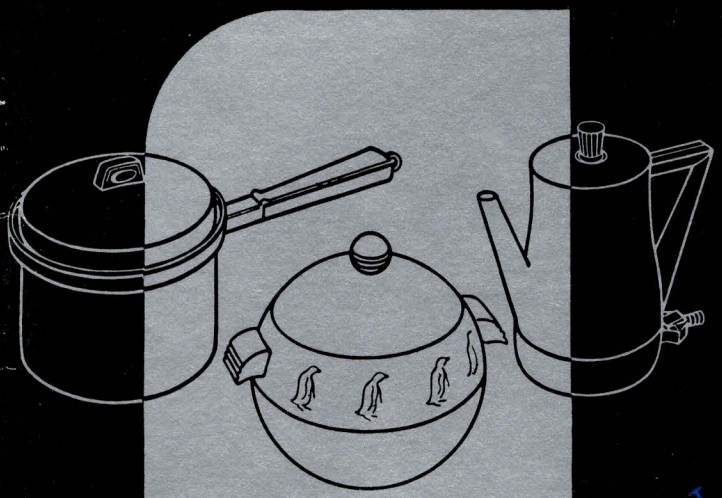


COOKING UTENSILS • GIFT WARE • APPLIANCES

1955

WEST BEND®

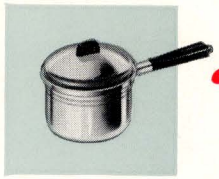
CATALOG 29

WEST BEND ALUMINUM CO.

WEST BEND, WISCONSIN

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



chromium on copper

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 44 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.

Catalog No. 29

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WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN

WB 641

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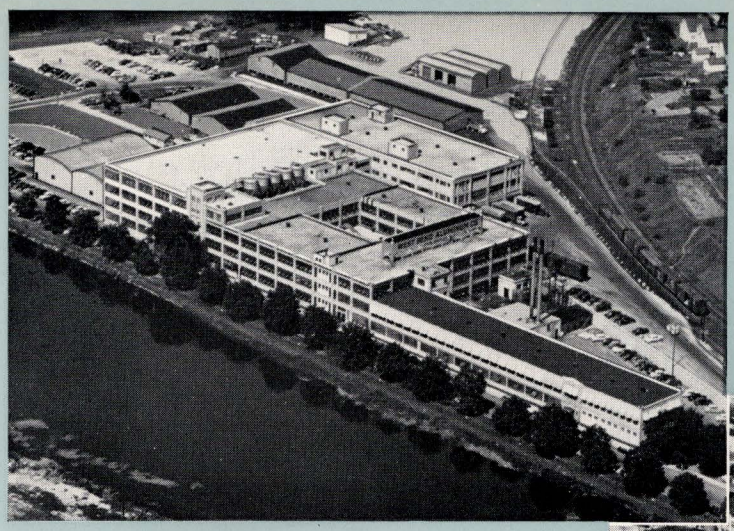
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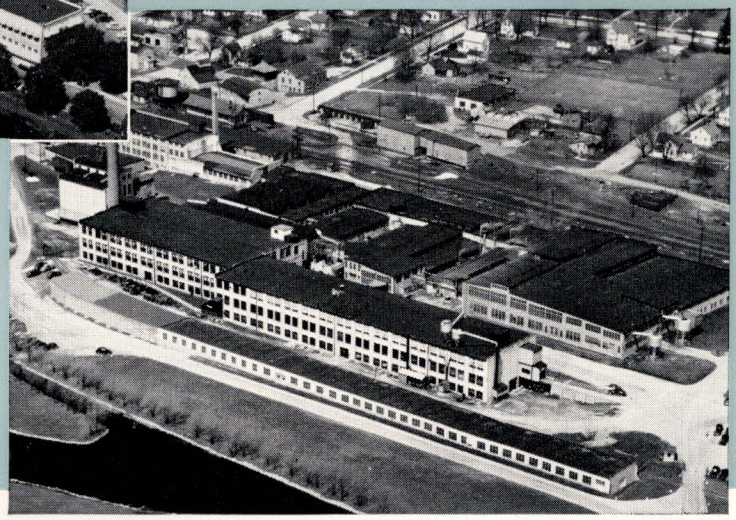
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WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN



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 that offer outstanding performance and greater dependability.

section 1

WEST BEND®

Flavo-Seal WATERLESS COOKWARE

SECTIONAL INDEX

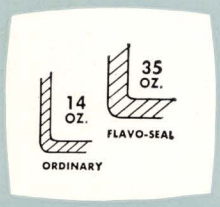
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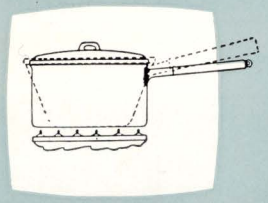
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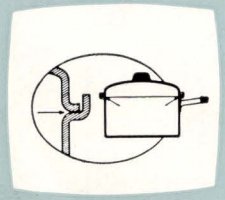
TRIPLE THICK

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



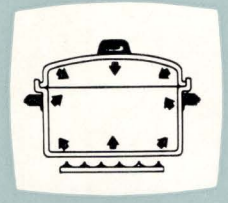
WIDER HEATING SURFACE

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.

WEST BEND®

Flavo-Seal

WATERLESS COOKWARE

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 benefit 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	5⅛	22½



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	6½	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	7⅜	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



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	7⅜	45½
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		43½
French Fryer Basket Only				
3128-4	20		4	6½



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	9½	50



COMBINATION EGG POACHER

Poaches 4 eggs, warms 4 baby foods or 4 leftovers 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	1½	7⅜	31½
Egg Poacher Inset Only				
3104	20		7¾	6½

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.

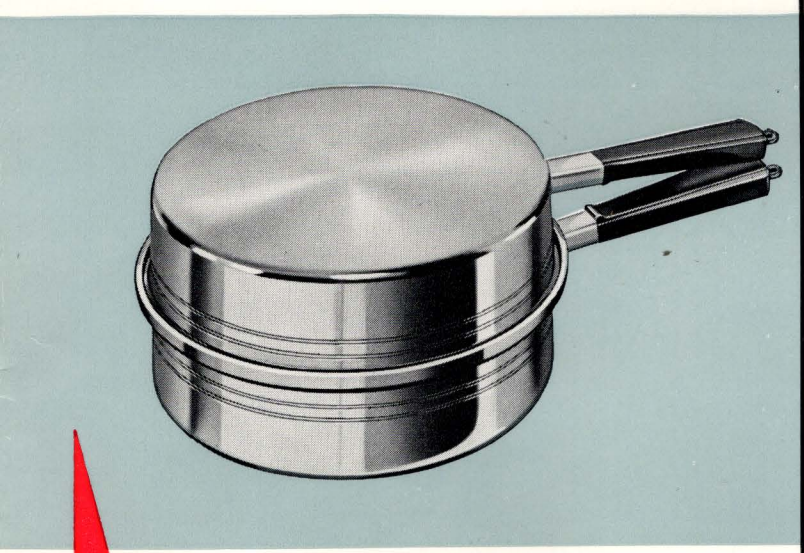
No.	Gauge	Overall Bottom Diam. In.	Overall Top Diam. In.	Ship. Wt. Per Doz. Lbs.
3148	10	7⅜	8	28



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.

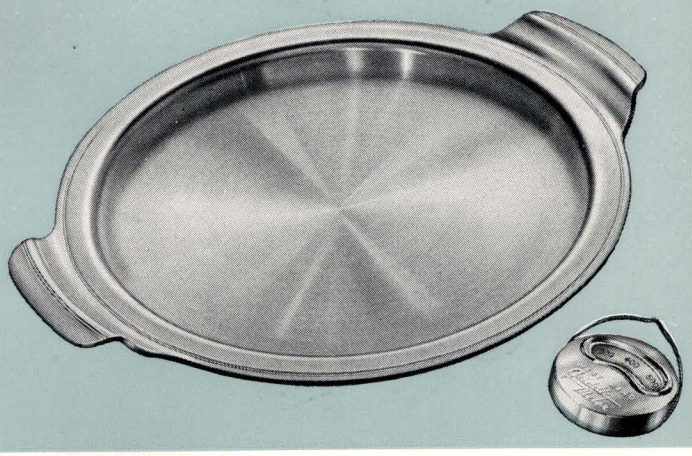
No.	Gauge	Overall Top Diam. In.	Overall Bottom Diam. In.	Ship. Wt. Per Doz. Lbs.
3150	8	10⅛	9½	49



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



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.

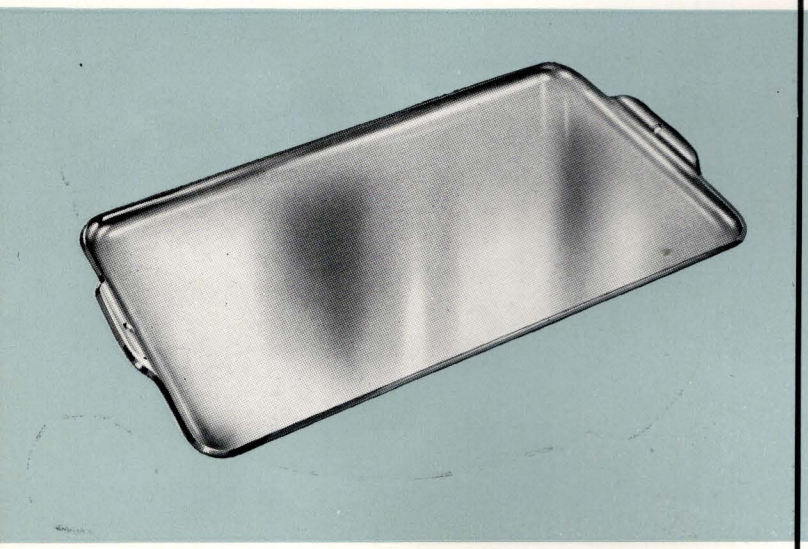
No.	Gauge Dripper	Gauge Server	Gauge Cover	Capacity Cups	Ship. Wt. Per Doz. Lbs.
3188	20	18	14	8	27½
		Coffee Server Only			
3187		18	14	10	20



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

WEST BEND®

FLAVO-SEAL RAINBOW COOKWARE



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.	Cover Color	Gauge	Overall Bottom Diam. In.	Overall Top Diam. In.	Ship. Wt. Per Doz. Lbs.
3308	Blue	10	7⅜	8	28



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.	Cover Color	Gauge	Capacity Qts.	Overall Bottom Diam. In.	Ship. Wt. Per Doz. Lbs.
3301	Green	10	1	5⅛	22½
3302	Plum	10	2	6½	31
3303	Red	10	3	7⅜	36



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.	Cover Color	Gauge	Overall Top Diam. In.	Overall Bottom Diam. In.	Ship. Wt. Per Doz. Lbs.
3310	Yellow	8	10⅛	9½	49



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.	Cover Color	Gauge	Capacity Qts.	Overall Bottom Diam. In.	Ship. Wt. Per Doz. Lbs.
3305	Copper	10	5	9½	50
30-84	Composition 3301, 3302, 3303, 3305, 3308, 3310 and recipe book				15 lbs. each

section 2

WEST BEND®

BAKEWARE and COOKWARE

(ALUMINUM AND STAINLESS STEEL)

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WEST BEND®

BAKEWARE AND COOKWARE

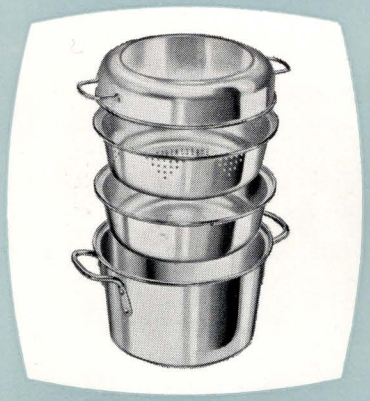
(aluminum)



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.

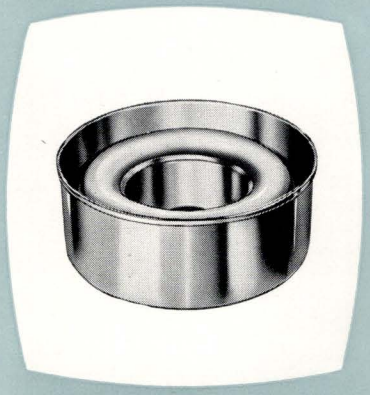
No.	Gauge Bottom	Gauge Tray	Inside Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
932	20	16	11x7	1½	16



COMBINATION STEAMER-COOKER

Four simple parts combine most of the everyday cooking needs in one utensil. Actually takes the place of seven utensils, for it's a combination steamer-cooker, baking dish, casserole, covered kettle and dutch oven, colander, steamer, and double boiler. Cover and cooker have tin-plated steel handles. Each piece made of polished aluminum.

No.	Gauge Outside	Gauge Insets	Cover	Capacity, Qts. Cooker	Capacity, Qts. Insets	Ship. Wt. Per Doz. Lbs.
8146	20	24	22	5	2½	36



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	$9\frac{11}{16}$	2⅞	2	15½



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

WEST BEND®

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 Dim. Length, In.	Inside Top Dim. Width, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
945	20	9	9	2	7
944	20	8	8	2	8



ROUND CAKE PANS

Two or three of these pans fit easily on one shelf of range oven. Conforms to standards of range manufacturers, home economists, and cake flour producers. Even heating to prevent sticking. Sun-ray interior and brushed bottom.

No.	Gauge	Inside Top Diam. In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
951	20	8	1½	5
955	20	9	1½	6½



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.

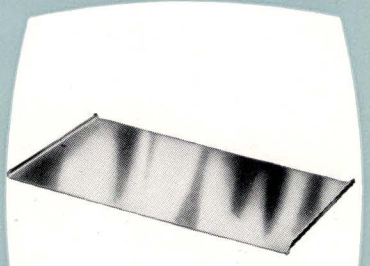
No.	Gauge	Inside Top Diam. In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
640	20	10	4	12

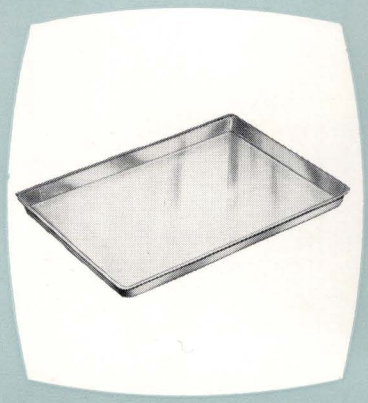


COOKIE SHEETS

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





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



JUICE-SAVER PIE PANS

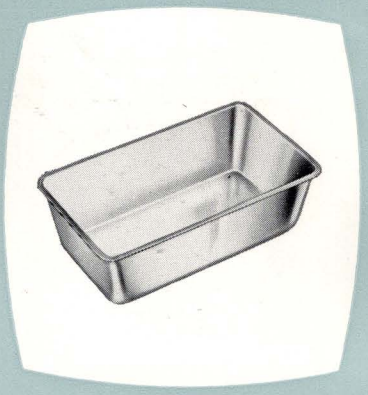
All aluminum pie pan has unique rim that catches juice as it bubbles out of fruit pies and prevents it from spattering oven.

No.	Gauge	Overall Top Dimensions, In.	Depth In.	Ship. Wt. Per Doz. Lbs.
5362	22	8	1¼	2
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. Natural bright finish aluminum.

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



LOAF PAN

A durable even-heating pan especially designed for baking evenly browned bread without sticking or burning. Can be used for making meatloaf, cakes, or escalloped dishes. Seamless construction. Electro-finish aluminum. Pans nest for storage.

No.	Gauge	Capacity Quarts	Overall Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
946	20	2	9x5	3	5



BAKING AND ROASTING PANS

Well adapted for efficient uncovered roasting, and for baking biscuits and cakes. Seamless. Has rolled edge and polished sides. Sturdy folding handles for carrying convenience.

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®

MUFFIN CUPS

Individual muffin cups are especially suited for small ovens. These slide in next to cake pans for time-saving multiple baking. Ideal for individual gelatin molds, warming left-overs or as nut cups. Nest for storage. Natural finish aluminum with rolled bead.

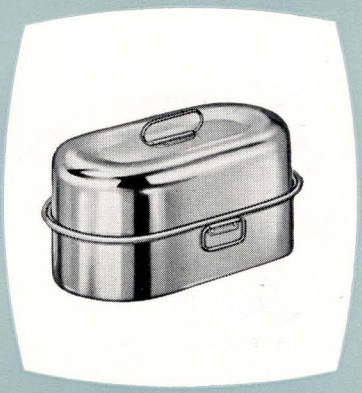
Set No.	Gauge	Top Inside Diam., In.	Bottom Inside Diam., In.	Height In.	Ship. Wt. Per Doz. Lbs.
6-121	24	2½	2⅛	1½	3½



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	15x9¼	7½	39



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	4¾	2⅝	6
231½	18	1½	6 11/16	5¾	3¼	8
232	18	2	7⅜	6¼	3 9/16	9½
233	18	3	8 3/16	7	4¼	12
		Composition				
237		231, 231½, 232				22½
238		231, 232, 233				26
239		231½, 232, 233				28½
240		231, 231½, 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	5¾	5 3/16	2 5/16	8
332	18	2	7	6 3/16	3 5/16	13
333	18	3	7¾	6⅞	4¾	17



WEST BEND®

BAKEWARE AND COOKWARE

(aluminum)



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.

No.	Gauge Inset	Gauge Bottom	Capacity, Qts. Inset	Capacity, Qts. Bottom	Top Diam. In. Outside Inset	Top Diam. In. Outside Bottom	Depth, In. Inset	Depth, In. Bottom	Ship. Wt. Per Doz. Lbs.
343	20	18	2	3	$7\frac{11}{16}$	7¾	3¼	4½	32½



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	6¼	7	3⅞	15½
303	18	3	7	7¾	4⅝	18
304	17	4	7⅞	8⅝	$4\frac{15}{16}$	22
306	17	6	8⅞	9⅝	$5\frac{13}{16}$	26½
308	16	8	9⅞	10⅝	$6\frac{9}{16}$	31
312	16	12	11⅛	11⅞	$7\frac{5}{16}$	43
316	16	16	12	12⅜	8⅜	49½
320	16	20	13	13⅜	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



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	8⅝	7⅞	$4\frac{15}{16}$	22
356	17	6	9⅝	8⅞	$5\frac{13}{16}$	26
358	16	8	10⅝	9⅞	$6\frac{9}{16}$	33
360	16	10	$11\frac{3}{16}$	$10\frac{7}{16}$	$6\frac{13}{16}$	40
362	16	12	11⅞	11⅛	$7\frac{5}{16}$	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.
531½	18	18	1½	1½	$5\frac{11}{16}$	$5\frac{11}{16}$	$4\frac{1}{16}$	$3\frac{11}{16}$	25½
532	18	17	2	2	6	6	4½	$4\frac{1}{16}$	32

WEST BEND®

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.

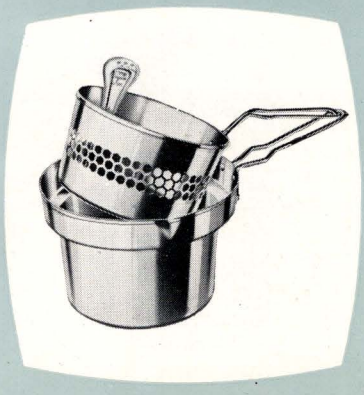
No.	Gauge	Capacity Cups	Bottom Diam. In.	Depth of Server, In.	Ship. Wt. Per Doz. Lbs.
3518	18	18	6⅛	7¼	45
		Composition			
5-97		3518 and 3295E Heat-Rite Base			75



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.	Ship. Wt. Per Doz. Lbs.
8076	22	4	9⅛	19½
		French Fryer without Thermometer		
8075	22	4	9⅛	17½



WEST BEND®

BAKEWARE AND COOKWARE

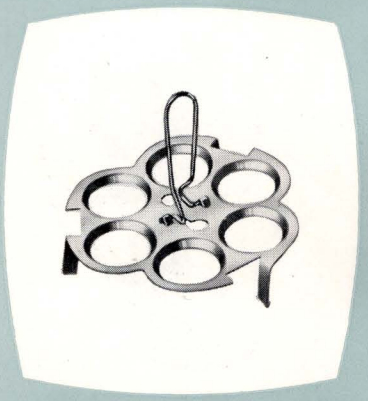
(aluminum)



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	15¾
910	10	10	8¼	2	19



EGG COOKING RACK

Handy kitchen accessory. Six eggs can be transferred in and out of hot water quickly and safely. Rust-proof. Fits standard 2 quart sauce pan. Instructions on how to prepare hard and soft boiled eggs printed on carton.

No.	Overall Diameter, In.	Capacity Eggs	Ship. Wt. Per Doz. Lb.
26	6	6	3½



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



FOOD BLANCHER

Designed for steam or water blanching, it is complete with colander inset. Use it also to prepare spaghetti, macaroni and even as a baby bottle sterilizer. Polished exterior and cover with deep, perforated basket. Steel handles.

No.	Capacity Quarts	Gauge	Outside Diam. In.	Inset Diam. In.	Outside Depth, In.	Inset Depth, In.	Ship. Wt. Per Doz. Lbs.
350	8	18	9¼	8	6¾	8	51

WEST BEND®

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	$7\frac{5}{16}$	46



COLANDER

Specially designed to withstand constant usage. Has wide rolled bead for easy handling. Drains instantly. Three stamped protusions on bottom form firm base. Electro-finish aluminum.

No.	Gauge	Capacity Quarts	Ship. Wt. Per Doz. Lbs.
663	20	3	6¾
665	20	5	8½



COLANDER and RINSER

Handy size colander is ideal for requirements of preserving. Has hook and handle made of tin-plated steel. Polished exterior and sun-ray finished interior. Fits easily over kettle or other larger utensil.

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



ALUMINUM CLEANING PADS

Clean and scour in one easy operation. Pad is composed of steel wool impregnated with high quality soap. Recommended for daily use on inside of each utensil. Complete instructions on package.

No.	Pads per Pkg.	Ship. Wt. Per Doz. Lbs.
7710	10	4½





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	8⅞	32



6½ 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.
506½	16	6½	9½	5⅝	$5\frac{9}{16}$	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. Hook hangs cup securely at side of milk pail. 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	5⅞	4½	31½	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	9½	11	25½
9866	16	16	9½	12	36

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. (Inside)	Bot. Diam. (Outside)	Depth (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



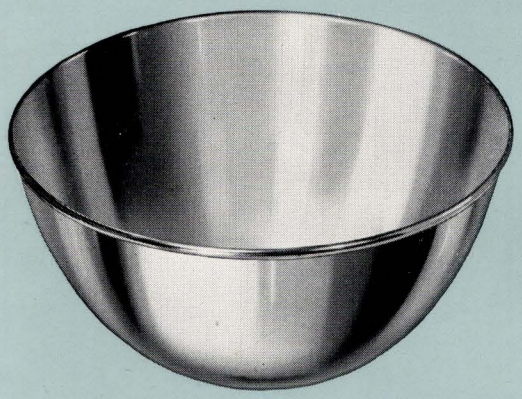
SAVES FUEL — KEEPS KITCHEN COOL — AN EXTRA OVEN

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 Qts.	Overall Diam. In.	Base Diam. In.	Ship. Wt. Per Doz. Lbs.
7015	.025"	5½	11	5⅜	24



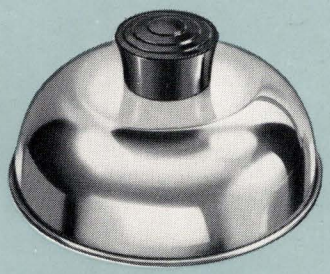
STAINLESS STEEL MIXING BOWL SET

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	$4\frac{5}{16}$	12
7024	.031"	3½	9⅜	$4\frac{5}{16}$	20

No. 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	$1\frac{13}{16}$	4

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

STAINLESS STEEL HAMBURGER COVER

Stainless steel cover keeps hamburgers piping hot when serving. Plastic cover knob. Easy to clean.

No.	Gauge	Capacity Pints
7099	.022"	1

Overall Diam., In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
5⅜	$1\frac{13}{16}$	5

STAINLESS STEEL PANCAKE TURNER AND LADLE

Pancake turner slips neatly under hot cakes, eggs, hamburgers or potato patties. Graceful ladle serves up tempting portions of soups, stews, and chili.

No.	Length, In.	Ship. Wt. Per Doz. Lbs.
5031 Turner	12⅜	6
5032 Ladle	12	9



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 recipe label.

No.	Thickness	Inside Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
7011	.025"	9	1½	11

	Composition	Ship. Wt. Per Set Lbs.
7-7	7010, 7011, 7012, 7013	5



STAINLESS STEEL SQUARE CAKE PAN

The popular 9 x 9 x 2" size that's just right for most cake mixes. Browns quickly and evenly. Colorful, illustrated label lists other uses such as making rolls, candies, or frozen desserts. May also be used as a roasting pan.

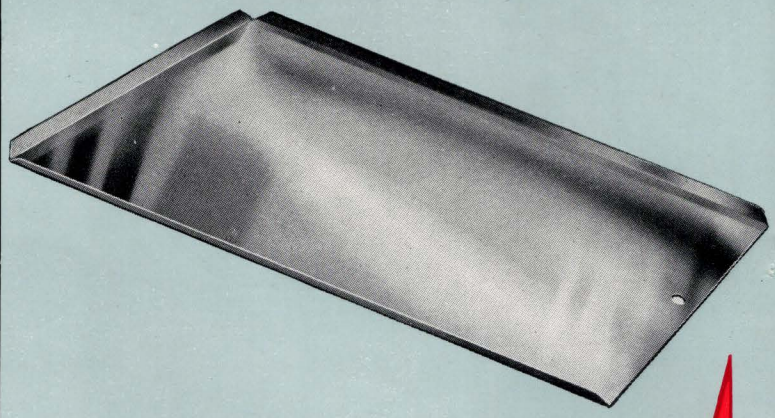
No.	Thickness	Inside Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
7013	.025"	9 x 9	2	13



STAINLESS STEEL JUICE-SAVER PIE PAN

Unique rim catches juice as it bubbles out of fruit pies and prevents it from spattering range ovens. Smooth hard finish makes cleaning easy. Illustrated label carries complete instructions for forming and trimming crust.

No.	Thickness	Inside Top Dimensions, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
7010	.025"	9	1¼	12



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"	12½ x 15½	18½

section 3

WEST BEND®

ELECTRICAL APPLIANCES

SECTIONAL INDEX

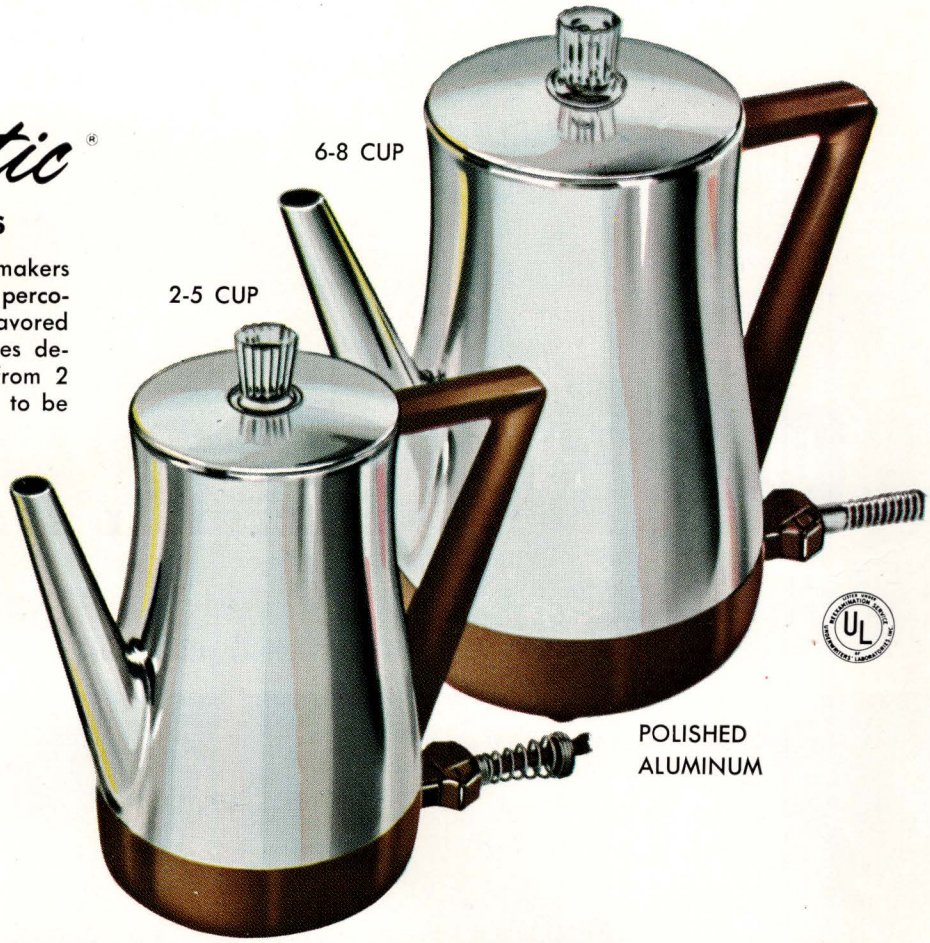
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Flavo-matic®

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	8⅞	325	27
3258E	8	10 3/16	450	36
	Composition			
5-146	1 of each			63



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	8⅞	325	27½
3259E	8	10 3/16	450	37



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	8⅞	325	27½
3260E	8	10 3/16	450	37

WEST BEND®

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. Chrome on solid copper. 1000 watts, 110-120 volts, AC-DC. Cord included.

No.	Thickness	Capacity Qts.	Ship. Wt. Per Doz. Lbs.
4525E	.0159"	2½	37





a la carte

HOT WATER SERVER

New electric hot water server heats water for instant coffee or tea right at the table or wherever there is an electric outlet. Provides enough hot water for 1, 1½ or up to 8 servings of instant coffee, tea, cocoa, bouillon, and hot toddys. Shuts off automatically — maintains temperature just below boiling point. Pilot light indicates when unit is heating. Cup graduation marks stamped on side. Electro-finish aluminum with brown plastic handle, base and knob. 450 watts, 110-120 volts, AC.

No.	Gauge	Cup Capacity	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
3249E	18	8	9¼	24

COFFEE TRAVELING KIT

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

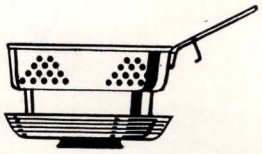
- Scotch plaid Carrying Kit
- 2 to 5 cup Flavo-matic percolator and cord
- 4 non-breakable plastic (Melamine) cups
- 4 stainless steel spoons
- Plastic jar for sugar
- Polyethylene bag for coffee container
- Flannel bag for Flavo-matic

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 (Inches)	Ship. Wt. Per Doz. Lbs.
30-71	Red Plaid	12 x 5 x 10	48½







EXCLUSIVE TRAY-TYPE COVER
New, unique feature — reversible stainless steel cover can be placed on ring-type knob. Protects table top when adding food, serving, or draining.



SELF-CONTAINED FILTER UNIT
Trivet, filter disk, and aluminum basket provide a self-contained, always handy filter unit for cooking oil.



FILTER DISKS
Package of 12 filter disks are included with the West Bend Electric Fryer-Roaster-Server.

electric

FRYER-ROASTER-SERVER

Not only a deep fryer — but a roaster and server, too. Also designed for cooking, steaming, stewing, blanching, candy making, and warming. Makes dozens of appetizing French fried foods, prepares delicious small roasts and serves soups, stews or sauces piping hot. Simple, automatic control has a range of 160°F to 400°F. Economical 4 quart family size. Requires only 3 pints cooking oil for deep frying. Includes new self-contained filter unit for cooking oil — trivet, 12-filter package and basket. Recipe booklet and cord included.



DES. PAT. NO. 170,766

No.	Capacity, Qts.	Overall Diam. Top of Fryer	Overall Diam. Base of Fryer	Overall Height	Ship. Wt. Per Doz. Lbs.
3265E	4	$10\frac{9}{16}$″	$8\frac{5}{16}$″	$9\frac{3}{16}$″	106

Cover: .025″ stainless steel; Outside: .028 chrome-plated steel; Fryer well: 12 gauge aluminum, sun-ray finish; Roasting rack: 14 gauge stamped aluminum, natural finish; Fryer basket: 20 gauge aluminum, polished outside, sanded inside. Detachable tin-plated steel handle. Molded plastic handles, knob, and feet. 1350 watts at 120 volts, AC only.

No.	Description	Ship. Wt. Per Doz. Lbs.
7715	Package of 48 filter disks	2

DEEP FRYING — ROASTING — COOKING
STEAMING — BLANCHING — STEWING
WARMING — SERVING — CANDY MAKING

WEST BEND®



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
5-141	5 Piece Serving Bowl Set					24

See page 40



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 37 for servers.



ELECTRIC SERV-IT

Homemaker can oven-bake her favorite one-dish meal in the glazed ceramic serving dish, place it on the chromed steel 95-watt heating unit, and food will stay at serving temperature. Stainless steel cover with brown molded plastic knob. AC or DC, 110-120 volts. Cord included.

No.	Capacity Qts.		Overall Height, In.	Ship. Wt. Per Doz. Lbs.
3296E	2		7⅜	82
		Casseroles Only		
5404 Casserole	2	Stoneware Cover	6⅝	66½
3297 Casserole	2	Stainless Steel Cover	6⅝	54



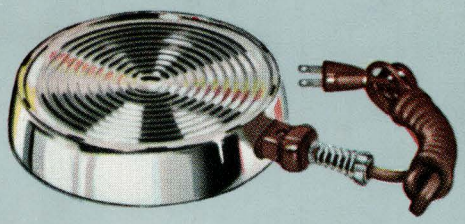
KEEPS COFFEE HOT FOR SERVING



KEEPS ROLLS PIPING HOT



KEEPS SOUPS AND CHILI WARM



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.

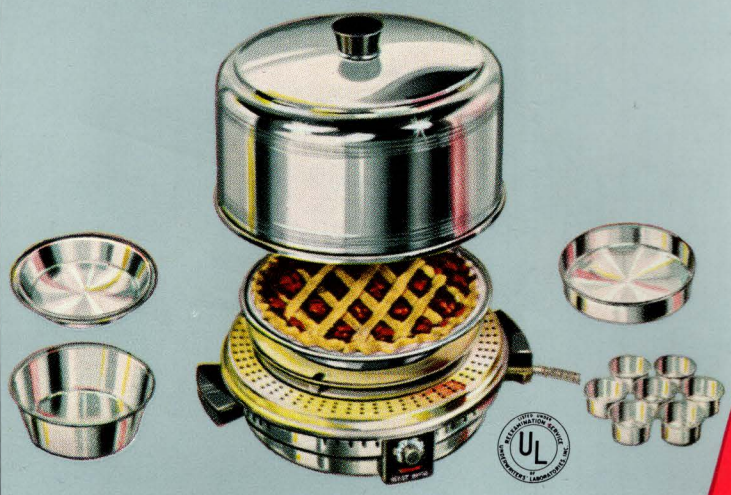
No.	Diameter, In.	Height, In.	Ship. Wt. Per Doz. Lbs.
3295E	6-15/16	1⅞	21
	Composition		
5-97	3295E and 3518 Coffee Maker		75
5-98	3295E and 5340 Serving Oven		54



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.

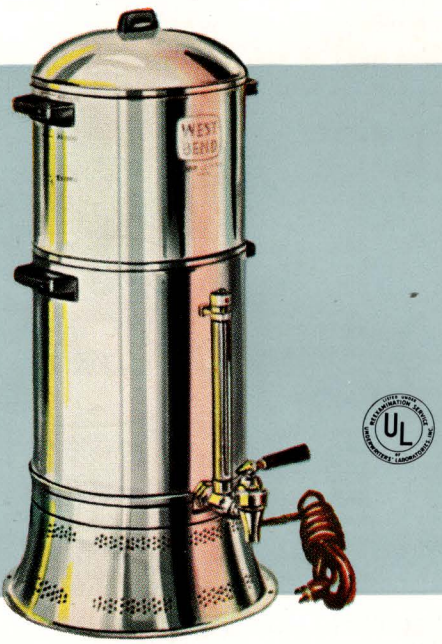
No.	Height, In.	Width, In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
5040	10	4⅝	5¼	25
		Composition		
5-120		2 Hurricane Lamps		54



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 — pre-heats faster than a regular oven and saves electricity. Ideal for families of 2 to 5. Cord included.

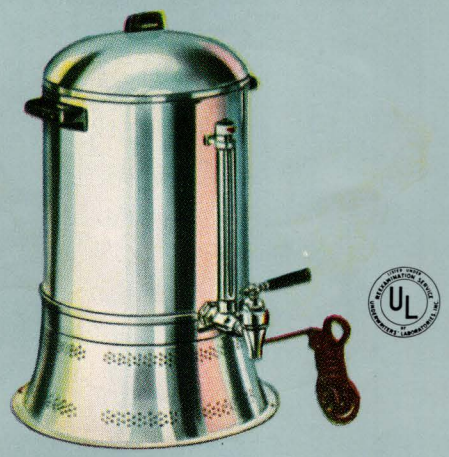
		Diameter			Gauge (aluminum)			
		Roasting & Cake			Roasting & Cake			Ship. Wt.
No.	Cover	Pans	Pie Pan	Cover	Pans	Pie Pan	Muffin Cups	Per Dz. Lbs.
5370E	10⅝"	8"	8"	20	22	22	24	102
5-89		Ovenette Baking Set Only						20



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	11½	144



SERVING URN

West Bend electric Serving Urn keeps up to 48 cups of milk, chocolate, tea or other beverage hot for serving. Electric Chromalox heating unit keeps even temperature up to 190°F. Features high-low-off switch, Tomlinson no-drip faucet, full-view glass gauge, and molded plastic handles. Base has punched flange for fastening to table or counter. Polished aluminum. Cord included.

No.	Gauge	Capacity Cups	Overall Height, In.	Diameter of Base, In.	Ship. Wt. Per Doz. Lbs.
3645	16	48	17¾	11½	105

WEST BEND®

ELECTRIC PORTABLE MIXER

New portable mixer in beautiful House and Garden pastel citron and gray is powerful but light. Mixes, beats, whips and blends. Three speeds — controlled by thumb tip. Stands upright on heel rest. Rubber base guard eliminates scratching and chipping when resting on edge of bowl. Made of die-cast aluminum with baked enamel-finish, molded plastic handle, chrome plated beaters. 65-watts, 110-120 volts, AC-DC. Wall hanger and cord included.

No.	Overall Length, In.	Overall Height, In.	Overall Diam., In.	Ship. Wt. Per Doz. Lbs.
3230E	6¼	10½	3	40



GOOD DESIGN

CHOSEN BY THE MUSEUM OF MODERN ART, NEW YORK FOR THE GOOD DESIGN EXHIBIT



PORTABLE 48 CUP

DRIP COFFEE URN

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 17/32	48	10½	14
	SERVING URN (Cover and serving section only)				
3635	16	18	48	10½	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	6¾	17

section 4

WEST BEND®

SPECIALTIES and GIFTWARE

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TRIG SINGING TEA KETTLE

The West Bend "Trig" is the original singing tea kettle with the trigger operated spout cap. It makes just enough boiling water for tea, instant or drip coffee. No burned fingers — graceful black plastic handle with bright red trigger operates spout cap to fill or pour.

No.	Description	Thickness	Ga.	Cap. Qts.	Ship. Wt. Per Doz. Lbs.
518	Copper-Color		18	2½	24
4522½	Chrome	.0159"		2½	25½

TINY TRIG SINGING TEA KETTLE

Tiny Trig is an actual working scale model of the original Trig. Trigger operates spout cap. Heats ⅓ quart of water — whistles when water boils. Molded plastic cap, trigger, and handle. Bright polished aluminum with electro-finish copper color bottom.

No.	Gauge	Bottom Diam. Inches	Ship. Wt. Per Doz. Lbs.
510	24	4	4

CANISTER SET

Silhouettes of Grandma's flour sifter, sugar bowl, coffee grinder and tea pot identify contents. Black enameled covers and silhouettes. Protective coating prevents finger-printing. Plastic knobs.

	Body	Cover	Capacity	Top Diam., In.
FLOUR	18 ga.	20 ga.	5 lbs. (flour)	$7\frac{1}{16}$
SUGAR	18 ga.	20 ga.	5 lbs. (sugar)	$6\frac{3}{16}$
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	39
5-148	Copper-Color aluminum	1 each of four	38





3-PIECE RANGE SET

Beautiful range set made of fine quality aluminum. Grease container has close fitting black enameled cover with separate perforated tray for straining drippings. Matching salt and pepper shakers have black plastic covers and have protective coating to prevent finger-printing. Grease container has protective coating inside and out.

	Body	Cover	Inset	Capacity	Overall Height, In.	Overall Top Diam., In.
Grease	20 ga.	22 ga.	22 ga.	28 oz.	5⅛	4½
Salt and Pepper	20 ga.			8 oz.	3⅞	$2\frac{7}{16}$

No.	Description	Composition	Ship. Wt. Per Doz. Lbs.
5-149	Aluminum	1 each of 3	13
5-154	Copper-Color	1 each of 3	13

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. Protective coating prevents finger-printing.

No.	Gauge	Description	Overall Height, In.	Top Diam., In.	Ship. Wt. Per Doz. Lbs.
5050	18	Aluminum	10⅝	10-3/16	9
5051	18	Copper-Color	10⅝	10-3/16	9

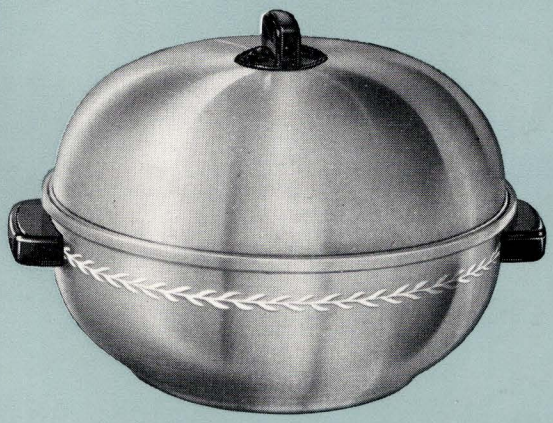
WEST BEND®



SERVING HUMIDOR

Unique porous stone humidifier in cover keeps cakes, pies, sandwiches, cookies, and cheese flavor-fresh and ready for serving. Tray can be used separately for serving. Satin-Ray finish aluminum. Has embossed acorn-oak-leaf design on the cover and acorn-shaped cover knob.

No.	Overall Height	Cover Inside, In.	Gauge Tray	Gauge Cover	Diameter, In. Cover	Diameter, In. Tray	Ship. Wt. Per Doz. Lbs.
5335	4½		20	22	10	12¾	33
5352	Serving Humidor with Carrying Frame						34½
5351	Carrying Frame Only						3



SERVING OVEN

The original serving oven, with all-aluminum basket, heats foods on top of the range and serves them piping hot in the same utensil at the table. All-aluminum basket prevents sticking or burning. Made of hard sheet aluminum with Satin-Ray finish. Plastic handles and cover knob. Holds two dozen tea rolls or one dozen breakfast rolls.

No.	Gauge Bottom	Gauge Cover	Gauge Inset	Overall Height, In.	Diam. In.	Ship. Wt. Per Doz. Lbs.
5340	18	20	24	7¼	9¼	24½
	Composition					
5-98	5340 and 3295E Heat-Rite Base					54



LARGE SIZE CAKE HUMIDOR

Handsome addition to any kitchen is this polished aluminum cake cover with unique humidifier that keeps pastry fresh. Cover has plastic knob for easy handling. Tray may be used separately for serving. Protective coating prevents finger-printing.

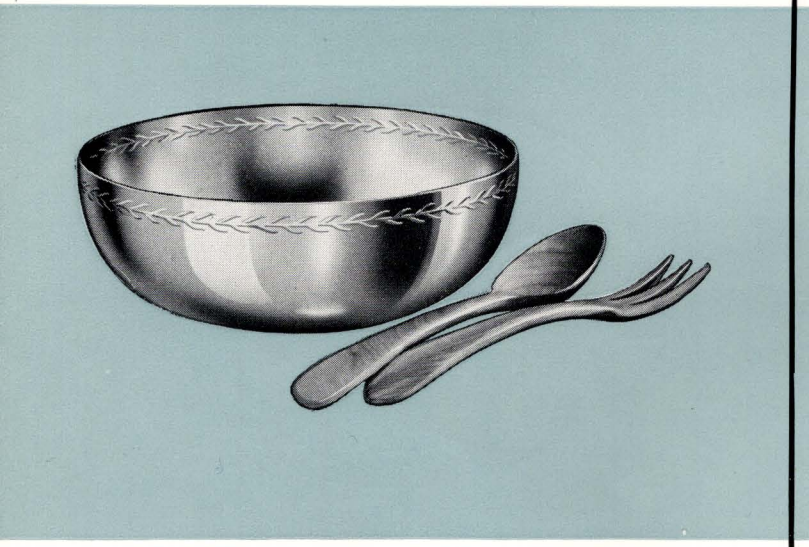
No.	Description	Gauge Tray	Gauge Cover	Diam., In. Tray	Diam., In. Cover	Overall Cover Height Inside, In.	Ship. Wt. Per Doz. Lbs.
5425	Aluminum	20	22	14¼	11	6⅛	36
5426	Copper-Color	20	22	14¼	11	6⅛	36



COOKIE JAR

Cookie jar has snug fitting cover to keep cookies fresh. Black enameled cover and silhouette contrast with bright polished aluminum. Recessed cover knob. Protective coating prevents finger-printing.

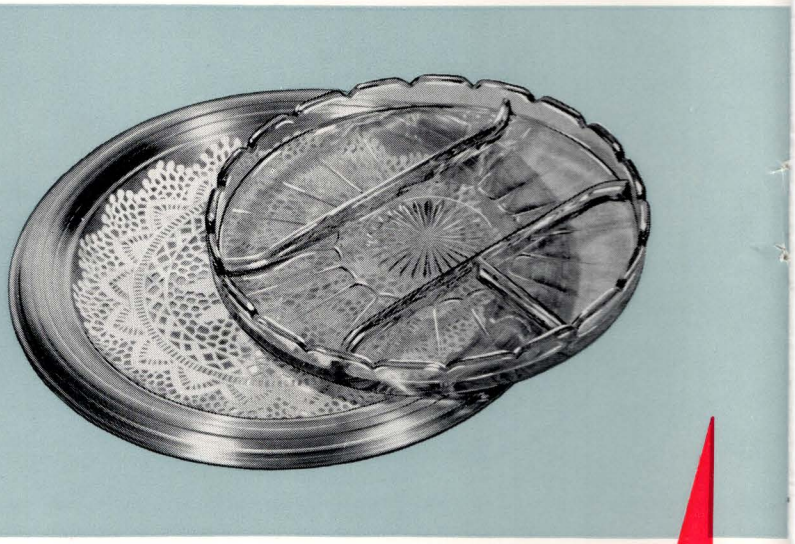
No.	Description	Gauge Cover	Gauge Body	Liquid Capacity Qts.	Top Diam. In.	Height In.	Ship. Wt. Per Doz. Lbs.
5075	Aluminum	20	18	4½	$7\frac{1}{16}$	8¼	18
5076	Copper-Color	20	18	4½	$7\frac{1}{16}$	8¼	18



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.

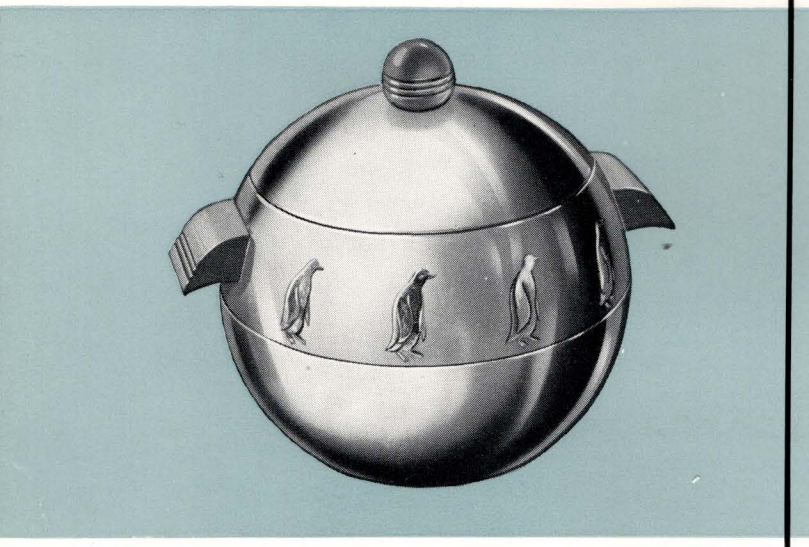
No.	Gauge	Diameter, In.	Ship. Wt. Per Doz. Lbs.
5319	16	9	16



RELISH TRAY

Aluminum relish tray adds a note of distinction to luncheons, buffets or suppers. It's a full-size service tray with removable glass inset. Wonderful for relishes, olives, and pickles. With glass inset removed tray can be used to serve sandwiches, cold meats or beverages.

No.	Gauge	Tray Diam., In.	Glass Inset Diameter, 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	18½ x 13 x 1½	16⅜ x 9⅜	50½

WEST BEND®



COOKIE JAR AND SERVER

This graceful ceramic stoneware beauty is more than just a cookie jar. It can be used for oven baking or for storing miscellaneous kitchen supplies such as sugar and flour. Hand painted boy and girl scene in three colors adds eye appeal. Holds a pound of average size cookies.

No.	Capacity Qts.	Height In.	Width Across Handles, In.	Ship. Wt. Per Doz. Lbs.
5402	2	6¼	8	57



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



CASSEROLE AND SERVER

Oven baked dishes cook slowly and evenly — and stay hot for serving in this oven-proof glazed ceramic casserole-server with cover. Wide, scalloped rim is convenient when handling hot dishes. Choice of covers.

No.	Capacity Qts.	Cover	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
5404	2	Stoneware	6⅝	66½
3297	2	Stainless Steel	6⅝	54



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	8



BEVERAGE SET

Wonderful for porch or patio, for picnic or party. Set consists of cherry red pitcher with ice bridge, leather-grain patterned serving tray with cork pad, and four 13-ounce tumblers in blue, red, gold and yellow electro-finish aluminum.

No.	Gauge Pitcher	Gauge Tray	Gauge Tumbler	Capacity Tumbler	Capacity Pitcher	Overall Diam. In. Tray	Ship. Wt. Per Doz. Lbs.
5-125	18	18	14	13 oz.	2½ qts.	12¾	55
5-108			Tumblers Only Set of 4				16½







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

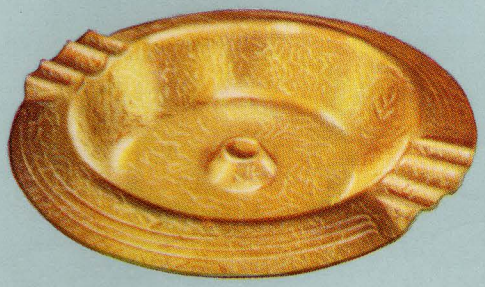
Handsome Color-glo beverage pitcher has ice bridge to permit easy pouring and keep cubes inside. Perfect for entertaining or daily use. Color-glo finish won't chip or peel. Molded plastic handle.

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

DELUXE COLOR-GLO TUMBLER SET

An exceptionally fine set of eight extra-heavy tumblers 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 a flared drinking lip. Elegant for parties, TV get-togethers or recreation rooms.

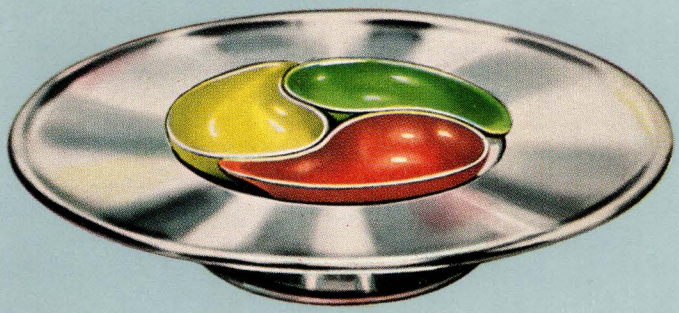
No.		Gauge	Capacity Ounces	Ship. Wt. Per Doz. Lbs.
5-116	Set of 8	14	13	29



ASH TRAY

Jumbo size, leather-grain patterned aluminum ash tray has gracefully tapered, knurl-patterned rim with triple-fluted cigar and cigarette holder on each side. Pipe knock-out stand in center.

No.	Description	Overall Diam. In.	Depth, In.	Ship. Wt. Per Doz. Lbs.
875	Natural	8	1⅛	7
876	Sunset Gold	8	1⅛	7



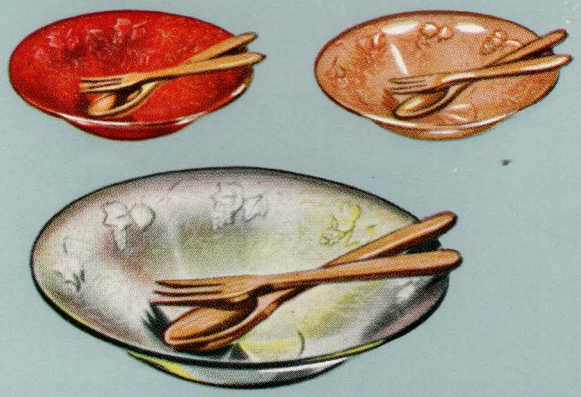
LAZY SUSAN

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 Sunset gold patterned aluminum with glass inset.

No.	Description	Overall Diameter, In. Top	Inset	Bottom	Gauge Top	Bottom	Height, In.	Ship. Wt. Per Doz. Lbs.
5198	Spun	20	10	9	16	20	3½	64
5178	Sunset Gold	20	10	9	16	20	3½	78

COLONIAL BONE DISHES

Set No.	Composition	
5-136	1 ea. of 4 colors: flame, mustard, olive green, sky blue	15½



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



SERVING TRAY

Hostesses will find it perfect for serving sandwiches, cakes or beverages at parties or club meetings. Extra handsome in leather-grain patterned aluminum. Patterned metal resists scuffs and stains.

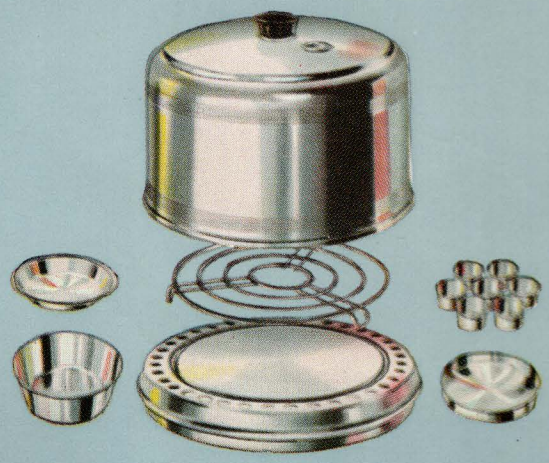
No.	Description	Gauge	Diameter, In.	Ship. Wt. Per Doz. Lbs.
868	Aluminum	18	12¾	8
865	Sunset Gold	18	12¾	8



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.	Diameter In.	Capacity Kettle, Qts.	Ship. Wt. Per Doz. Lbs.
5357	20	$10\frac{1}{16}$	9	7	36



TOP-STOVE OVENETTE

Bakes and roasts on top of the stove using only a single burner. Saves substantially on fuel bills and kitchen remains cool. Can be used on gas ranges, oil stoves, camp stoves, and most types of electric hot plates. Complete set includes cover with plated steel rack, insulated steel base, pie pan, cake pan, roasting pan, and 7 muffin cups. Heat indicator in cover. Also see section 2, page 22.

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



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	Overall Height, In.	Ship. Wt. Per Doz. Lbs.
8855	22	1¾	5⅛	9



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.

Set No.	Ga.	Capacity Big Bowl	Capacity Small Bowls	Diameter Big Bowl	Diameter Small Bowls	Ship. Wt. Per Doz. Lbs.
5-141	20	5 Qts.	1 Pt.	11″	5⅜″	24



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



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



SNAK-STAND SET

Giant sunset-gold aluminum tray answers most serving problems. Solid steel legs fold flat for easy storage. Antique grained tray has solid walnut sides. Turned ends form sure-grip handles.

No.	Height, In.	Tray Width, In.	Tray Length, In.	Ship. Wt. Per Doz. Lbs.
5-114	21	15	25½	99
856	21	**Stand Only**		43

Stand is made of solid steel rod, $\frac{5}{16}$ diameter, with cross brace for extra strength, painted in natural walnut finish. Legs have non-skid tips.

		Tray Only		
855	1⅜	15	25½	52



18-INCH SERVING TRAY

Handsome helper has room for 20 tumblers or a wide assortment of hors d'oeuvres. Lustrous sunset-gold aluminum, finished in leather grain pattern, resists scuffs and tarnish. Perfect for the busy hostess; ideal as a gift.

No.	Gauge	Overall Diam., In.	Ship. Wt. Per Doz. Lbs.
5175	16	18	31

section 5

WEST BEND®

REPLACEMENT PARTS

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REPLACEMENT PARTS

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WEST BEND®

KNOBS



No.	Fits
3245E-17	3245E 3247E 3246E



No.	Fits
3249E-19	3249E



No.	Diam. of Opening	Fits
3278E-17	$\frac{13}{16}$''	3258E, 3259E, 3260E, 3278E, 3279E, 3280E, 3281E, 3282E, 3878E, 3879E, 3881E, 541, 541½, 542, 543



No.	Fits
3121-19	3121, 3122, 3123, 3126, 3301, 3302, 3303
3138-19	3148, 3149, 3150, 3308, 3310



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

HANDLES



No.	Dist. Between Bolts	Fits
515-20	$4\frac{13}{16}$''	4522½, 515, 516, 517, 518



No.	Width Between Bolts	Fits
3138-20	$1\frac{7}{16}$''	3138, 3305



No.	Fits
3121-20	3121, 3122, 3123, 3126, 3148, 3149, 3150, 3155, 3301, 3302, 3303, 3308, 3310



No.	Dist. Between Bolts	Fits
3178-20	4''	3178, 3188 bottom
3278E-20	4''	3278E, 3279E, 3281E
3280E-20	4''	3280E, 3282E



No.	Fits
3258E-20	3258E, 3259E, 3260E
3245E-20	3245E, 3246E, 3247E



No.	Dist. Between Bolts	Fits
703-20	3½''	703, 3518 server



No.	Dist. Between Bolts	Fits
564-98	1⅞''	564 dripper
541-20	2⅜''	541 bottom, 564 bottom 566 dripper
541½-20	2¾''	541½, 542, 566 568 bottom
568-98	3¼''	568 dripper
543-20	3¾''	543



No.	Fits
3188-98	3188 dripper



No.	Fits
3118-20	3118



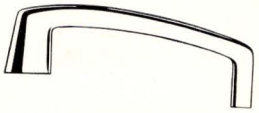
No.	Width Between Bolts	Fits
343-20	$1\frac{7}{16}$''	343



No.	Fits
3285E-20	3285E, 3225

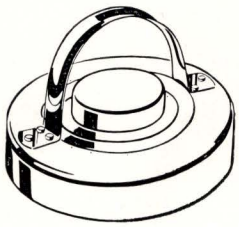


No.	Fits
3249E-20	3249E
3286E-20	3286E



No.	Fits
3230E-20	3230E

SPREADERS

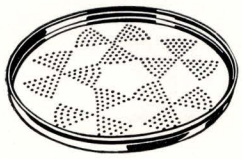


No.	Fits
3648-43	3648



No.	Fits
564-43	564
566-43	566
568-43	568
3518-43	3518

DISK



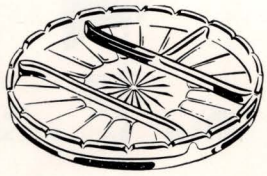
No.	Fits
3648-79	3648 (old style)

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	$4\frac{1}{4}$"	$6\frac{1}{16}$"	542
543-58	$4\frac{13}{16}$"	$7\frac{3}{4}$"	543
3178-58	4"	$7\frac{3}{4}$"	3178

MISCELLANEOUS



No.	Fits
823-4	823, 5198



No.	Fits
5040-17	5040



No.	Fits
703-89	703

MISCELLANEOUS



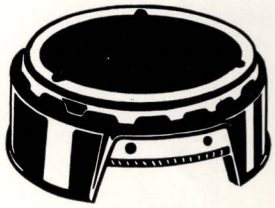
No.	Fits
3292E-1	3292E



No.	Fits
3285E-2	3285E



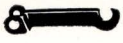
No.	Fits
3296E-1	3296E



No.	Fits
3638-3	3638



No.	Fits
5335-145	5335



No.	Fits
4522½-137	4522½, 515, 516, 517



No.	Fits
4522½-89	4522½, 515, 516, 517



No.	Fits
5365-18	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 magazines as: Better Homes & Gardens, Life, 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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