HOUSEWARES



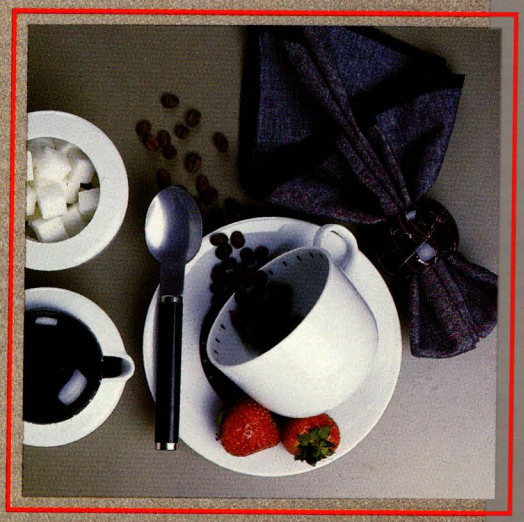




- DRIP COFFEEMAKERS
- FOOD PROCESSOR AND CHOPPER
- WOKS
- SKILLETS
- CORN POPPERS
- SLOW COOKERS
- LARGE CAPACITY COFFEEMAKERS
- PERCOLATORS
- HEAT AND SERVERS
- SPECIALTY ELECTRICS
- ELECTRONIC TIMERS
- MERCHANDISING
- ADVERTISING
- HISTORY

WEST BEND®

DRIP COFFEEMAKERS



- 12 CUP PROGRAMMABLE
- 12 CUP WITH AUTO SHUT-OFF
- 10 CUP WITH AUTO SHUT-OFF
- 10 CUP BASIC
- TRAVEL CADDY™ BEVERAGE MAKER
- GRINDER

WEST BEND®

12 CUP QUIK DRIP® COFFEEMAKERS

No. 56622

White/Grey
UPC 0-72244-56622-2

- Programmable clock/timer with LED display.
- Automatically shuts off after two hours.
- Lighted ON/OFF/AUTO switch.

Std. pk. of 2, approx. ship. wt. 11.9 lbs., approx. cube 1.469 cu. ft.



No. 56612

White/Grey
UPC 0-72244-56612-3

- Automatically shuts off after two hours.
- Large capacity, yet compact.
- Easy to operate ON/OFF control system.

Std. pk. of 2, approx. ship. wt. 11.0 lbs., approx. cube 1.526 cu. ft.



REPLACEMENT CARAFES

No. 5712

UPC 0-72244-35712-7

- Handle and cover included.
- 12-cup capacity.

Std. pk. of 4, approx. ship. wt. 7.1 lbs., approx. cube .1266 cu. ft.

No. 5710

UPC 0-72244-35710-3

- 10-cup capacity.
- Includes handle and cover.

Std. pk. of 4, approx. ship. wt. 7.1 lbs., approx. cube .1266 cu. ft.

10 CUP QUIK DRIP® COFFEEMAKERS



No. 56610

White/Grey
UPC 0-72244-56610-9

- Automatically shuts off after two hours.
- Push button control system.

Std. pk. of 2, approx. ship. wt. 11.0 lbs., approx. cube 1.440 cu. ft.



No. 56600

White/Grey
UPC 0-72244-56600-0

- Easy-to-operate ON/OFF switch.
- Compact, contemporary design.

Std. pk. of 2, approx. ship. wt. 10.4 lbs., approx. cube 1.426 cu. ft.

SPECIAL FEATURES— ALL QUIK DRIPS



Pause 'N Serve

Automatically stops coffee from dripping when carafe's removed.



Dual Filter System

Permanent mesh filter complements paper filters for better tasting coffee.



Space Saving

Compact, contemporary design uses little space.

All Quik Drips Also Include:

- Water reservoir dust cover.
- Non-stick warming plate.
- 25 filter papers.
- 900 watts, 120 volts, AC only. UL listed.
- Full-color litho carton.

WEST BEND®

Travel Caddy™ Beverage Maker





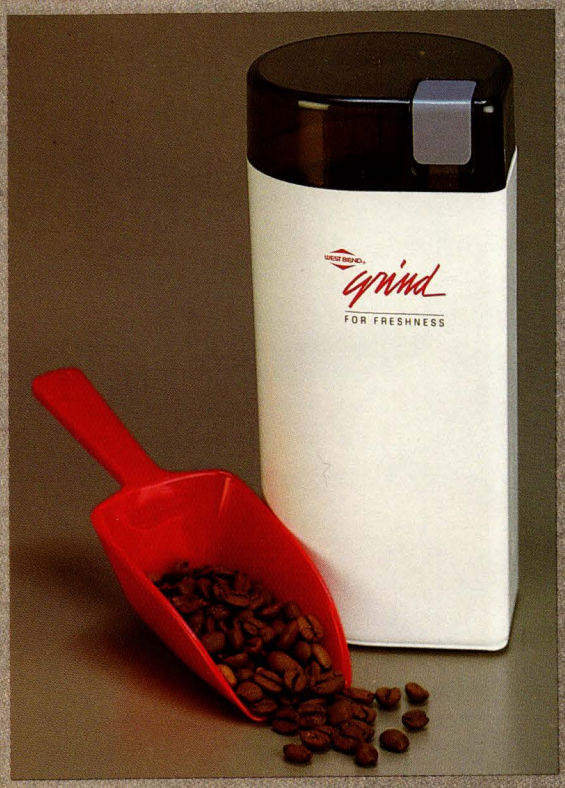
No. 53602

White/Grey, Red Decal
UPC 0-72244-53602-7

- Compact. Parts fit together in a handy travel bag.
- Automatically shuts off after two hours.
- Brewing basket has pause valve.
- Includes: Two cups, two storage containers, spoon and electric cord.
- 500 watts, 120 volts, AC only. UL listed.
- Full-color litho carton.

Std. pk. of 4, approx. ship. wt. 12.5 lbs., approx. cube .513 cu. ft.

Coffee Grinder



No. 6300

White/Grey, Red Decal
UPC 0-72244-36300-8

- ON/OFF button for continuous or pulse grinding.
- Measuring markings in cover.
- Rubber base pads for stability.
- Grinds enough for 12 cups of coffee at once.
- 100 watts, 120 volts, AC only. UL listed.
- Four-color litho carton.

Std. pk. of 4, approx. ship. wt. 7.6 lbs., approx. cube .431 cu. ft.

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FOOD PROCESSORS AND FOOD CHOPPER



FOOD PROCESSORS

FOOD CHOPPERS

WEST BEND®

High Performance Food Processor

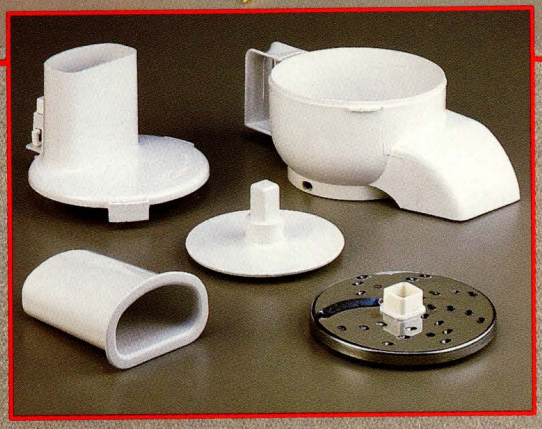


No. 6500X

White
UPC 0-72244-65003-7

- Compact yet powerful.
- Slicer/shredder attachment with food pusher, feed tube and chute for continuous slicing and shredding.
- Includes spatula.

500 watts. Std. pk. of 1, ship. wt. 6.3 lbs., cube .482 cu. ft.



Slicer/shredder attachment

Food Chopper



No. 6501X

White
UPC 0-72244-65013-6

- Ideal for small processing jobs.
- Twist of the cover turns it on and off.
- Just three pieces to clean.
- Rubber feet for stability.

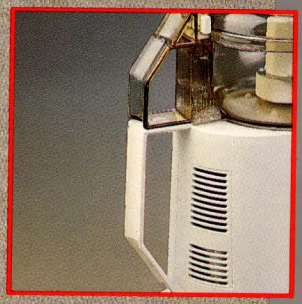
175 watts. Std. pk. of 4, ship. wt. 9.8 lbs., cube .527 cu. ft.

Special Features of Food Processors and Chopper Plus



ON/OFF Button

ON/OFF control button locks for continuous processing or pulses for greater control.



Easy Grip Handles

Handles on the bowls and base provide greater control during use.

WEST BEND®

Chopper Plus



No. 6493

White
UPC 0-72244-36493-4

- Compact for easier use.
- Whips cream faster than regular mixers. Also chops, minces, grates…

350 watts. Std. pk. of 1, ship. wt. 4.2 lbs., cube .355 cu. ft.



Includes stainless steel whipping attachment.

Food Processor



No. 6491

White
UPC 0-72244-36491-0

- Includes slicer/shredder attachment.
- Compact in size, BIG in performance.

350 watts. Std. pk. of 1, ship. wt. 4.7 lbs., cube. .399 cu. ft.

Each Food Processor and Chopper Plus Also Includes:

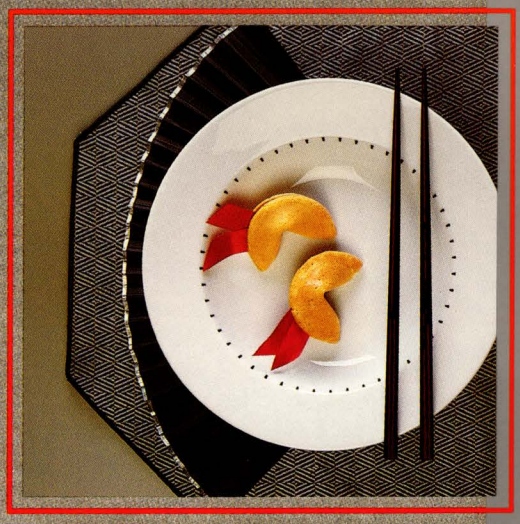
- Pouring holes in cover.
- Rubber feet for stability.
- Stainless steel cutting blades.
- 120 volts, AC only. UL listed.
- Full-color, benefit-oriented carton.

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Woks



- 7-Qt. Wok
- 6½-Qt. Wok
- 6-Qt. Wok
- 5¼-Qt. Wok
- 4-Qt. Wok

WEST BEND®

7-Qt. Electric Wok





No. 79807

Black/Red Design
UPC 0-72244-79807-4

- 1500 watts of power provides quick heating.
- SilverStone® premium non-stick interior.
- Immersible and dishwasher-safe with control removed.
- Includes steaming rack, two stir-fry spoons, 10 chopsticks and Better Homes and Gardens recipe booklet.

Std. pk. of 1, ship. wt. 7.2 lbs., cube 1.507 cu. ft.

6½-Qt. Electric Wok



No. 79506X

Red
UPC 0-72244-37950-1

- SilverStone® premium non-stick surface.
- Immersible and dishwasher-safe with control removed.
- Includes tempura rack and Better Homes and Gardens recipe booklet.

1000 watts. Std. pk. of 1, ship. wt. 6.8 lbs., cube 1.515 cu. ft.

WEST BEND®

6-Qt. Electric Woks



No. 79525X

Red
UPC 0-72244-37952-5

- Our most popular wok!
- Durable aluminum for fast, even heating.
- Non-stick interior.
- Includes tempura rack.

1000 watts. Std. pk. of 1, ship. wt. 5.6 lbs., cube 1.238 cu. ft.





No. 80006

Polished Stainless Steel
UPC 0-72244-80006-7

- Includes steaming rack, two stir-fry spoons, 10 chopsticks and Better Homes and Gardens recipe booklet.

1000 watts. Std. pk. of 1, ship. wt. 7.3 lbs., cube 1.261 cu. ft.

WEST BEND®

4-Qt. Electric Wok



No. 79804

Black
UPC 0-72244-79804-3

- Immersible and dishwasher-safe with control removed.
- Compact for easy storage.
- Non-stick interior.

1000 watts. Std. pk. of 1, ship. wt. 4.7 lbs., cube .752 cu. ft.

5¼-Qt. Electric Wok



No. 5109

Red
UPC 0-72244-35109-5

- Immersible and dishwasher-safe with control removed.
- SilverStone® premium non-stick interior.

1000 watts. Std. pk. of 1, ship. wt. 5.5 lbs., cube 1.229 cu. ft.

All woks also include:

- Adjustable, automatic temperature control.
- Heat-resistant handles, base and cover knob.
- 120 volts, AC only. UL listed.
- Full-color graphic label on benefit-oriented carton.

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SKILLETS & GRIDDLES



- SKILLETS
- OBLONG
- 13-INCH
- 12-INCH
- 11-INCH
- GRIDDLES

WEST BEND®

Oblong Electric Skillets



No. 72616

White/Country-blue Design
UPC 0-72244-72616-9

- SilverStone® premium non-stick surface.
- Large 14½" x 10½" x 2½" capacity.
- Dishwasher-safe with temperature control removed.
- Deep, oblong base provides large capacity.
- Adjustable steam vent on cover.

1300 watts, Std. pk. of 1, ship. wt. 7.6 lbs., cube 1.566 cu. ft.



No. 72106X

Almond/Brown Stripes
UPC 0-72244-37210-6

Same features as No. 72616.

13" Electric Skillet



No. 72607

White/Grey Design
UPC 0-72244-72607-7

- SilverStone® premium non-stick surface.
- Adjustable steam vent on cover.
- Includes chrome-plated steaming rack.
- Immersible and dishwasher-safe with heat control removed.
- Cover rest.

1300 watts, Std. pk. of 1, ship. wt. 7.0 lbs., cube 1.196 cu. ft.

WEST BEND®

12" Electric Skillets



No. 72630

White/Grey Seashells
UPC 0-72244-72630-5

- Dishwasher-safe with temperature control removed.
- SilverStone® premium non-stick surface.
- Adjustable steam vent on cover.

1200 watts, Std. pk. of 1, ship. wt. 5.7 lbs., cube 1.137 cu. ft.

No. 1440

Almond/Brown Stripes
UPC 0-72244-31440-3

Same features as No. 72630.



All models also feature:

- Adjustable temperature control.
- Heat-resistant handles and legs.
- Durable aluminum for fast, even heating.
- Bold, colorful graphic label.
- 120 volts, AC only. UL listed.

WEST BEND®

11" Electric Skillets



No. 72649

White/Country-blue Design
UPC 0-72244-72649-7

- Compact, convenient size.
- Non-stick surface.
- Immersible and dishwasher-safe.

1200 watts, Std. pk. of 1, ship. wt. 4.3 lbs., cube .834 cu. ft.



No. 72129X

Almond/Brown Design
UPC 0-72244-37212-0

Same features as No. 72649.



No. 72629

White/Grey
UPC 0-72244-72629-9

Same features as No. 72649, except has a SilverStone® Premium Non-Stick Surface.

Electric Griddles





No. 76208

UPC 0-72244-76208-2

- Adjustable temperature control.
- Immersible and dishwasher-safe with control removed.
- Non-stick, 17" x 11" cooking surface.
- Grease-well along edge.

1470 watts, 120 volts, AC only.
UL listed. Std. pk. of 1, ship.
wt. 6.2 lbs., cube .669 cu. ft.

No. 76204

UPC 0-72244-76204-4

- Non-stick, 12½" x 9¾" cooking surface.
- Adjustable temperature control.
- Immersible and dishwasher-safe with control removed.
- Grease-well along edge.

1300 watts, 120 volts, AC only.
UL listed. Std. pk. of 1, ship.
wt. 4.5 lbs., cube .508 cu. ft.

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CORN POPPERS



- STIR CRAZY® CORN POPPER
- HOT AIR POPPERS
- BUTTER-MATIC® CORN POPPERS

WEST BEND®

STIR CRAZY® CORN POPPER

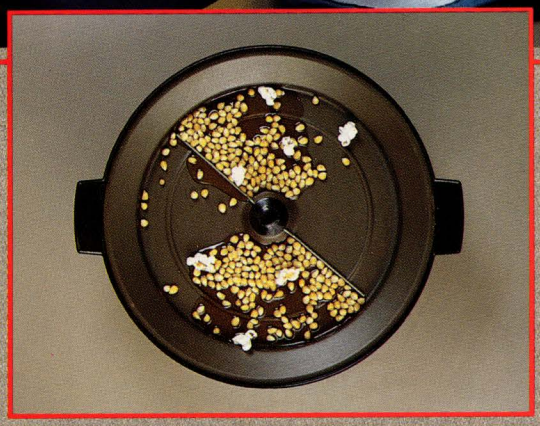


No. 5346

2 to 6 Qt. Corn Popper
UPC 0-72244-35346-4

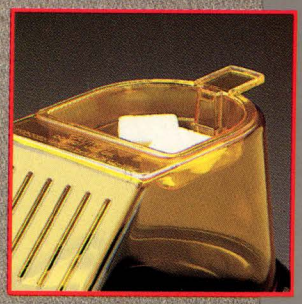
- Pops 25 percent more popcorn than ordinary poppers using the same amount of popcorn and LESS OIL.
- Exclusive motorized stirring rod.
- Cover flips for a serving bowl.
- Awarded the Popcorn Institute Seal of Quality Performance.

1000 watts. St. pk. of 1, ship. wt. 4.6 lbs., cube .756 cu. ft.



Hot Air Corn Poppers





Built-in butter well doubles as measuring cup. Holds ½ cup of kernels.



No. 82102

Poppery® II 4-Qt. Corn Popper
Almond
UPC 0-72244-82102-4

- Uses NO OIL for fewer calories and NO CHOLESTEROL.
- Pops FAST—four quarts in just a few minutes.
- Compact for easy storage.

1200 watts. Std. pk. of 1, ship. wt. 2.6 lbs., cube .328 cu. ft.

No. 82602

4-Qt. Hot Air Popper
White
UPC 0-72244-82602-9

Same features as No. 82102.

WEST BEND®

Hot Oil Corn Poppers



No. 82215

Butter-matic® 5
5-Qt. Hot Oil Popper
UPC 0-72244-82215-9

- Automatic temperature control helps prevent scorching.
- Cover flips for a handy serving bowl.

600 watts. Std. pk. of 1, ship. wt. 3.4 lbs., cube .664 cu. ft.

No. 82204

Butter-matic® II
4-Qt. Hot Oil Popper
UPC 0-72244-82204-5

- Cover flips for serving bowl.
- Automatic temperature control helps prevent scorching.

600 watts. Std. pk. of 1, ship. wt. 3.3 lbs., cube .605 cu. ft.



Models 5346, 82204 & 82215 Include:

- Built-in butter well.
- Non-stick popping surface.
- Heat-resistant base exterior.
- Colorful graphic label on carton.
- 120 volts, AC only. UL listed.

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Slow Cookers



- 6-Quart
- 4-Quart
- 3½-Quart

WEST BEND®

6-Quart Oblong Slow Cookers







No. 84606

White/Grey pattern
UPC 0-72244-84606-5

- Heat-resistant handles and base.
- Immersible and dishwasher-safe cooking pot and cover.
- Roasting rack included.

300 watts. Std. pk. of 1, ship. wt. 8.7 lbs., cube .816 cu. ft.

No. 84226

Tan/Rust Design
UPC 0-72244-84226-5

- Immersible/dishwasher-safe cooking pot and glass cover.
- Heat-resistant handles and base.
- Includes roasting rack.

300 watts. Std. pk. of 1, ship wt. 8.4 lbs., cube .855 cu. ft.

4-Quart Oblong Slow Cooker



No. 84624

White/Country-blue Design
UPC 0-72244-84624-9

- Cover and pot are immersible and dishwasher-safe.
- Heat-resistant base.

300 watts. Std. pk. of 1, ship. wt. 8.0 lbs., cube .662 cu. ft.

WEST BEND®

4-Quart Oblong Slow Cookers

No. 84604

Grey/Slate-blue seashells
UPC 0-72244-84604-1

- Heat-resistant base.
- Dishwasher-safe cover and pot.

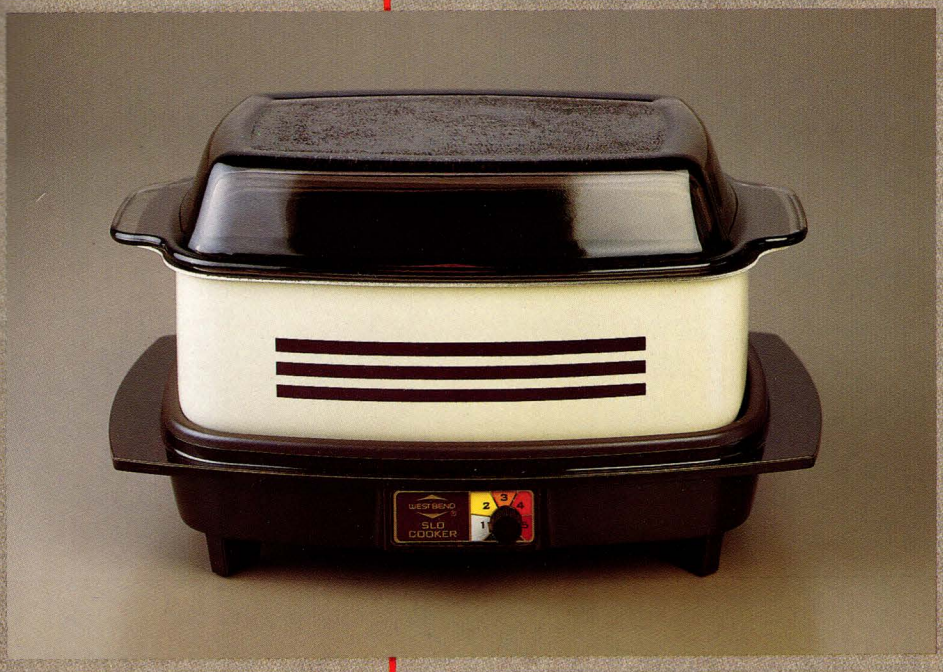
300 watts. Std. pk. of 1, ship. wt. 8.0 lbs., cube .662 cu. ft.



No. 84114

Almond/Brown stripes
UPC 0-72244-84114-5

Same features as No. 84604.



WEST BEND®

4-Quart Round Slow Cooker



No. 84144

Cream/Country-blue pattern
UPC 0-72244-84144-2

- Heat-resistant handles and base.
- Pot lifts off base for use on range or in the oven.

200 watts. Std. pk. of 1, ship. wt. 6.0 lbs., cube .513 cu. ft.

Special Features

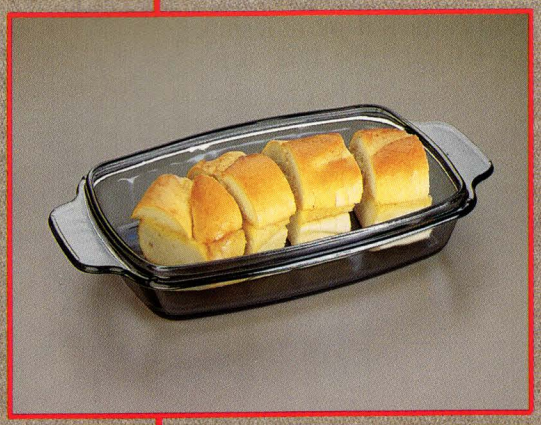
4-Qt. and 6-Qt. Oblong Models:

- Pot lifts off base for use on the range or in the oven.
- Base doubles as a handy mini-grill.



Models 84606, 84604, 84624, 84114

- Glass cover flips for a versatile casserole/serving dish.



3½-Quart Slow Cookers



No. 84513

Red/White Design
UPC 0-72244-84513-6

- Automatic temperature control.
- Cover is dishwasher-safe.
- Compact for easy storage.

170 watts. Std. pk. of 1, ship. wt. 3.6 lbs., cube .563 cu. ft.

Each Slow Cooker Also Features:

- Non-stick interior.
- Adjustable temperature control.
- Porcelain-on-aluminum exterior.
- 120 volts, AC only. UL listed.
- Colorful graphic litho label on carton.

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LARGE-CAPACITY COFFEEMAKERS



- PARTY PERKS
- INSULATED PARTY PERKS
- INSTITUTIONAL PERKS

WEST BEND®

12-30 Cup Party Perks



No. 58030

Polished Aluminum
UPC 0-72244-58030-3

- Serving light.
- Cool-tip filter basket.
- Automatic temperature control.

Detachable cord: 1090 watts.
Std. pk. of 1, ship. wt. 4.5 lbs., cube 1.148 cu. ft.

No. 58130

Almond
UPC 0-72244-58130-0

Same features as No. 58030.



12-30 Cup Insulated Party Perk



No. 57630

White/Country-blue Design
UPC 0-72244-57630-6

- Insulated to keep coffee fresh for hours.
- Serving light.
- Cool-tip filter basket.

Detachable cord: 1090 watts. Std. pk. of 1, ship. wt. 5.6 lbs., cube 1.087 cu. ft.

All Models Also Include:

- Water-level markings.
- Heat-resistant base, handles and legs.
- Two-way dripless faucet.
- 120 volts, AC only. UL listed.
- Attractive, four-color label on corrugated carton.

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WEST BEND®

12-22 Cup Party Perk



No. 58602

White/Country-blue Design
UPC 0-72244-58602-2

- Automatic temperature control.
- Cool-tip filter basket.

Detachable cord: 1090 watts.
Std. pk. of 1, ship. wt. 4.0 lbs., cube .992 cu. ft.

WEST BEND®

12-42 Cup Party Perk



No. 58002

Polished Aluminum
UPC 0-72244-58002-8

- Automatic temperature control.
- Serving light.
- Cool-tip filter basket.

Detachable cord: 1090 watts.
Std. pk. of 1, ship. wt. 4.5 lbs., cube 1.294 cu. ft.

Special Features

Every West Bend large-capacity coffeemaker has a lock-on lid. This feature helps minimize accidental spillage.



ND®

Institutional Perks



No. 33600

Polished Aluminum
UPC 0-72244-33600-9

- Glass coffee level gauge.
- Automatic temperature control.
- Brews 40 to 100 cups of coffee.
- ON/OFF switch.

1500 watts. Std. pk. of 1, ship. wt. 10.8 lbs., cube 2.407 cu. ft.

Models 43536, 13500 and 33600 Include:

- Instructions on nameplate.
- Serving light.
- Lock-on cover.

No. 13500

Polished Aluminum
UPC 0-72244-13500-8

- ON/OFF switch.
- Glass coffee level gauge.
- Automatic temperature control.
- 25 to 55 cup capacity.

1500 watts. Std. pk. of 1, ship. wt. 9.3 lbs., cube 2.027 cu. ft.

No. 43536

Polished Aluminum
UPC 0-72244-43536-8

- Automatic temperature control.
- 12 to 36 cup capacity.

1090 watts. Std. pk. of 1, ship. wt. 5.5 lbs., cube 1.402 cu. ft.

PERCOLATORS



4 TO 8 CUP

5 TO 9 CUP

WEST BEND®

4 to 8 Cup Electric Percolators



No. 51608

Blue Floral
UPC 0-72244-51608-1

Same features as No. 51628.



No. 51628

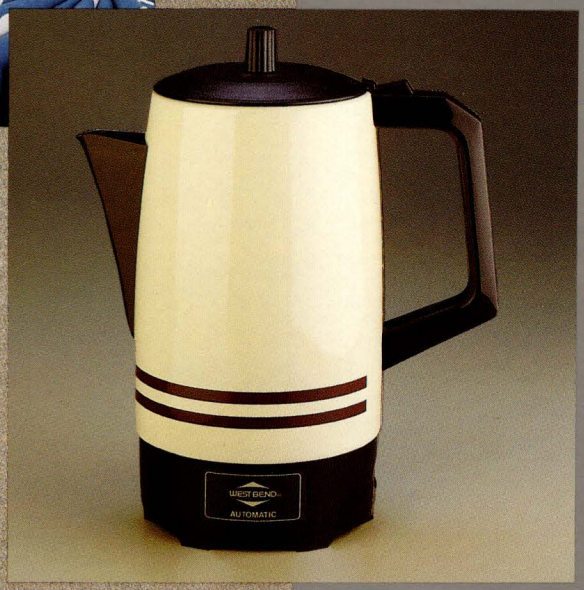
Mauve/Lavender/Green Floral
UPC 0-72244-51628-9

- Automatic temperature control.
- Durable, white polypropylene.

650 watts. Std. pk. of 3, ship. wt. 5.4 lbs., cube .961 cu. ft.

5 to 9 Cup Automatic Percolators





No. 9466

Polished Aluminum
UPC 0-72244-29466-9

- Polished aluminum exterior.
- Seamless interior.
- Automatic temperature control.

650 watts. Std. pk. of 3, ship. wt. 6.3 lbs., cube 1.196 cu. ft.

No. 54119

Almond/Brown Stripes
UPC 0-72244-54119-9

- Seamless aluminum interior.
- Automatic temperature control.
- Stain-resistant finish.

650 watts. Std. pk. of 3, ship. wt. 6.3 lbs., cube 1.196 cu. ft.

WEST BEND®

4 TO 8 CUP AUTOMATIC PERCOLATOR

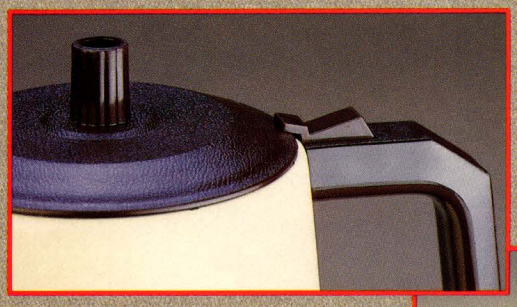


No. 51108

Almond
UPC 0-72244-51108-6

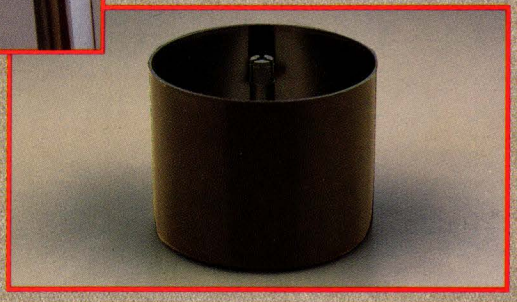
- Wide base for stability.
- Metal basket and stem.
- Thermal safety fuse.
- Automatic temperature control.

490 watts. Std. pk. of 3, ship. wt. 6.7 lbs., cube 1.157 cu. ft.



Each perk includes a lock-on or twist-lock cover to help minimize accidental spillage.

All perks except 51108 include the cool-tip plastic filter basket for easy removal of grounds.



All Perks Include:

- Interior water-level markings.
- Heat-resistant handle, base and cover knob.
- 120 volts, AC only. UL listed.
- Colorful graphic litho label on carton.

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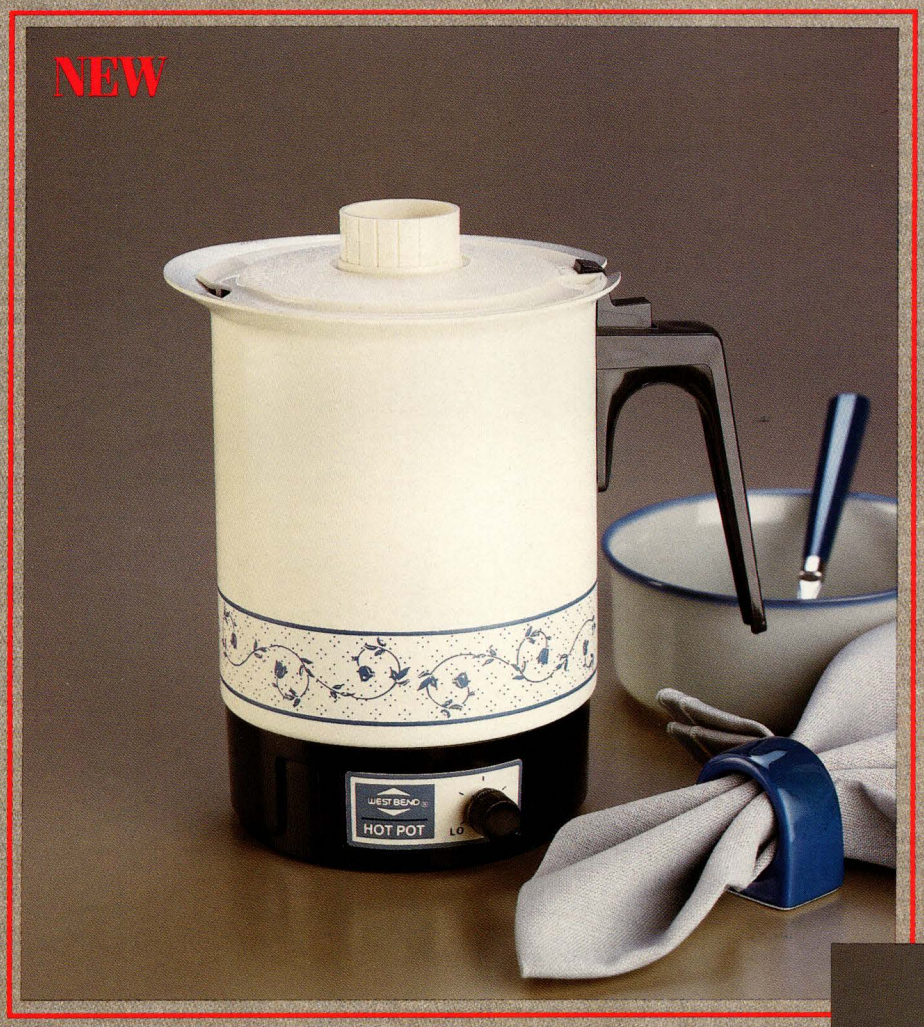
HEAT AND SERVERS



- 2 TO 6 CUP
- 2 TO 5 CUP
- TRAVEL CADDY™ BEVERAGE MAKER

WEST BEND®

2 TO 6 CUP HOT POT™ HEAT AND SERVERS



No. 53616

White/Country-blue Design
UPC 0-72244-53616-4

- Seamless aluminum construction.
- Adjustable temperature settings.
- Compact, portable design.

600 watts. St. pk. of 3, ship. wt. 5.2 lbs., cube .859 cu. ft.

No. 3253

Red
UPC 0-72244-23253-0

Same features as No. 53616.



2 to 5 Cup Hot Pot™ Heat and Servers



All Models Include:

- Automatic temperature control.
- Interior water-level markings.
- Heat-resistant handles, base and cover knob.
- "Lock-on" or "twist-lock" covers to help minimize accidental spillage.
- 120 volts, AC only. UL listed.

Thermal Fuse for Added Safety.



No. 53625

Blue Floral
UPC 0-72244-53625-6

- Lightweight, durable polypropylene.
- Thermal safety fuse.
- Compact, portable design.
- Pouring lip helps prevent dripping.

600 watts. Std. pk. of 3, ship. wt. 3.8 lbs., cube .531 cu. ft.

No. 53505

Red
UPC 0-72244-53505-1

Same features as No. 53625.

WEST BEND®

TRAVEL CADDY™ BEVERAGE MAKER





No. 53602

White/Grey, Red Decal
UPC 0-72244-53602-7

- Compact. Parts fit together in a handy travel bag.
- Automatically shuts off after two hours.
- Brewing basket has pause valve.
- Includes: Two cups, two storage containers, spoon and electric cord.
- 500 watts, 120 volts, AC only. UL listed.
- Full-color litho carton.

Std. pk. of 4, approx. ship. wt. 12.5 lbs., approx. cube .513 cu. ft.

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SPECIALTY ELECTRICS



- POTPOURRI POTS
- DEEP FRYER
- ELECTRIC FONDUE POTS
- BUFFET SERVER II
- WARMING TRAY
- ELECTRIC JUICER
- EGG COOKER

WEST BEND®

Electric Potpourri Pots



No. 53614

White/Blue, Mauve Design
UPC 0-72244-53614-0

- Easy to use. No candles to watch or replace.
- Three-cup capacity.
- Lock-on cover helps minimize accidental spillage.
- FREE starter package of potpourri included.

55 watts, 120 volts, AC only, detachable cord. UL listed. Attractive gift-style carton. Std. pk. of 3, ship. wt. 4.1 lbs., cube .596 cu. ft.

No. 53644

White/Country-blue Design
UPC 0-72244-53644-7

Same features as No. 53614.

No. 53634

White/Sage-green Design
UPC 0-72244-53634-8

Same features as No. 53614.

Buffet Server II/Warming Tray

No. 89010

Polished Stainless Steel
UPC 0-72244-89010-5

- Adjustable temperature control.
- Serving unit holds 3 warming dishes—two 1½-quart glass dishes and one 3-quart stainless steel dish (included).

350 watts, 120 volts, AC only. UL listed. Attractive, full-color label on corrugated carton. Std. pk. of 1, ship. wt. 20.3 lbs., cube 1.582 cu. ft.





Base doubles as a warming tray.

No. 89001

Polished Stainless Steel
UPC 0-72244-89001-3

- 22" x 10" surface with grid pattern to reduce accidental scratches.
- Adjustable temperature control.
- Heat-resistant handles and base.

350 watts, 120 volts, AC only. UL listed. Attractive full-color label on corrugated carton. Std. pk. of 1, ship. wt. 10.16 lbs., cube .85 cu. ft.

NEW



WEST BEND®

Deep Fryers



No. 83804

Black
UPC 0-72244-83804-6

- Non-stick interior.
- Broad base for stability.
- Heat-resistant, easy-grip handle.
- Slotted metal spoon, plastic storage cap, detachable cord.
- 1100 watts, 120 volts, AC only. UL listed.

Attractive, full-color label on corrugated carton. Std. pk. of 1, ship. wt. 3.0 lbs., cube .468 cu. ft.

No. 83604

White Speckled Enamel
UPC 0-72244-83604-2

Same features as No. 83804, except has ready light that signals when oil is hot.

WEST BEND

Electric Juicer/ Automatic Egg Cooker

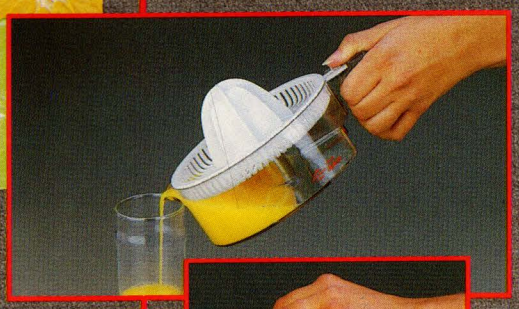


No. 6025

White
UPC 0-72244-36025-7

- Seed strainer.
- Pressure activated cone.
- Built-in pitcher with pouring spout.
- Non-skid feet for stability.

25 watts, 120 volts, AC only. UL listed. Attractive, full-color label on corrugated carton. Std. pk. of 4, ship. wt. 9.7 lbs., cube .843 cu. ft.





No. 86618

White
UPC 0-72244-86618-6

- Hard cooks 8 eggs or poaches 4.
- Automatic shut-off.
- On light.
- Includes egg rack, poaching pan and measuring cup.

600 watts, 120 volts, AC only. UL listed. Std. pk. of 3, ship. wt. 9.8 lbs., cube 1.248 cu. ft.





ND®

Electric Fondue Pots





No. 88502

Red
UPC 0-72244-88502-6

- Adjustable temperature control.
- Non-stick interior.
- Immersible and dishwasher-safe with heat control removed.
- Includes four forks with heat-resistant handles.
- Removable metal ring with fork holder slots.

600 watts, 120 volts, AC only. UL listed. Attractive, full-color label on corrugated carton. Std. pk. of 1, ship. wt. 3.2 lbs., cube .398 cu. ft.



No. 88602

White/Grey
UPC 0-72244-88602-3

Same features as No. 88502.

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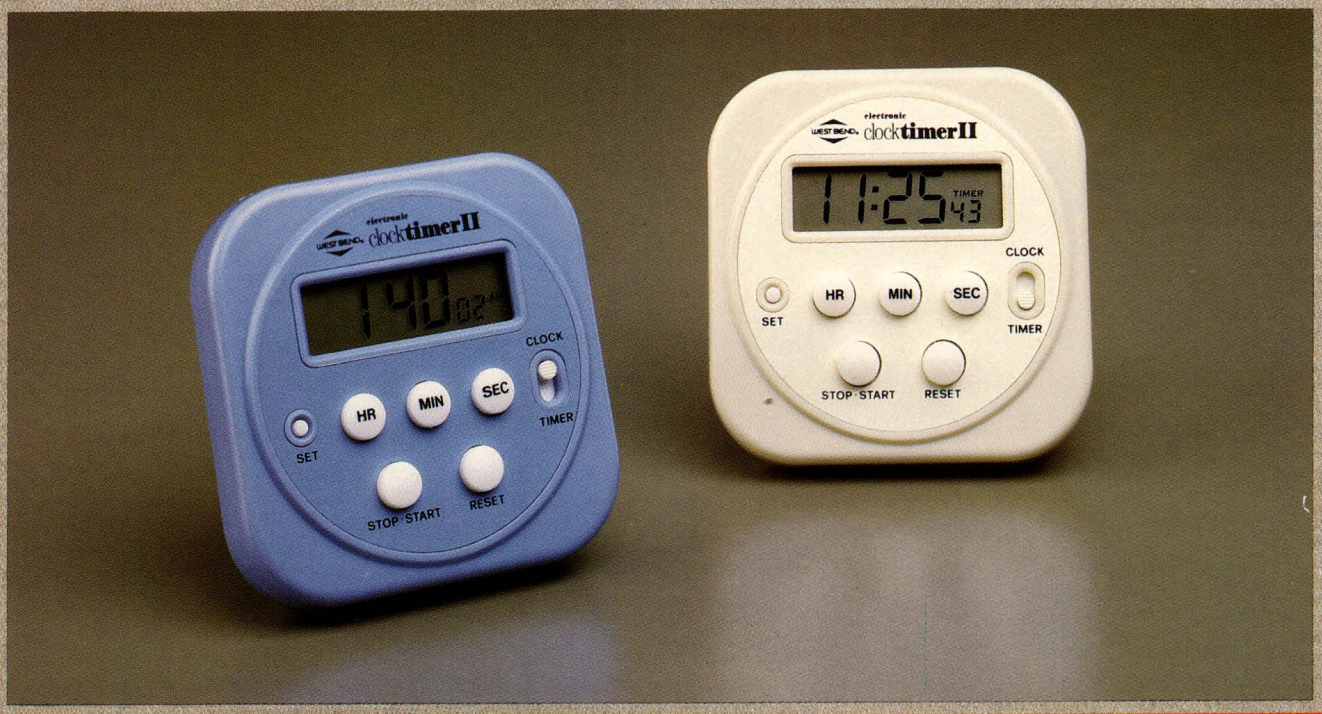
TIMERS



- CLOCK TIMER II
- TRIPLE TIMER
- ELECTRONIC TIMER
- CLOCK TIMER

WEST BEND®

Clock Timer II/Triple Timer® Electronic Timers



No. 40025

Clock Timer II
Slate Blue
UPC 0-72244-40025-0

- Precision clock counts up or down in seconds.
- Clips to pocket, stands or magnetically attaches to metal.
- Memory recalls previous timing period.

Clock displays hours, minutes, seconds and AM/PM mode.
Battery included. Std. pk. of 6, ship. wt. .9 lbs., cube .069 cu. ft.

No. 40026

Clock Timer II
Almond
UPC 0-72244-40026-7

Same features as No. 40025.

No. 40000

Triple Timer® Electronic Timer
UPC 0-72244-40000-7

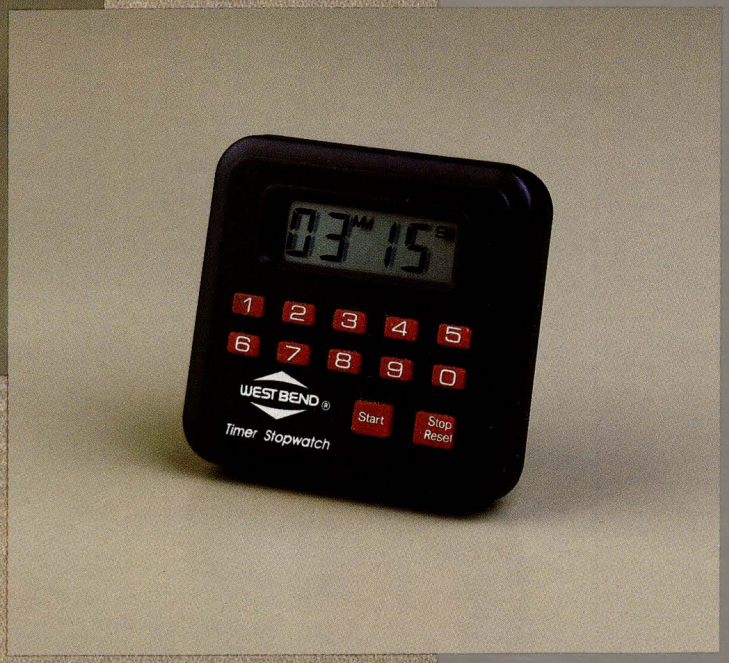
- Times three activities simultaneously.
- Each channel counts down from 10 hours to 1 second and has its own distinctive beep.
- Ideal for kitchen use.

Full-color chipboard carton. Std. pk. of 6, ship. wt. 1.4 lbs., cube .091 cu. ft.



Electronic Timer/Stopwatch





No. 40005

Electronic Timer
UPC 0-72244-40005-2

- Times from 100 minutes down to 1 second.
- Emits electronic tone when it's done timing.
- Handy clip, stand, magnet and hanging hole.

Battery included. Std. pk. of 6, ship. wt. .9 lbs., cube .076 cu. ft.

No. 40007

Electronic Stopwatch/Timer
UPC 0-72244-40007-6

- Handy clip, stand, magnet and hanging hole.
- Counts down from 100 minutes. Counts up to 60 minutes. Recycles automatically.
- Pocket size.

Battery included. Std. pk. of 6, ship. wt. .9 lbs., cube .076 cu. ft.

WEST BEND®

Electronic Clock/Timer



No. 40022

Electronic Clock/Timer
UPC 0-72244-40022-9

- Counts up or down from one second to 24 hours.
- Built-in memory.
- Pocket size.
- Electronic alarm sounds for 60 seconds. Turns off automatically.
- Handy clip, magnet, stand and hanging hole.

Battery included. Std. pk. of 6, ship. wt. .8 lbs., cube .054 cu. ft.

All Timers Include:

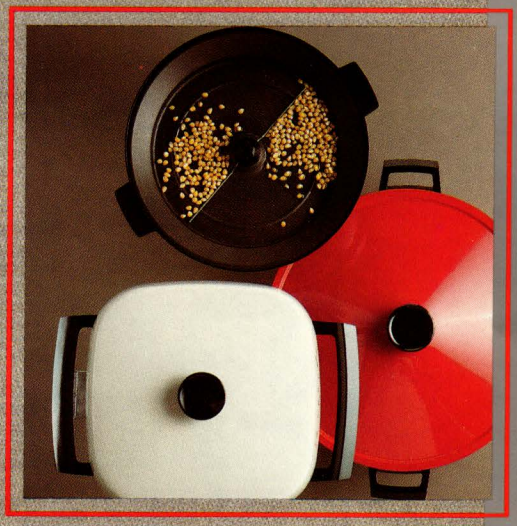
- LCD digital readout.
- Electronic tone signals.
- Quartz crystal.

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MERCHANDISING



- PACKAGING
- HANG TAGS
- DISPLAYS
- LITERATURE

WEST BEND®

PACKAGING



Each of your West Bend products are packaged in a sturdy, eye-catching carton that stands out in a crowd. Tantalizing photography, a dramatic color bar and upbeat design complete their appeal and increase your selling power at the point of sale.

HANG TAGS/DISPLAYS





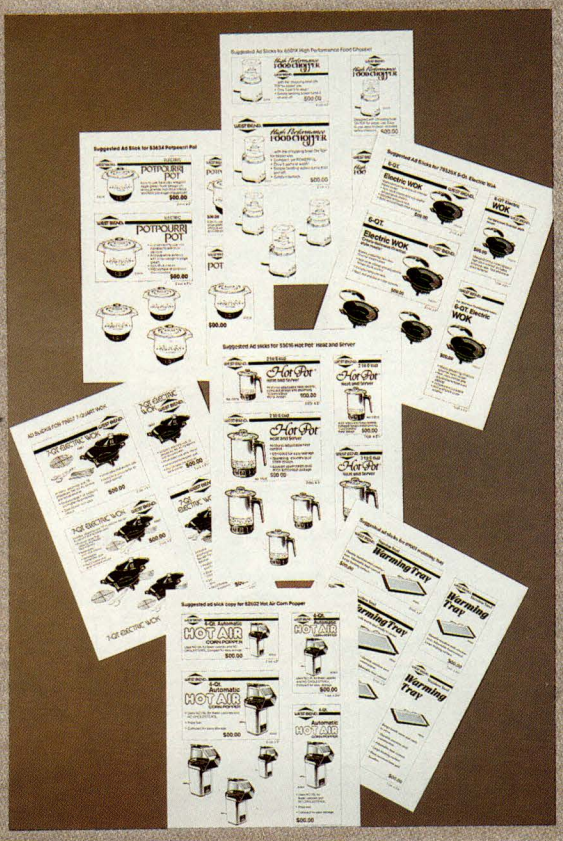
While other point-of-purchase literature soon becomes tattered and lost, ours can't. They're laminated to stay looking great. And, plastic straps keep them in place. Tags are available with most of our popular items. Ask your West Bend representative for details.

Show off your products in 3-D. This clever display lets you showcase your West Bend products and literature simultaneously. Best of all, it takes little more shelf space than the product itself.

WEST BEND®

CATALOG PAGES/AD SLICKS





Camera-ready ad slicks are available on all West Bend products on the back of our catalog pages. Black & white photos or color transparencies are also available for your advertising/public relations programs by request.

In addition, individual catalog pages are available on all West Bend products. They provide you with in-depth information on individual products. And, you can always count on West Bend's sales representatives —they're as near as your telephone.

For more information, write THE WEST BEND COMPANY, 400 Washington Street, West Bend, WI 53095 U.S.A.

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ADVERTISING



- PRINT
- TELEVISION
- CONSUMER AD SCHEDULE

WEST BEND®

MAGAZINES/NEWSPAPERS



In the home. At the office. Even in transit. A variety of popular magazines and *USA Today* will offer consumers dozens of great gift ideas for Mother's Day, weddings and the holidays. Ads and four-page inserts feature the new Cook 'n Serve™ Cool-Touch Skillet, Quik Drip® Coffeemakers and other popular West Bend appliances. Look for them in spring and fall.

TELEVISION/GAME SHOWS

Lights. Roll. Action. Split 30-second television spots (two 15-second commercials shown back-to-back) will increase West Bend awareness in over 25 spot and national cable markets. Spots feature our Food Processor, Chopper, Potpourri Pot and new Quik Drip® Coffeemaker. Watch for them in May, November and December.

In addition, West Bend products will be won by contestants on these popular game shows—

- Wheel of Fortune
- Scrabble
- The Price is Right
- $25,000 Pyramid
- Super Password









WEST BEND®

1990 Consumer Ad Schedule

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Bon Appetit (1.3 million)											4-page insert	
Brides (480,000)												
Cooking Light (800,000)												
Cooks (225,000)												
Country Living (1.7 million)												
Food & Wine (800,000)											4-page insert	
Family Circle (5 million)												4-page insert
Good Housekeeping (5 million)												4-page insert
Gourmet (700,000)												
Midwest Living (600,000)												
Parenting (600,000)												
Southern Living (2.3 million)												
Sunset (1.3 million)												
USA Today (3.5 million)												

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HISTORY



WEST BEND®



Since its humble beginning in 1911, The West Bend Company has kept in step with consumers' changing lifestyles. From the first aluminum pans and waterless cooker to electric woks and Quik Drip® coffeemakers, West Bend has been a leader in the housewares industry. And today, like in 1911, the West Bend name is synonymous with innovation and quality.



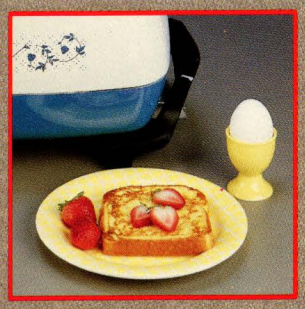
Over the years, The West Bend Company has grown from 14 employees to nearly 1300 at its 1.5 million square foot manufacturing facility in West Bend, Wisconsin. West Bend also operates sales offices in San Diego, Atlanta, Chicago and Barrie, Ontario.

The West Bend Company is a business unit of Premark International, a corporation that includes such well-known trademarks as Hobart, Tupperware, Vulcan and Wilsonart.

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