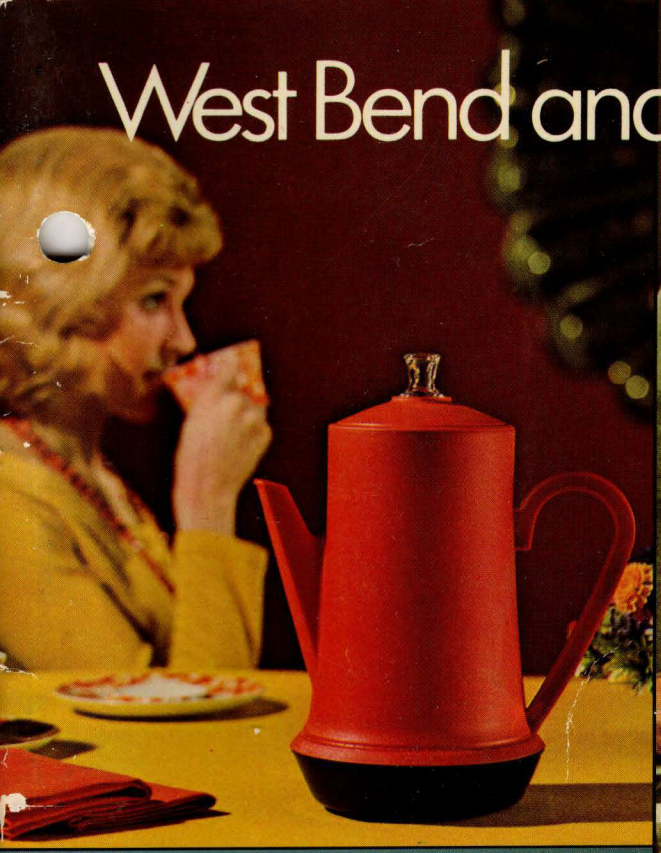
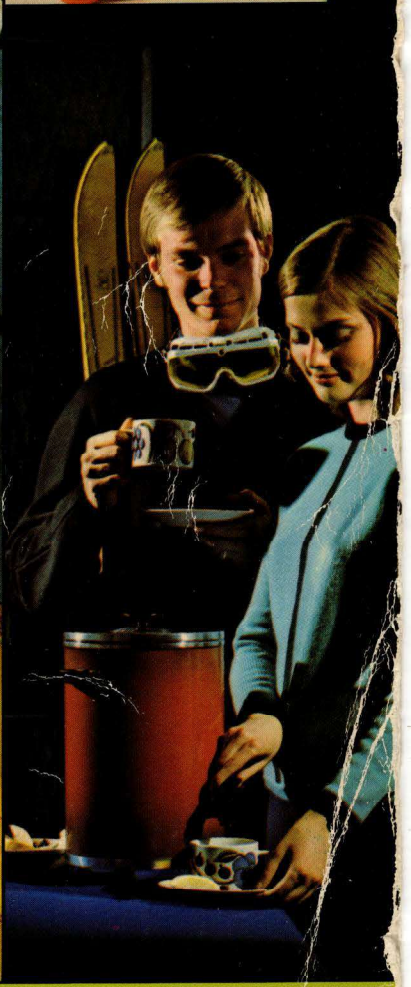
West Bend and the art of good living







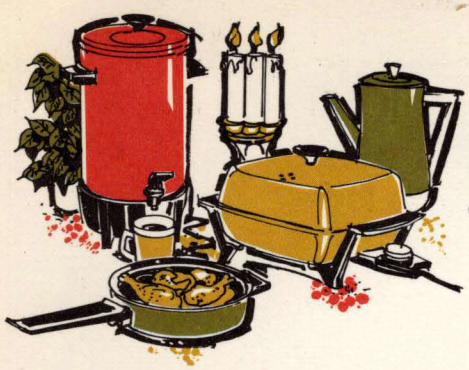






WEST BEND®

Catalog No. 38



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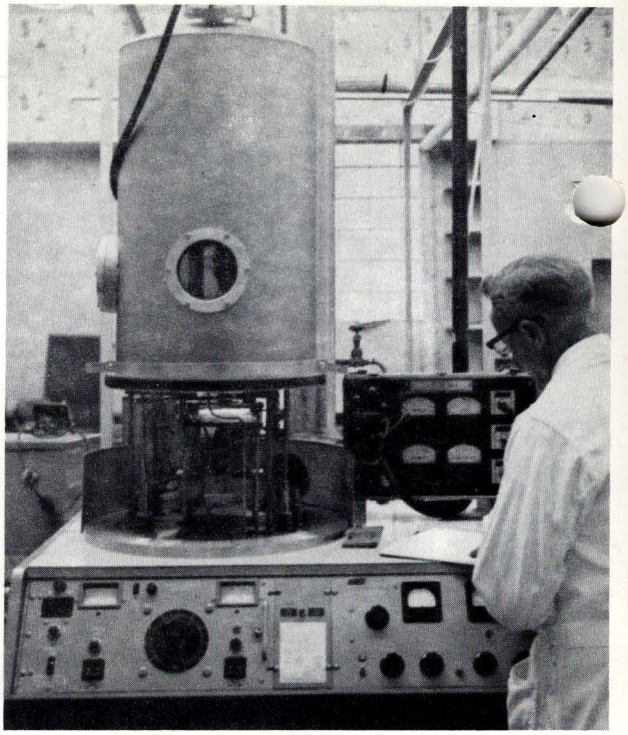
steadily growing for better service...

As a manufacturer of fine cookware and creative electric housewares, our goal is to help you satisfy more customers.

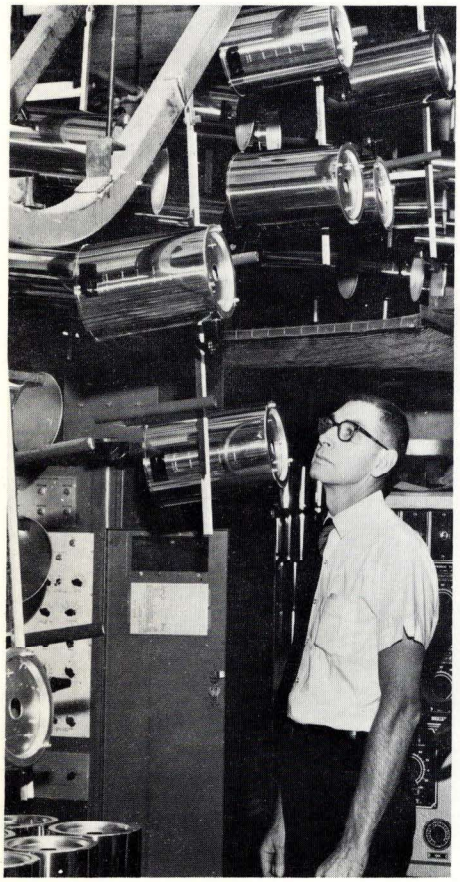
The coordinated efforts of market research specialists and skilled engineers create new products which make West Bend a trendsetter in the housewares industry. Inspection at each step in production and testing by the home service department is your assurance that every West Bend product is a reliable performer. Personal attention to consumer needs by the customer service department and its authorized service stations further assures you that West Bend is a company "...where craftsmen still care."

A 280,000 sq. ft. building, completed in 1970, is the company's third major addition in four years, bringing total plant facilities at West Bend to 1.5 million sq. ft.

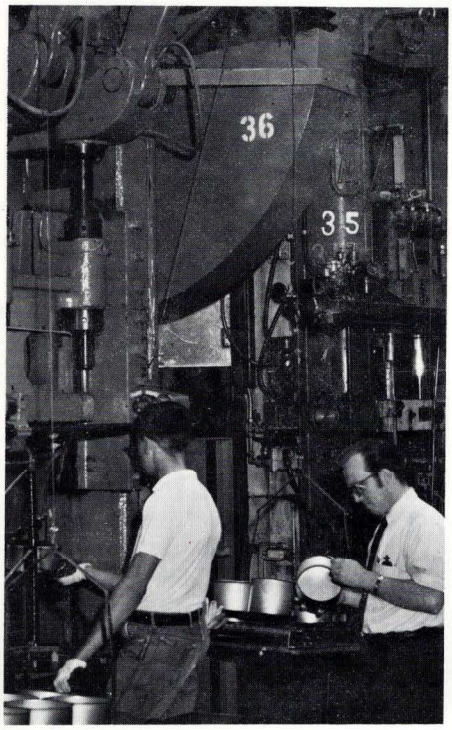
The 250,000 sq. ft. Distribution Center, with enclosed conveyor system, automated tow lines, indoor loading area for railroad cars and a fleet of 20 company-owned trucks, achieves efficiency unsurpassed in the industry. A network of forwarding points in Sheridan, Ark., Anoka, Minn., Rockfield, Wis., Barrie and Toronto, Ont., and warehouses in Jacksonville, Fla., Trenton, N.J., Dallas, Los Angeles, and Seattle, support the operation that services West Bend's customers throughout the nation.



Skilled engineers, using modern manufacturing technology, develop new products.



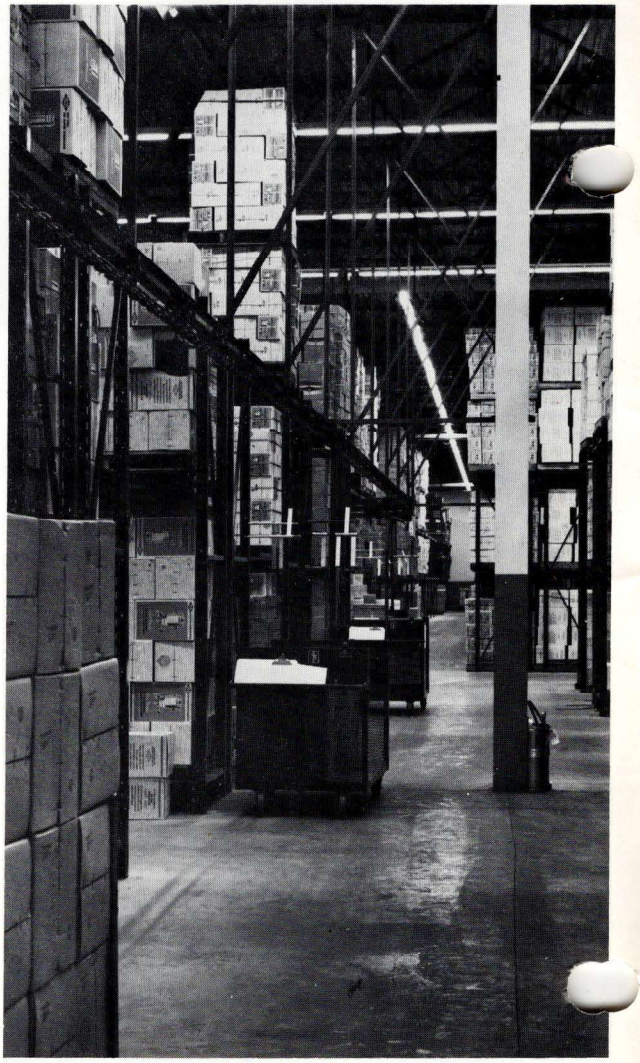
Detailed inspection at each step of production assures high, uniform quality.



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



New 42 foot high enclosed conveyor transfers finished goods to Distribution Center.



Automated tow lines in the new Distribution Center have reduced order filling time by 50 percent.

WEST BEND®

Section 1
ELECTRIC HOUSEWARES



Planning with fashionably designed, creative electric housewares can achieve the relaxed, informal atmosphere of contemporary living. Automatic convenience and attractive buffet styling built into every West Bend appliance makes each a unique recreational dining accessory.



electric housewares

the flavor of far off exotic places





***electric* ORIENTAL WOK**

Unique and new from West Bend! For authentic oriental cooking, heat is concentrated on the bottom. West Bend automatic control assures exact temperatures. Spacious, sloping sides are specifically designed for preparing oriental "all-in-one" specialties. Extra-thick aluminum spreads heat smoothly, cooking all foods evenly. A beautiful server, too, with genuine porcelain exteriors in mandarin red or jade green. Fired-on no-stick interior finish prevents sticking, cleans in a jiffy. Dishwasher-safe, with automatic control removed.



6 qt. Electric Wok. Porcelain on aluminum, 12 gauge pan, 16 gauge cover. Fired-on no-stick interior. No-stick coated cover. Black phenolic trim. Height 8¼", diameter 14". Detachable heat control (150° to 425°). 1,000 watts, 120 volts, AC only. UL listed. Individual corrugated container, std. pk. of one, ship. wt. 6 lbs.

No. 5109 Mandarin Red
No. 5110 Jade Green

***automatic* FONDUE POT**

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

2 qt. Automatic fondue pot. Porcelain on aluminum, 18 gauge pan, 14 gauge cover. Black phenolic trim. Fired-on no-stick interior. Detachable heat control; "meat," "cheese," "dessert" settings. 600 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 4½ lbs. Includes 4 forks.

No. 5397 Pimento
No. 5398 Cheddar

a Country Inn buffet wins lively praises

Country Inn
12" COUNTRY SKILLET

All the features, all the versatility to meet modern cooking needs! Homemakers can cook *and* serve anywhere because exact temperatures are maintained automatically. Fired-on no-stick inside is scratch-resistant and stickfree for carefree cooking. Beautiful porcelain-on-aluminum outside, for attractive serving and convenient, automatic dishwasher cleaning.

12" Automatic Country Skillet. Porcelain-on-aluminum. 8 gauge pan, 12 gauge cover. Fired-on no-stick interior, no-stick coated cover. Black phenolic trim. Detachable heat control (150° to 425°). 1255 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of 2, ship. wt. 15¼ lbs.

No. 13350 Avocado
No. 13360 Harvest
No. 3430 Paprika



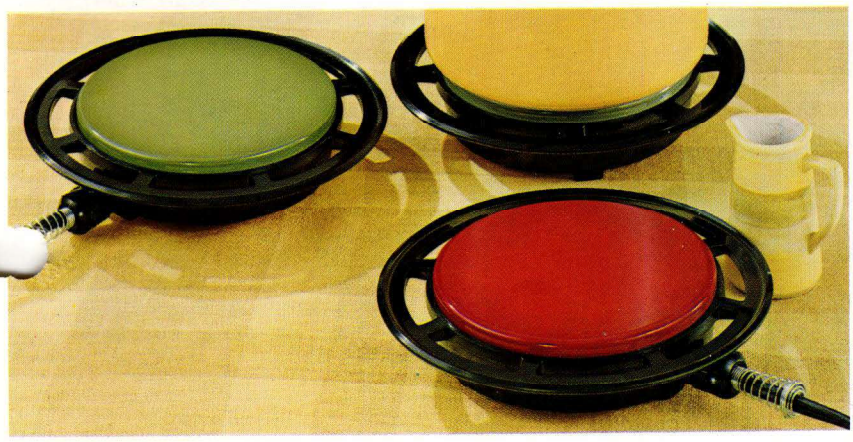
Country Inn
5 qt. COUNTRY KETTLE

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

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

No. 13366 Avocado
No. 13365 Harvest
No. 3435 Paprika





Country Inn
ELEC-TRIVET

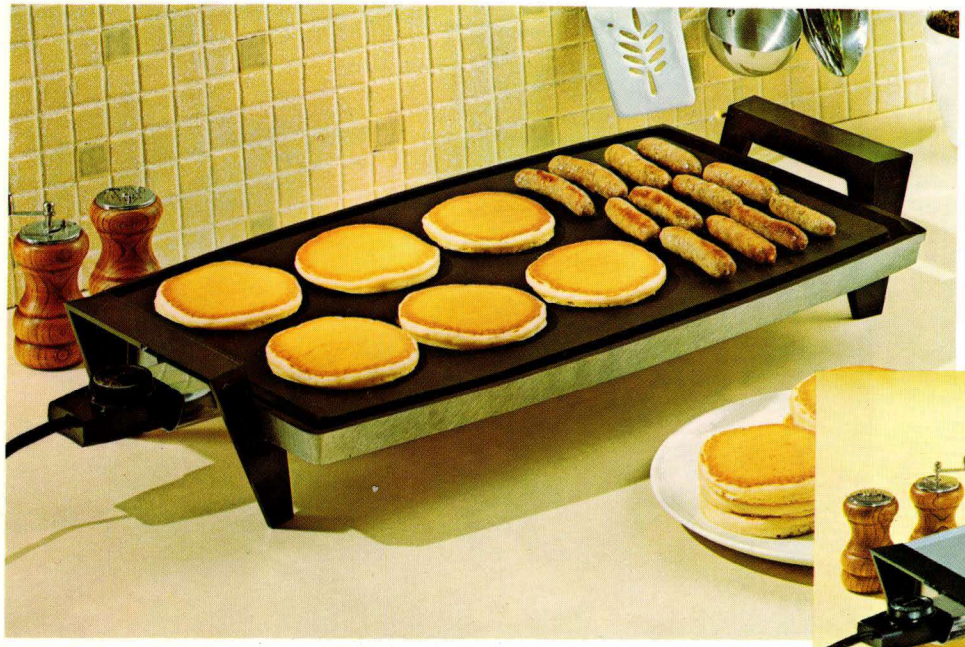
This handy low-wattage trivet-warmer keeps buffet favorites deliciously-hot. Slow-simmers beans, soups, stews, too. Perfectly safe for metal, ceramic, china or glass serving ware. Rock-hard porcelain on stainless steel wipes clean with a damp cloth. Decorative black rim.

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

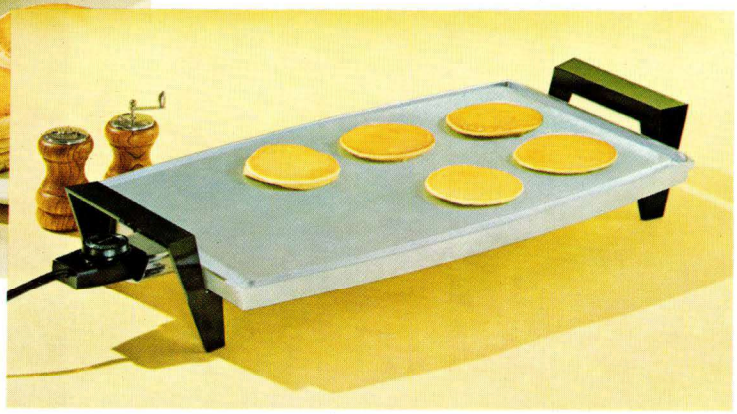
No. 3324 Avocado
No. 3325 Harvest
No. 3436 Paprika

electric housewares

West Bend innovation saves a woman's time



carefree "griddling" for breakfast, lunch or delicious party fare



GRIDDLE 'N SERVER *with no-stick surface*

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

No. 73941 Automatic griddle. Triple-thick cast aluminum. Fired-on no-stick surface. 10½" x 19½". Black phenolic trim. All-around grease well. Detachable heat control (150° to 425°). 1255 watts, 120 volts, AC only, UL listed. Individual corrugated container, std. pk. of one, ship. wt. 9½ lbs.

automatic aluminum **GRIDDLE**

Keeps hot snacks warm, for hours of attractive party serving. Convenient at breakfast too. Automatic.

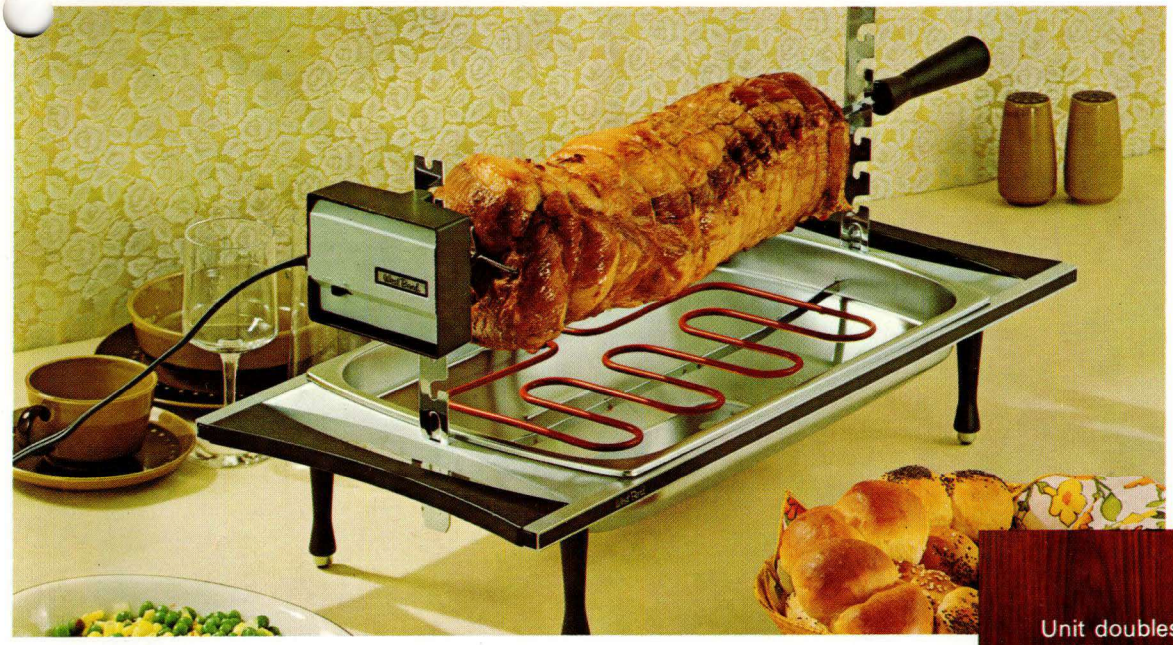
No. 13541 Automatic griddle (natural aluminum surface). Triple-thick cast aluminum. 10½" x 19½". Black phenolic trim. All around grease well. Detachable heat control (150° to 425°). 1255 watts, 120 volts, AC only, UL listed. Individual corrugated container, std. pk. of one, ship. wt. 9½ lbs.



AUTOMATIC GRIDDLE
with Fired-on no-stick surface

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

No. 3543 Automatic griddle. 8 gauge stamped aluminum. Fired-on no-stick coated surface. 12⅜" x 19⅝". Black phenolic side handles. Grease well. Detachable heat control (150° to 425°). 1470 watts, 120 volts, AC only, UL listed. Individual corrugated container, std. pk. of one, ship. wt. 6⅜ lbs.



for delicious cookout flavor ...indoor convenience



smokeless **BROILER-ROTISSERIE**

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

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



genuine stoneware

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

A homemaker's delight! Baked beans, hot potato salad, chili, stew, can be prepared ahead and left to slow-simmer all day for delicious baked-in flavor. Buff-white decorated Patio-Server or deep brown glazed Bean Pot—both are attractive servers that let family or guests help themselves. For easier cleaning, chrome-plated heating unit is separate from pot.

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

No. 3288 Buffet-Patio Server (buff-white)
No. 3299 Bean Pot (brown)

electric housewares

serve with confidence . . . automatically!



genuine porcelain on aluminum **11" BUFFET SKILLET**

Fired-on no-stick interiors resist scratching, are dishwasher-safe. Completely automatic.

Automatic skillet. Porcelain on aluminum, 8 gauge pan, 16 gauge cover. 11" x 11". Fired-on no-stick interior. Black phenolic trim. Detachable heat control (150° to 425°). 1255 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 6½ lbs.

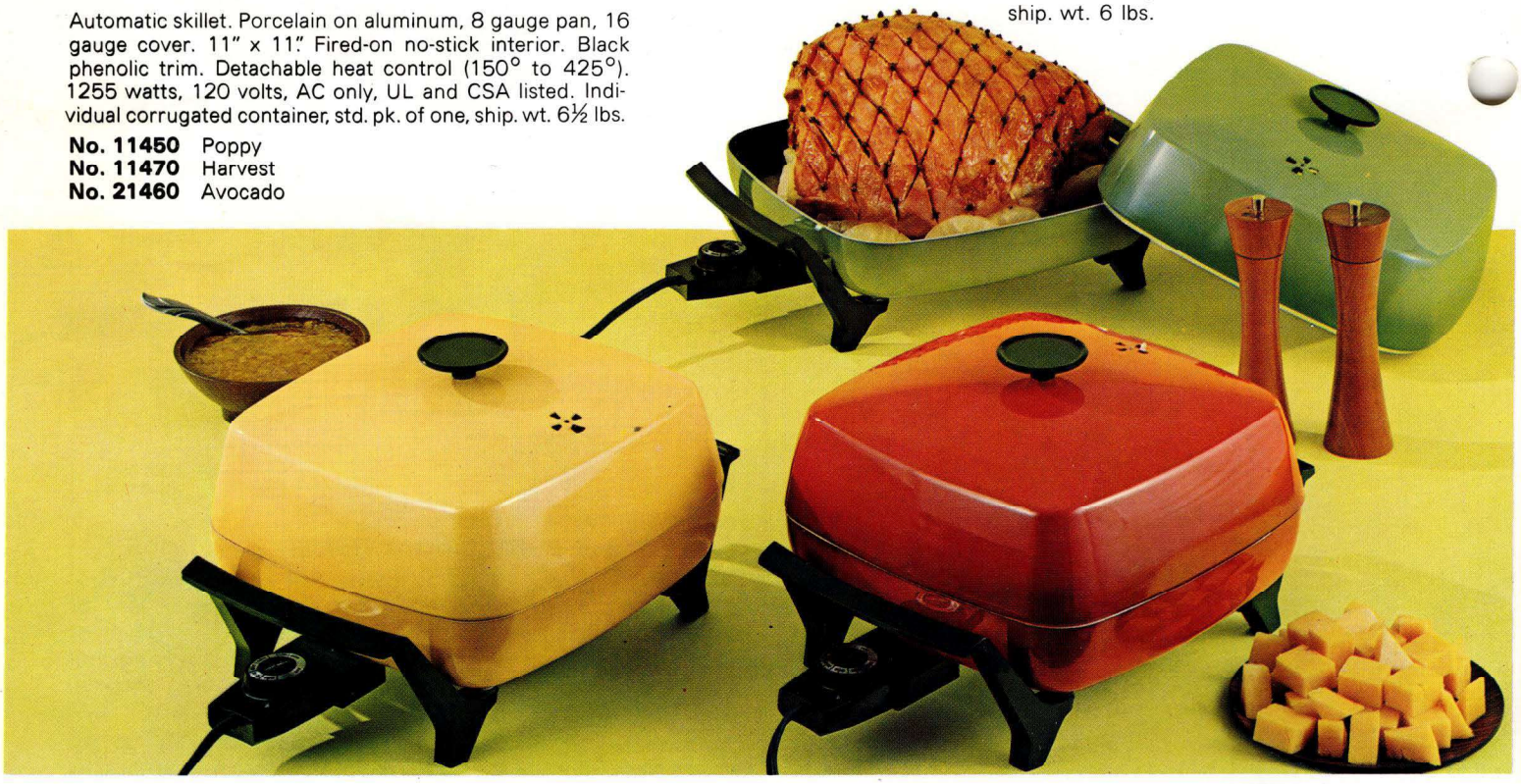
No. 11450 Poppy
No. 11470 Harvest
No. 21460 Avocado



automatic **11" SKILLET**

Tough no-stick finish is fired-on for use with metal spoons and spatulas. Exact temperature is maintained for proper cooking.

No. 28222 Automatic skillet. Polished aluminum, 8 gauge pan, 18 gauge cover. 11" x 11". Fired-on no-stick interior. Vented cover. Black phenolic trim. Side handle with temperature guide. Detachable heat control (150° to 425°). 1255 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 6 lbs.



PARTY SKILLET *with beautiful porcelain color*

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

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

No. 3306 Avocado
No. 3316 Harvest
No. 3326 Paprika

automatic see 'n serve
4 qt. CORN POPPER

An ice-breaker for adult parties, entertainment for children and teenagers. See-through cover lets everyone watch kernels dance and bounce about as they pop! Completely automatic and ready to "flip" over and serve from the clear cover/server. Handsome black phenolic base with convenient stick-free surface for easy clean-up. A welcome gift for family fun and impromptu parties.

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





electric **4 qt. CORN POPPER**

For delicious popcorn without stirring or shaking. When popping stops, just pull the plug and it's ready to serve. Classic polished aluminum is traditional favorite.

No. 5468 4 qt. Electric corn popper. Polished aluminum. Black phenolic trim. Height 9¾", diameter 8". Detachable cord. 400 watts, 120 volts, AC only, UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 7½ lbs.



colorful automatic
4 qt. CORN POPPER

Bright color spices up a party! Automatic convenience adds to corn popping fun. Never needs stirring or shaking. When it's done, unit shuts off and "serve" light signals. Stain-resistant finish is easy to keep clean with just a damp cloth.

4 qt. Automatic corn popper. Acrylic color on aluminum. Black phenolic trim. Serve light. Height 10⅞", diameter 9". Detachable cord. 525 watts, 120 volts, AC only, UL listed. Individual corrugated container, std. pk. of 3, ship. wt. 7½ lbs.

No. 5479 Poppy
No. 5480 Avocado
No. 5481 Harvest

electric housewares

active people depend on West Bend convenience



ELECTRIC HAND STEAMER

Wrinkles Away™ saves time because it needs no accessories. Just fill with ordinary tap water, plug into outlet and move steamer head over fabric. Wrinkles disappear from clothing, draperies and slipcovers; nap is restored in velvet and corduroy. Stick-free steamer head never gets hot so fabric can't scorch. Unique baffle system in neck keeps water from spilling out. Unit stands upright during three minute pre-heat time or while changing garments. Safe for all fabrics. Thoughtful gift for busy people who value good grooming. Lightweight and portable for travel.

No. 5089 Electric Hand Steamer. Avocado. Glass-reinforced nylon. Capacity: 15 minutes steaming time. Overall height 9¼". Attached cord. 200 watts, 120 volts, AC only, UL listed. Individual corrugated container, 4-color litho label, std. pk. of 3, ship. wt. 6 lbs.





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

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

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

No.	Description	Length In.	Watts	Ship. Wt., lbs. Std. Pack 1
3236	2-slice	11	1050	5
3237	4-slice	16½	1650	7¼



colorful electric **SNAC✻KEEPER**

Everything stays crisp, dry, crunchy with this efficient electric canister plugged in on your kitchen counter. Chips, crackers and cereals stay crisp; nuts, cake, rolls stay warm. Color on aluminum is easy to wipe clean—black decorator motif adds lively accent to buffet decor. Convenient side handles.

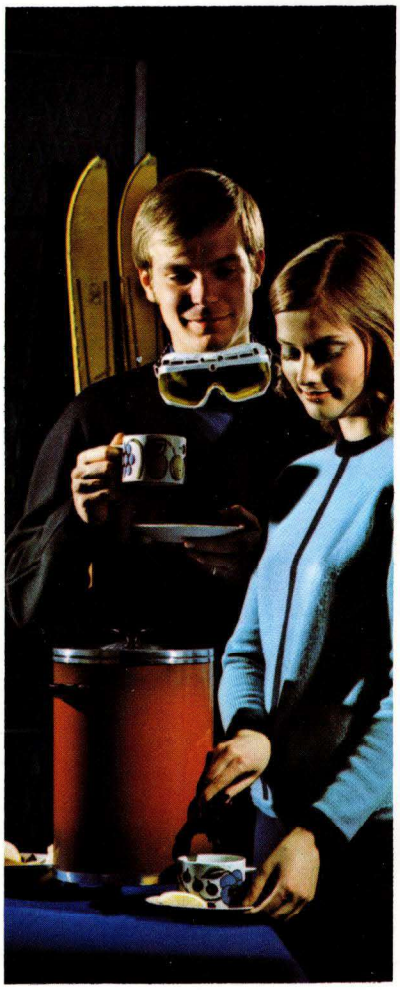
Electric snackeeper. Full tone alkyd color on aluminum, 20 gauge. Diameter 9". Black phenolic base and trim. Attached cord. 15 watts, 120 volts, AC only, UL listed. Individual corrugated container, std. pk. of 3, ship. wt. 7 lbs.

No. 5122 Avocado **No. 5123** Harvest **No. 5124** Poppy

WEST BEND®

Section 2

AUTOMATIC COFFEEMAKERS







Coffee is the traditional "beverage of hospitality" and a woman places special emphasis on her choice of coffee makers. West Bend offers you a complete line of automatic percolators featuring diverse styles in a wide range of versatile materials. Fashionable colored and polished finishes in a variety of sizes, from the 5 cup Petite Perk to the 100 cup Party Perk, offer automatic convenience to suit your customers' needs.

automatic coffeemakers



stainless steel
18 CUP CONTEMPORARY PARTY PERK

Every busy hostess can show warm hospitality when groups of friends drop in with the beautifully styled Contemporary Party Perk. Made of brilliant stainless steel for attractive buffet serving with an easy-operating, two-way faucet that allows guests to relax and serve themselves. Versatile 9 to 18 cup size for large dinner parties, impromptu get-togethers or two tables of bridge. And, because West Bend's time and temperature control is *built-in,* it automatically brews delicious, full-flavored coffee every time. Sturdy black phenolic base features "serve" light.

No. 7488 9 to 18 cup automatic percolator. Stainless steel. Stainless steel pump, stem and basket. Overall height 15". Base diameter 7½". Two-way faucet. Black phenolic base and trim. "Serve" light. Detachable cord. 1165 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 4¾ lbs.

stainless steel
30 CUP PARTY PERK

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

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



automatic coffeemakers

no crowd's too large for a West Bend perk

WEST BEND POLISHED ALUMINUM PARTY PERKS

36, 55, 75 and 100 cup sizes

Automatic Party Perks in four sizes—from 36 to 100 cups—fill the diverse requirements of organizations, social groups and families who need delicious coffee in quantity. Bright polished aluminum is lightweight and portable, yet durable to give continually dependable service. Solid round base provides firm support. Two-way faucet offers continuous flow or single cup-on-saucer servings. Larger 55, 75 and 100 cup models feature full view, glass level gauge and on/off switch. Exact time and temperature control assures crowd-pleasing coffee every time. UL and CSA listed.

No.	Capacity	Overall Ht.	Base Dia.	Watts	Ship. Wt. lbs.
33536	36 cup	15¼"	8⅞"	1090	6
3500	55 cup	18¾"	10½"	1500	9¾
3512	75 cup	23"	10½"	1500	10
13600	100 cup	23⅝"	10½"	1500	10¾





POLISHED ALUMINUM PARTY PERKS

30 and 36 cup sizes

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

No.	Capacity	Overall Ht.	Base Dia.	Watts	Ship. Wt. lbs.
19306	36 cup	17"	7½"	1090	5
29308	30 cup	16"	7½"	1090	4½



stainless steel 55 CUP PARTY PERK

Coffee for a crowd is simple with West Bend's 55 cup automatic Party Perk. When coffee's done, "serve" light signals hostess and automatic control maintains serving temperature. A beautiful buffet server, too, because sparkling stainless steel keeps its new look. Handy cup-on-saucer serving.

No. 7255 25 to 55 cup automatic percolator. Stainless steel. Aluminum pump, stem and basket. Overall height 16⅝". Base diameter 10½". Two-way faucet. Full view glass coffee level gauge. On/off switch. Black phenolic base and trim. Detachable cord. 1500 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of one, ship. wt. 12¼ lbs.

automatic coffeemakers

performance to match America's devotion to coffee



Continental™
36 CUP PARTY PERKS
in three bright colors

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

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

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





West Bend insulated
30 CUP PARTY PERK

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

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

No. 13426 Paprika
No. 33525 Avocado
No. 33535 Harvest

automatic coffeemakers

when hospitality counts . . . West Bend speaks for you



automatic 9 CUP BOUTIQUE PERK

Accent individuality! Personalize coffee making . . . serving, too . . . with West Bend's new Boutique Perks. All decked out in colors of the Seventies, they sport original decorative motifs to mix and match with any decor. All are bright early-morning companions, conversation pieces for ladies' coffee klatsches, notes of cheer for the office. In short, they perk up a day . . . in an automatic way! (Perfect partner to new Boutique Kettles)

6 to 9 cup automatic percolator. Polyurethane color on aluminum. Individual two-color motifs. Aluminum basket and stem. Height 10½". Black phenolic trim. Lock-on cover, clear cover knob. Detachable cord. 490 watts, 120 volts, AC only. UL listed. Individual corrugated container, std. pk. 3, 7½ lbs.

No. 1626 Tiger Lily
No. 1636 Avocado
No. 1646 White
No. 1656 Harvest

AUTOMATIC 9 CUP PERK

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

6 to 9 cup automatic percolator. Polyurethane color on aluminum. Aluminum basket and stem. Overall height 10". Black phenolic base and trim. Lock-on cover. "Serve" light. Detachable cord. 600 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 8 lbs.

No. 3492 Polished Aluminum
No. 3493 Avocado
No. 3494 Harvest
No. 3495 Paprika





AUTOMATIC 9 CUP PERCOLATOR

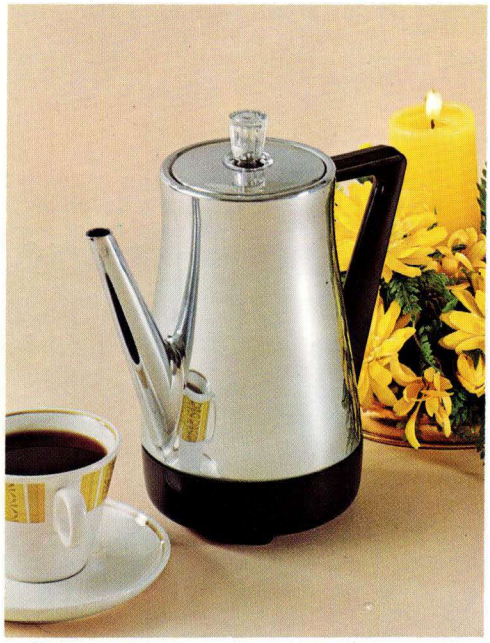
in durable polypropylene

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

5 to 9 cup automatic percolator. Colored polypropylene with textured finish. Overall height 11¼". Black phenolic base and trim. Lock-on cover and clear cover knob. Detachable cord. 600 watts, 120 volts, AC only. UL and CSA listed. Individual container, std. pk. of 3, ship. wt. 8¾ lbs.

No. 5934 Avocado
No. 5935 Poppy

automatic coffeemakers



flavo-matic®
AUTOMATIC 5 CUP PERCOLATOR

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

No. 33245 3 to 5 cup automatic percolator. Polished aluminum. Overall height 8⅞". Brown phenolic base and trim. Detachable cord. 490 watts, 120 volts, AC only. UL and CSA listed. Individual corrugated container, std. pk. of 3, ship. wt. 6 lbs.



Continental™
AUTOMATIC 9 CUP PERCOLATORS

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

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

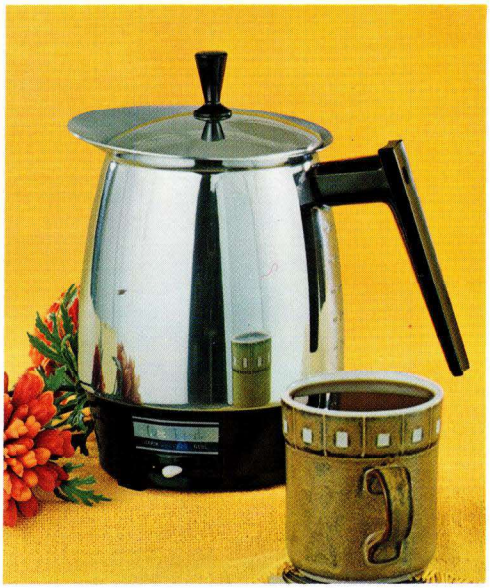
No. 9460 Poppy
No. 9461 Avocado
No. 9462 Harvest
No. 29360 Polished aluminum



flavo-matic®
9 CUP AUTOMATIC PERCOLATOR

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

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



instant **HOT-POT**

Automatic water heater for instant soups, coffee or tea in a jiffy. Heat selector knob lets you choose temperatures from "warm" to "boil."

No. 3251 2 to 6 cup automatic water heater. Polished aluminum. Overall height 8". Black phenolic base and trim. Temperature selector knob. Detachable cord. UL listed. 600 watts, 120 volts, AC only. Individual corrugated container, std. pk. of 3, 6 lbs.



AUTOMATIC 9 CUP PERCOLATOR

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

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

WEST BEND®

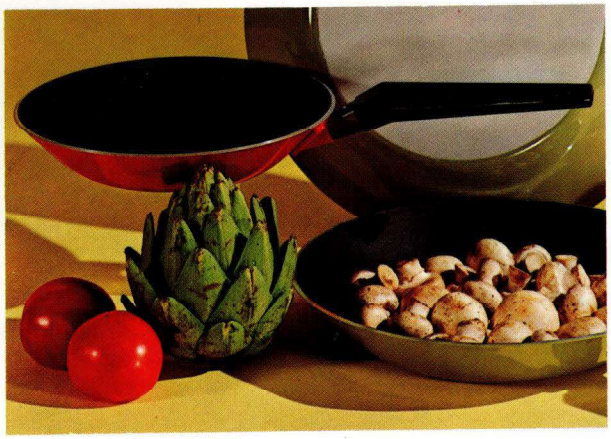
Section 3

ALUMINUM AND STAINLESS STEEL COOKWARE





Helping you meet the needs of today's homemaker is West Bend's goal. High standards of engineering excellence and practical kitchen testing guarantee the consumer consistently reliable cookware performance.





Cook 'n Serveware in the American tradition of good food and warm hospitality

Country Inn's low contoured silhouettes are expressly designed for attractive table top serving. Genuine porcelain in three colors—spicy paprika, fresh avocado and mellow harvest—for gracious family-style dining.

aluminum cookware

Country Inn is the cookware that says "welcome"





HOMEMAKER GROUP II (Above)

1½ quart Saucette, 2½ quart Hi-Boy Saucepot, 5 quart Dutch Oven, 10" Family Skillet (uses Dutch Oven cover), 6¼" Mini-Skillet (uses Saucette cover). Ship. wt. 14 lbs.

No. 14-21 Avocado
No. 14-27 Paprika
No. 14-55 Harvest

HOMEMAKER GROUP I (At Left)

1½ quart Saucette, 2½ quart Saucepot/Server, 5 quart Dutch Oven, 10" Family Skillet (uses Dutch Oven cover). Ship. wt. 12½ lbs.

No. 14-2 Avocado
No. 14-25 Paprika
No. 14-52 Harvest

so practical for busy homemakers! Heavy-gauge aluminum spreads heat quickly and evenly for efficient low-heat cooking. Fired-on no-stick interiors are stick-free and durable for use with smooth-edged metal cooktools. Even covers have a no-stick finish to prevent moisture stains. Dishwasher-safe porcelain exteriors resist staining and scratching. Molded phenolic handles are oven safe to 425°





BRIDE'S GROUP

1½ quart saucette, 2½ quart saucepot/server, 3½ quart casserole, 6¼" open skillet (uses saucette cover). Ship. wt. 10⅛ lbs.

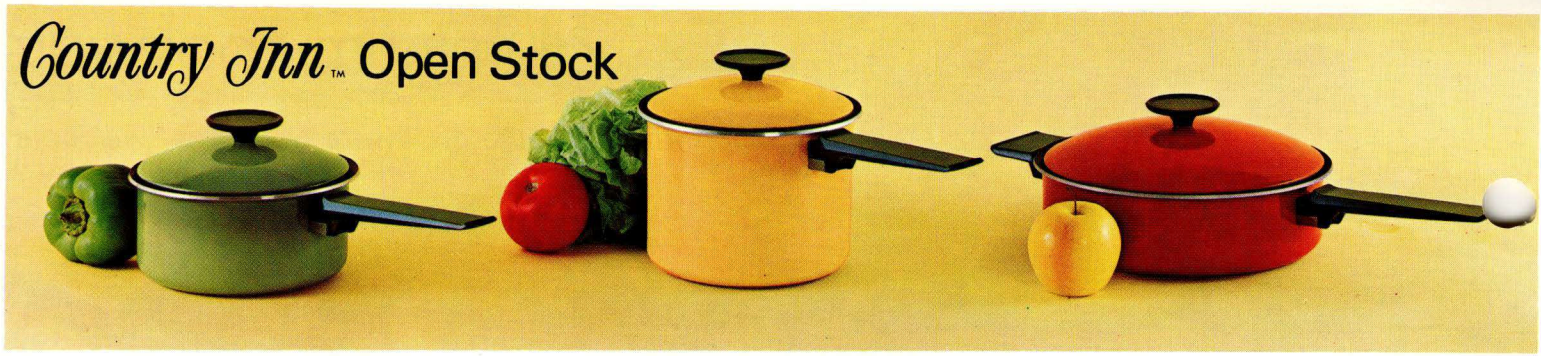
14-57 Avocado
14-58 Harvest
14-59 Paprika

GOURMET GROUP

1½ quart saucette, 3½ quart saucepot/server, 5 quart dutch oven, 10" covered Family Skillet, 8¾" breakfast skillet (uses 3½ quart saucepot cover). Ship. wt. 16¼ lbs.

No. 14-3 Avocado
No. 14-26 Paprika
No. 14-53 Harvest

Country Inn™ Open Stock



1½ QT. SAUCETTE

No.	Capacity Quart	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3331	1½	Avocado	10	12	5
3351	1½	Harvest	10	12	5
3441	1½	Paprika	10	12	5

2½ QT. HI-BOY

No.	Capacity Quart	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3347	2½	Avocado	10	12	6
3367	2½	Harvest	10	12	6
3447	2½	Paprika	10	12	6

2½ QT. SAUCE POT/SERVER

No.	Capacity Quart	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3332	2½	Avocado	10	12	7½
3352	2½	Harvest	10	12	7½
3442	2½	Paprika	10	12	7½



3½ QT. SAUCE POT/SERVER

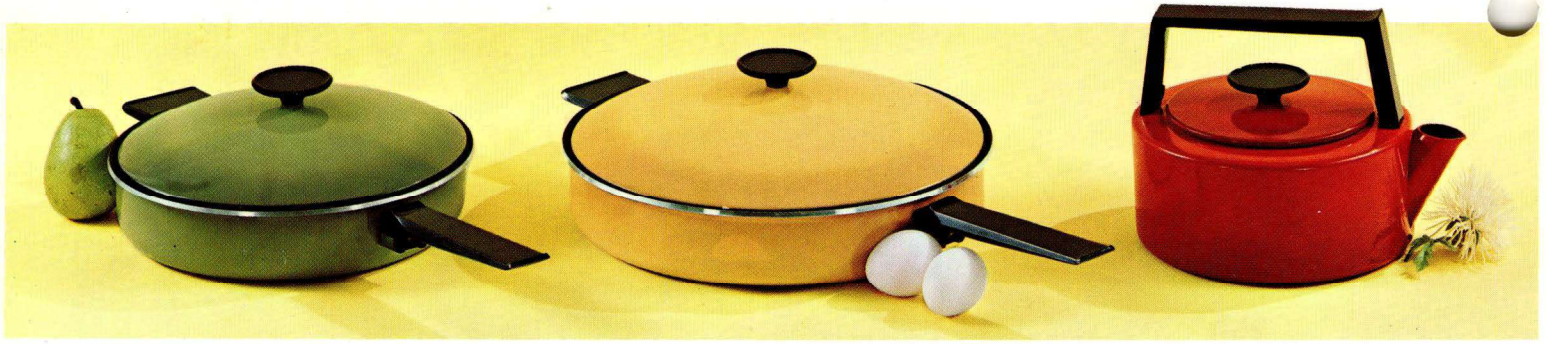
No.	Capacity Quart	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3333	3½	Avocado	10	12	8⅛
3353	3½	Harvest	10	12	8⅛
3443	3½	Paprika	10	12	8⅛

6¼" MINI-SKILLET

No.	Dia.	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3341	6¼"	Avocado	10	12	3¾
3361	6¼"	Harvest	10	12	3¾
3431	6¼"	Paprika	10	12	3¾

8-3/4" BREAKFAST SKILLET

No.	Dia.	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3338	8¾"	Avocado	8	12	7
3358	8¾"	Harvest	8	12	7
3448	8¾"	Paprika	8	12	7



10" FAMILY-SIZE SKILLET

No.	Dia.	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3339	10"	Avocado	8	12	9½
3359	10"	Harvest	8	12	9½
3449	10"	Paprika	8	12	9½

12" BUFFET SKILLET

No.	Dia.	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3342	12"	Avocado	8	12	12⅛
3362	12"	Harvest	8	12	12⅛
3432	12"	Paprika	8	12	12⅛

TEA KETTLE

No.	Color	Capacity Quart	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3345	Avocado	2½	14	16	4¼
3346	Harvest	2½	14	16	4¼
3437	Paprika	2½	14	16	4¼



CASSEROLES

No.	Capacity Quart	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3334	2½	Avocado	10	12	7
3354	2½	Harvest	10	12	7
3444	2½	Paprika	10	12	7
3336	3½	Avocado	10	12	7½
3356	3½	Harvest	10	12	7½
3446	3½	Paprika	10	12	7½

DUTCH OVEN

No.	Capacity Quart	Color	Gauge Pan	Cover	Ship. Wt., lbs. Std. Pack 2
3335	5	Avocado	10	12	10⅛
3355	5	Harvest	10	12	10⅛
3445	5	Paprika	10	12	10⅛
3348	8	Avocado	10	12	13
3368	8	Harvest	10	12	13
3438	8	Paprika	10	12	13

STOVETOP PERCOLATOR

No.	Capacity	Color	Gauge	Ship. Wt., lbs. Std. Pack 2
3307	9 cup	Avocado	18	6½
3317	9 cup	Harvest	18	6½
3407	9 cup	Paprika	18	6½

Town House®

enduring elegance in stainless steel with the colorful accent of genuine porcelain...



The carefree cookware with the cared-for look . . . for those who like *good* food, tastefully prepared.

stainless steel cookware

fashionable kitchens begin with Town House





Exciting cookware styling in ultra-weight stainless steel! Glistening interiors never rust, tarnish or discolor. Genuine porcelain-on-steel exteriors, in avocado or harvest, resist staining, fading and peeling. In between, a heart of carbon steel distributes heat evenly for economical, efficient low-heat cooking. Durable molded phenolic handles and knobs are fashioned for easy handling, are completely oven and dishwasher-safe.

7 PIECE SET

1 qt. covered Chef Pan, 2 qt. covered Chef Pan, 5 qt. Roaster-Ovenette, 10" Entree Skillet (uses Roaster cover). Ship. wt. 14 lbs.

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

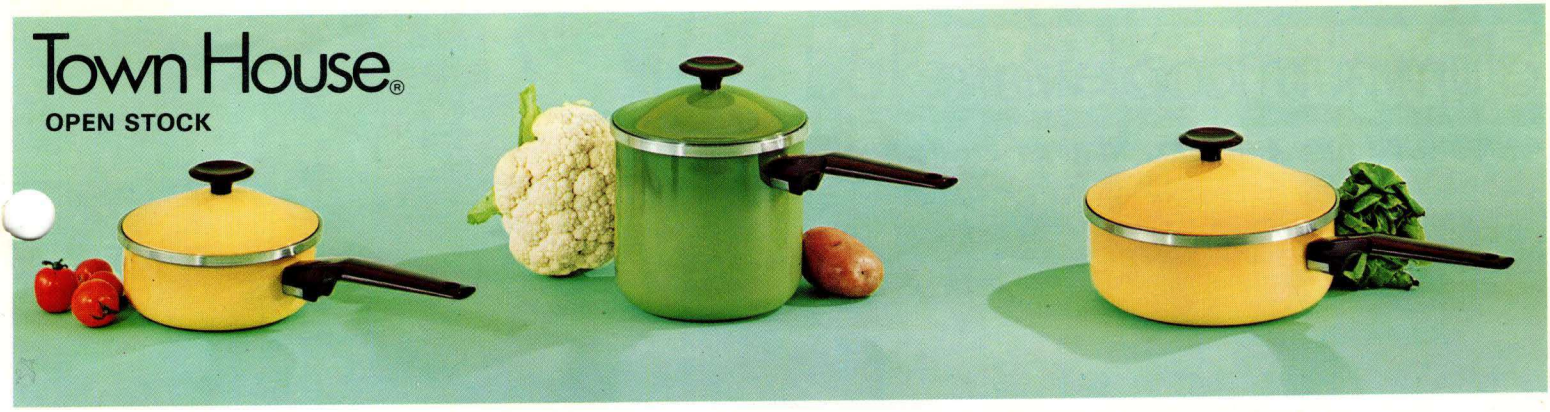
10 PIECE SET

1 qt. covered Chef Pan, 2 qt. covered Chef Pan, 3 qt. covered Chef Pan, 5 qt. Roaster-Ovenette, 10" covered Entree Skillet. Ship. wt. 18 lbs.

No. 7-359 Avocado
No. 7-361 Harvest

Town House®

OPEN STOCK



1 QT. CHEF PAN

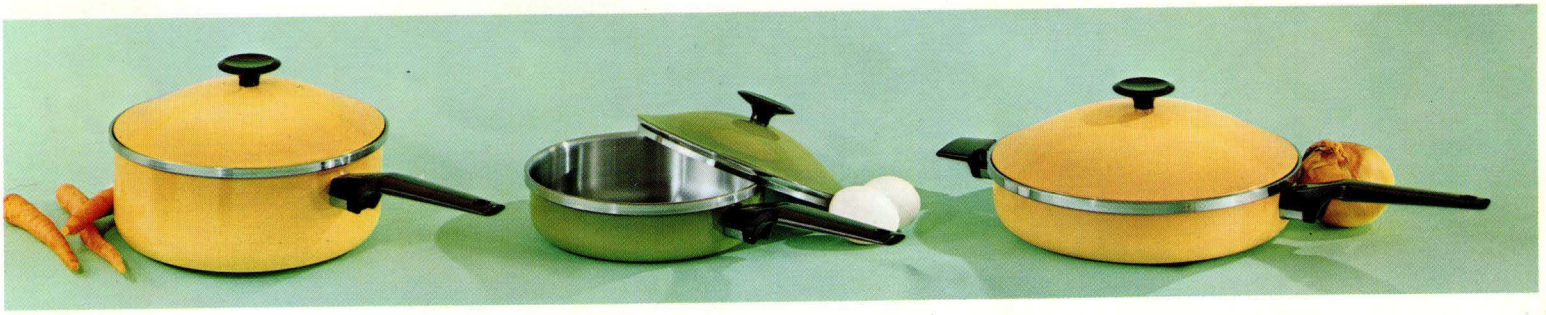
No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7601	Avocado	.050	.031	4½
7611	Harvest	.050	.031	4½

2½ QT. HI-BOY

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

2 QT. CHEF PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7602	Avocado	.050	.031	6¼
7612	Harvest	.050	.031	6¼



3 QT. CHEF PAN

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

8" BRUNCH SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7608	Avocado	.050	.031	5¼
7618	Harvest	.050	.031	5¼

10" ENTREE SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7609	Avocado	.065	.031	9½
7619	Harvest	.065	.031	9½



12" PARTY SKILLET

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

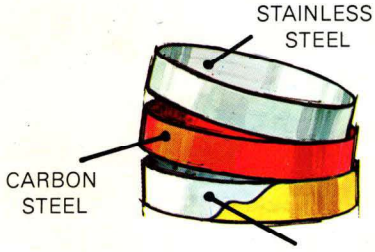
5 QT. ROASTER-OVENETTE

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

3 QT. BUFFET CASSEROLE

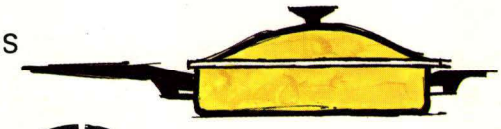
No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 2
7604	Avocado	.050	.031	7½
7614	Harvest	.050	.031	7½

Town House Features

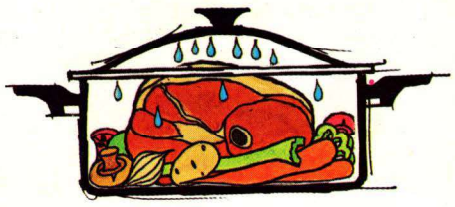


Gentle-heating carbon steel core spreads heat evenly across bottom and sides to prevent hot spots and scorching.

Genuine **Porcelain** ON STAINLESS STEEL



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



SELF-BASTING COVER

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

aluminum cookware

appreciated for its design, admired for its quality

from the craftsman collection . . . **THE 400 LINE**

Contemporary "slanted" styling is unique in cookware design. Copper-tone covers and brightly polished pans of extra-thick aluminum provide efficient, even heat distribution. Molded brown phenolic handles are oven-safe to 425°

Tough no-stick finish is fired-on to resist scratching even from metal cooktools. So easy to clean because foods won't stick.

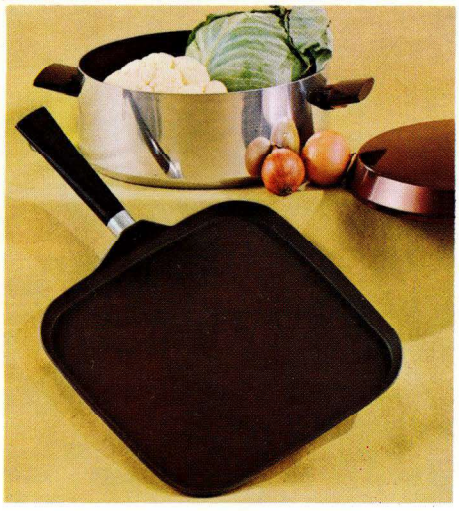
NO. 412-115 9 PC. SET

1, 2 and 3 qt. covered sauce pans, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). Ship wt. 11 lbs.









No.	Description	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
43831	1 qt. Sauce Pan	12	16	4½
43832	2 qt. Sauce Pan	12	16	6½
43833	3 qt. Sauce Pan	12	16	6¾

No.	Description	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
43838	8" Skillet	12	16	6¾
43839	10" Skillet	10	17	10¼
43840	12" Skillet	10	17	13½

No.	Description	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
43835	5 qt. Dutch Oven	12	17	11¼
43814	11" x 11" Griddle	10		7

styled for gourmet tastes . . . designed for carefree living

Westmark **PARTI-PANS**
decorated with a flair

Eye-catching black motif highlights poppy, avocado and harvest Parti-Pans. Up-to-the-minute styling with flared edge and gently tapered sides. Genuine porcelain color on even-heating aluminum resists staining and fading and is dishwasher-safe. Fired-on no-stick interior finish provides convenient stickfree cooking and quick, easy cleaning. Oven-safe handles (to 425°) feature flame guards and hanging rings. Topped with carefree epoxy-on-aluminum covers.

7 PIECE SET

1 qt. covered sauce pan, 2 qt. covered sauce pan, 5 qt. Dutch oven, 10" skillet (uses Dutch oven cover). 12 gauge sauce pans, 10 gauge skillets, 16 gauge covers. Ship. wt. 8¾ lbs.

No. 16-18 Poppy
No. 16-19 Avocado
No. 16-20 Harvest

10 PIECE SET

1, 2 and 3 qt. covered sauce pans, 5 qt. covered Dutch oven, 10" skillet (uses Dutch oven cover), 8" skillet (uses 3 qt. cover). Ship. wt. 11¼ lbs.

No. 16-21 Poppy
No. 16-22 Avocado
No. 16-23 Harvest





FRENCH-STYLE SKILLETS

Import-look skillets feature Fired-on no-stick finish inside, colorful porcelain-on-aluminum outside.

No.	Color	Gauge	Dia. In.	Ship. Wt., lbs. Std. Pack 3
1601	Pimento	10	8	4¾
1602	Pimento	10	10	6
1603	Pimento	10	12	8

No.	Color	Gauge	Dia. In.	Ship. Wt., lbs. Std. Pack 3
1616	Avocado	10	8	4¾
1617	Avocado	10	10	6
1618	Avocado	10	12	8

aluminum cookware

carefree Westmark keeps women on-the-go



WESTMARK COLORFUL 7 PC. COOKWARE SET

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

7 PIECE SET

1 and 2 qt. covered sauce pans, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). Ship. wt. 9 lbs.

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



WESTMARK 10 PC. COOKWARE SET

Popular 10 pc. set provides versatility for busy homemakers. Porcelain-on-aluminum pans, epoxy-on-aluminum covers. Fired-on no-stick interior finish.

10 PIECE SET

1, 2 and 3 qt. covered sauce pans, 5 qt. Dutch oven, 8" open skillet (uses 3 qt. cover), 10" open skillet (uses Dutch oven cover). Ship. wt. 11¼ lbs.

No. 16-10 Poppy
No. 16-11 Avocado
No. 16-12 Harvest



WESTMARK 13 PC. COOKWARE SET

Larger 13 pc. set offers efficient family meal planning with even-heating aluminum. Tough Fired-on no-stick finish inside; genuine porcelain outside. Epoxy-on-aluminum covers.

13 PIECE SET

1 and 3 qt. covered sauce pans, 5 qt. Dutch oven, 8" open skillet (uses 3 qt. cover), 10" open skillet (uses Dutch oven cover), egg poacher rack and 4 cups. Ship. wt. 10 lbs.

No. 16-7 Poppy
No. 16-8 Avocado
No. 16-9 Harvest

aluminum cookware

a girl's always prepared with versatile Westmark



1 QT. COVERED SAUCE PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1621	Poppy	12	14	4½
1631	Avocado	12	14	4½
1641	Harvest	12	14	4½

2 QT. COVERED SAUCE PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1622	Poppy	12	14	6½
1632	Avocado	12	14	6½
1642	Harvest	12	14	6½

3 QT. COVERED SAUCE PAN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1623	Poppy	12	14	8
1633	Avocado	12	14	8
1643	Harvest	12	14	8



8" COVERED SKILLET

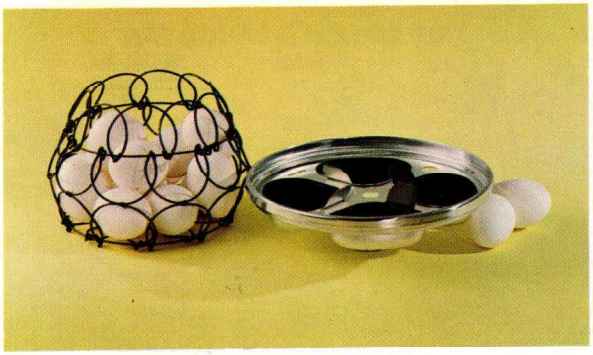
No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1628	Poppy	12	14	6¼
1638	Avocado	12	14	6¼
1648	Harvest	12	14	6¼

10" COVERED SKILLET

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1629	Poppy	10	14	10
1639	Avocado	10	14	10
1649	Harvest	10	14	10

5 QT. COVERED DUTCH OVEN

No.	Color	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
1625	Poppy	12	14	9¾
1635	Avocado	12	14	9¾
1645	Harvest	12	14	9¾



EGG POACHER AND 4 CUPS

Lightweight 20-gauge aluminum inset fits 8" skillet. No-stick coated poacher cups are easy to remove and clean. Handy for preparing baby foods, too. (Sold with sets only.)



INDIVIDUAL DISPLAY PACKAGING

Individual four-color litho label on every Westmark container identifies poppy, avocado or harvest set. Each provides attractive in-store display and handsome gift packaging.

stainless steel cookware

popular choice for 25 years

Continental™

3-PLY STAINLESS STEEL

An efficient core of carbon steel, between two layers of glistening stainless steel, provides rapid, even heating. Carefree and convenient because stainless steel is so easy to clean and always keeps its bright, new look. Black phenolic handles are oven-safe (to 425°) with hanging rings for storage.

No. 7-337 9 PIECE SET

1, 2 and 3 qt. covered sauce pans, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). Ship. wt. 13 lbs.



Open Stock



1 QT. COVERED SAUCE PAN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7511	.031	.025	5

2 QT. COVERED SAUCE PAN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7512	.037	.025	7

3 QT. COVERED SAUCE PAN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7513	.037	.025	8¼



8" COVERED SKILLET

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7518	.037	.025	6½

10" COVERED SKILLET

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7510	.050	.025	11¼

6 QT. COVERED DUTCH OVEN

No.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
7516	.037	.025	12

Continental™ COOKWARE
with no-stick interiors

Glistening polished aluminum is beautiful in every kitchen. Tough Fired-on no-stick interior finish cleans easily in hot soapy water and resists scratching from smooth-edged metal cooktools. Oven-safe handles (to 425°) feature stainless steel flame guards.

No. 212-110
8 PIECE SET

1 qt. covered sauce pan, 3 qt. covered sauce pan, 5 qt. Dutch oven, 8" open skillet (uses 3 qt. cover), 10" open skillet (uses (Dutch oven cover). Ship. wt. 9¼ lbs.

No. 212-130
9 PIECE SET

1 qt. covered sauce pan, 2 qt. covered sauce pan, 3 qt. covered sauce pan, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). Ship. wt. 9¾ lbs.

No. 212-760
7 PIECE SET

1 qt. covered sauce pan, 2 qt. covered sauce pan, 5 qt. Dutch oven, 10" open skillet (uses Dutch oven cover). Ship. wt. 7½ lbs.





SAUCE PANS

No.	Capacity Qts.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
24101	1	12	16	4
24102	2	12	16	5½
24103	3	12	16	7

SKILLETS

No.	Diameter In.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
24100	10	10	16	8¼
24108	8	12	16	5½

DUTCH OVEN

No.	Capacity Qts.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
24105	5	12	16	8¾



OPEN FRY PANS

No.	Diameter In.	Gauge Pan	Std. Pack	Ship. Wt., lbs.
24125	10	14	12	13½
24150	8	12	6	6

SQUARE GRIDDLE

No.	Dimensions In.	Gauge	Ship. Wt., lbs. Std. Pack 6
24114	10½x11	10	10¾

SKILLETS

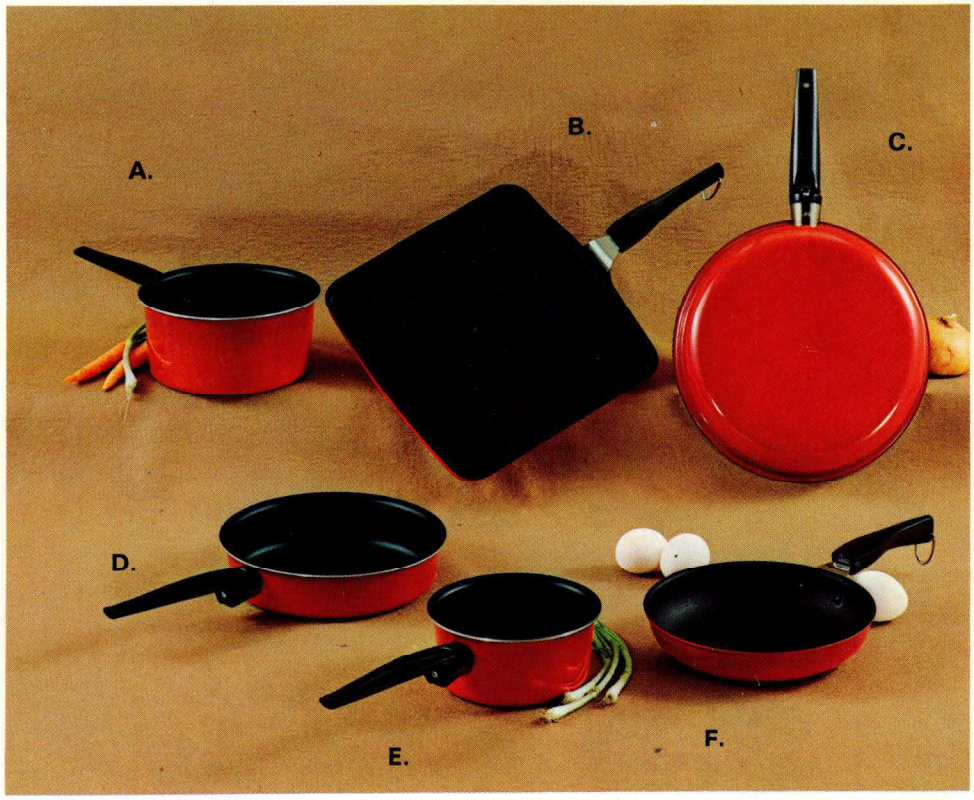
No.	Diameter In.	Gauge Pan	Gauge Cover	Ship. Wt., lbs. Std. Pack 3
24120	10½	10	(w/o cover)	6¾
24122	10½	10	18	8¾
24152	12	10	(w/o cover)	7½
24153	12	10	18	10¾

aluminum cookware

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

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





A. 2 QT. OPEN SAUCE PAN

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

B. 11" SQUARE GRIDDLE

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

C. 10" OPEN SKILLET

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1627	Poppy	12	11½
1637	Avocado	12	11½
1647	Harvest	12	11½

D. 8" OPEN SKILLET

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1318	Poppy	12	8
1328	Avocado	12	8
1338	Harvest	12	8

E. 1 QT. OPEN SAUCE PAN

No.	Color	Gauge	Ship. Wt., lbs. Std. Pack 6
1311	Poppy	12	10
1321	Avocado	12	10
1331	Harvest	12	10

F. 8" SAUTE PAN

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



No. 13-67 COLOR FAIR™ MERCHANDISE ASSORTMENT

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

Includes:

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

WEST BEND®

Section 4

BAKEWARE AND MIXWARE





New brides and veteran homemakers alike turn to West Bend for quality in bakeware. Consistently reliable performance has earned it a national reputation as the bakeware to use when results count.



bakeware and mixware

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

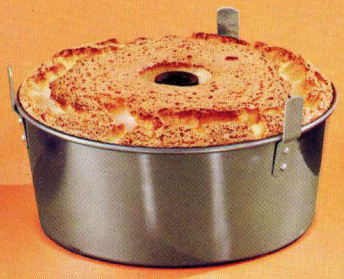




BAKE and ROAST PAN

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

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



ANGEL FOOD CAKE PAN

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

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



6 and 12 CUP MUFFIN PANS

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

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



9" SQUARE CAKE PAN

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

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



9" ROUND CAKE PAN

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

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



MEAT LOAF PAN

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

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



bakeware and mixware

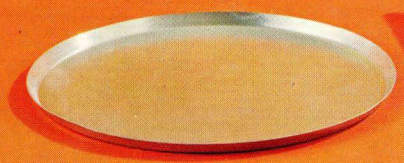
old favorites or new discoveries . . . West Bend brings out their oven fresh goodness



9" JUICE-SAVER PIE PAN

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

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



PIZZA PAN

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

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



COOKIE SHEETS and BAKE PAN

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

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

9" ROUND CAKE PAN

Homemakers will enjoy evenly baked layer cakes because stainless steel can't warp. Each pan is kitchen-tested for satisfying baking results. Pans are slightly tapered for stacking. Generous 1½" depth.

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 4
7031	9"	.025	3¾

9" SQUARE CAKE PAN

Popular 9" size for packaged cake mixes. Used almost daily for browning and roasting as well as efficient baking. Durable stainless steel never warps and cleans easily, keeping its bright, shiny look.

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 4
7033	9" x 9" x 2"	.025	4

9" JUICE-SAVER PIE PAN

Unique rim catches juices bubbling out of fruit pies to prevent spattering in oven. Tapered sides designed for easy crust formation. Stainless steel is durable for easy cleaning, efficient baking. Practical 1¼" d.

No.	Diameter	Gauge	Ship. Wt., lbs. Std. Pack 4
7030	9"	.025	4

COOKIE SHEET

Every homemaker needs at least two of these cookie sheets in her kitchen. Cookies slide easily from the smooth, hard stainless steel surface. Three turned edges provide convenient handling and cookie removal.

No.	Dimensions	Gauge	Ship. Wt., lbs. Std. Pack 4
7032	12" x 15½"	.025	6¼

No. 7-10 4 pc. Stainless Steel Bakeware Set
Ship. wt. 4¾ lbs.



bakeware and mixware

1,001 uses all around the kitchen



colorful MIXING BOWL SET

Colorfully fashioned in 3½, 1½ and ¾ qt. sizes for today's creative cooks. Durable stainless steel wears stain-resistant porcelain in Mandarin, Cheddar or Space blue. Smooth tapered sides, and easy-grasp rim provide convenient hand mixing and easy cleaning. For festive party serving, too!

3 Pc. bowl set. Porcelain color on stainless steel, .020 gauge 3½ and 1½ qt., .018 gauge ¾ qt. Individual corrugated container, std. pk. of 3, ship. wt. 7½ lbs.

No. 7-387 Mandarin Red
No. 7-388 Cheddar Yellow
No. 7-389 Space Blue







STAINLESS STEEL MIXING BOWLS

Rounded design for electric mixers.

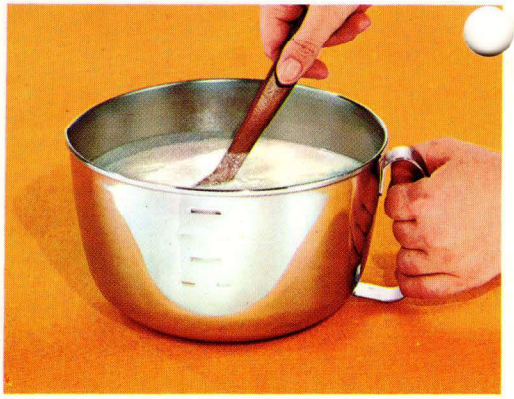
No.	Description	Gauge	Ship. Wt., lbs. Std. Pack 3
7034	3½ qt. bowl	.022	4¼
7035	1½ qt. bowl	.020	2¼
7036	¾ qt. bowl	.020	1½
7-9	Set of 3		6½



STAINLESS STEEL MIXING BOWLS

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

No.	Description	Gauge	Ship. wt., lbs.	Std. Pk.
7348	3 qt. bowl	.016	4	6
7-217	3, 1½, ¾ qt. bowl set		4½	3



GRIP 'N WHIP

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

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



5½ QT. STAINLESS STEEL BOWL

All-purpose bowl in gleaming stainless steel. For almost every mixing task, large serving needs and food storage. Tough stainless steel with hard smooth surface cleans in a jiffy—will never crack, dent or chip.

No.	Gauge	Capacity	Ship. Wt., lbs. Std. Pack 3
7015	.022	5½ qt.	3¾

WEST BEND®

Section 5

PANTRYWARE AND SPECIALTIES









Indispensable to every woman who cooks are kitchen helpers designed by West Bend. Harmonizing color and style; variety in function and size; kitchen-tested for superior in-home service.

pantryware and specialties

kaleidoscope of color to dress up kitchen ranges



colorful
Country Inn
TEA KETTLES

Country Inn offers tea kettles with the hand-crafted look desired by style-conscious consumers. Fashioned from even-heating aluminum; dressed in lovely porcelain color to resist staining, fading and chipping. Removable cover provides convenient filling. A striking kitchen accessory for making instant tea, soup or coffee.

2½ qt. tea kettle. Porcelain color on aluminum, 14 gauge body, 16 gauge cover. Black phenolic handle. Individual corrugated container, std. pk. of 2, ship. wt. 5¾ lbs.

No. 3345 Avocado
No. 3346 Harvest
No. 3437 Paprika

Continental™
trigger operated
SINGING TEA KETTLES

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

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

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





colorful porcelain
BOUTIQUE KETTLES™

A new concept in tea kettle design! Four fashionable colors—tiger lily, harvest, avocado and white—each with a unique design created especially for it. Even-heating aluminum heats 1½ quarts of water fast and efficiently. Genuine porcelain color resists staining and fading. In a petite size to attractively accent range *and* serving table.

1½ qt. tea kettle. Porcelain-on-aluminum, 20 gauge. Individual colored motifs. Black phenolic handle. Individual corrugated container, std. pk. of 3. Ship. wt. 7¼ lbs.

No. 1624 Tiger Lily
No. 1634 Avocado
No. 1644 White
No. 1654 Harvest



stainless steel
2½ qt. TEA KETTLES

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

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

The famous Trig®—the original "trigger" tea kettle—is a favorite gift item. Glistening stainless steel won't dent or crack. Trigger operated spout cap provides easy pouring and filling. Fast heating copper bottom adds a striking dash of color.

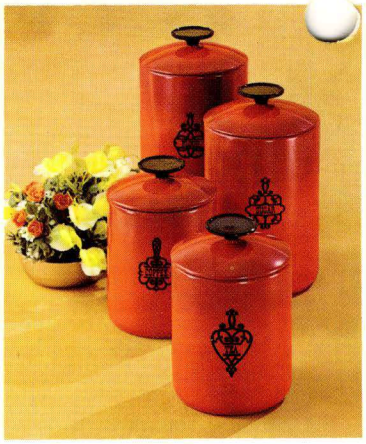
No. 4522 2½ qt. tea kettle. .015 stainless steel. .0159 copper bottom. Black phenolic trim. Red trigger. Individual corrugated container, std. pk. of 3, ship. wt. 4¾ lbs.

pantryware and specialties

sugar 'n spice and everything in its place





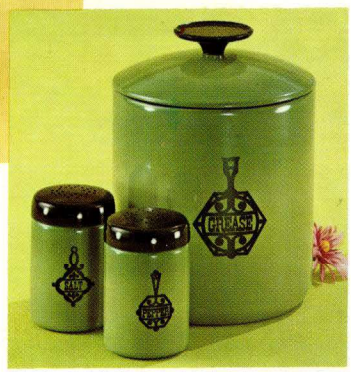


PANTRYWARE

Pantryware to co-ordinate with Country Inn cookware.

4 pc. canister set. Alkyd color on seamless aluminum, 20 gauge body, 22 gauge covers. Overall height: flour and sugar 10⅜", coffee and tea 8". Black phenolic knobs. Individual corrugated container, std. pk. of 3, ship. wt. 10¼ lbs.

No. 14-7 Avocado
No. 14-13 Harvest
No. 14-22 Paprika



3 pc. range set. Alkyd color on seamless aluminum, 20 gauge body, 22 gauge canister cover. Black phenolic shaker covers, canister kn Overall height: canister 8", shakers 3¾". Individu corrugated container, std. pk. of 3, ship. wt. 4½ lbs.

No. 14-8 Avocado
No. 14-14 Harvest
No. 14-23 Paprika

Salt and Pepper set. Chipboard gift box, std. pk. of 3, ship. wt. 1½ lbs.

No. 14-9 Avocado
No. 14-15 Harvest
No. 14-24 Paprika

PANTRYWARE

Carefree, stain-resistant, fadeproof colors.

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

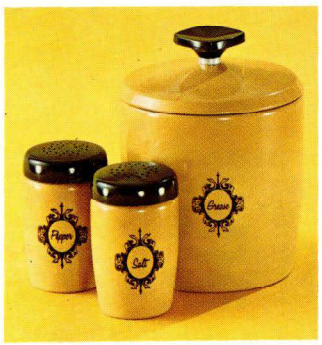
No. 13-24 Poppy
No. 13-35 Avocado
No. 13-38 Harvest

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

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

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

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







pantryware and specialties

West Bend decorates today's colorful kitchens



REMOVABLE INNER BASKET

SERVING OVEN

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

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

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

ROUND CAKE HUMIDOR

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

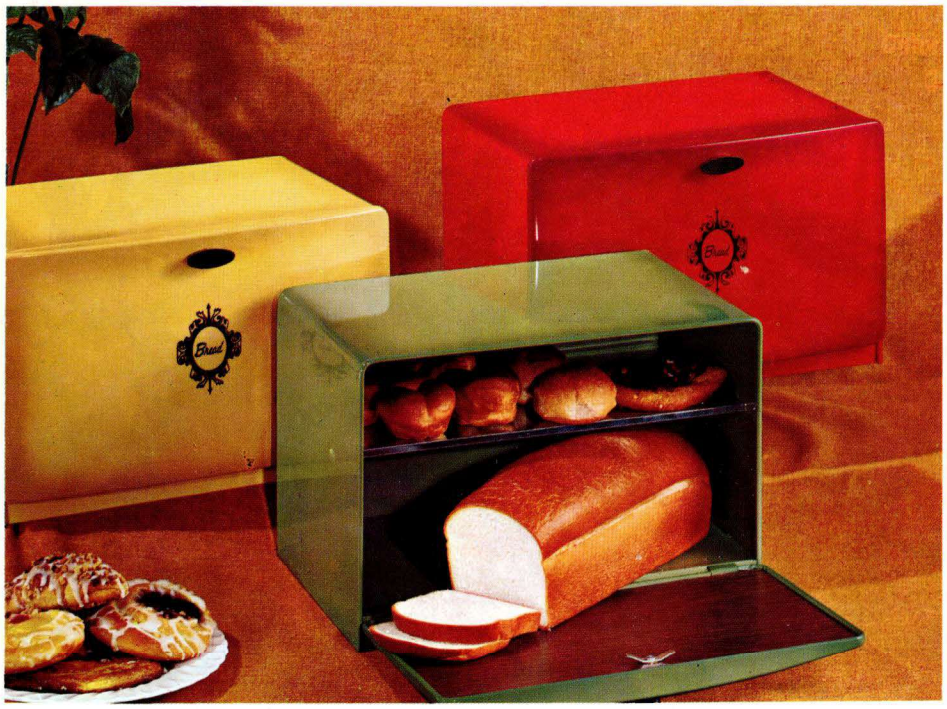
Round cake humidor. Alkyd color on aluminum, 20 gauge. Overall height 5½". Cover diameter 11", tray diameter 14¼". Lock-on cover with porous stone humidifier. Black phenolic knob. Individual corrugated container, std. pk. one, ship. wt. 3¼ lbs.

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



pantryware and specialties

cheerful color. . . day-in, day-out



colorful

BREAD BOX

The West Bend bread box, in poppy, avocado or harvest, is a fashionable countertop accessory that's needed every day. Attractively curved door has built-in cutting board. Durable stainless steel resists denting; colorful fadeproof, stain-resistant finish cleans easily. Inner shelf is removable.

Bread box. Alkyd color on steel. Dimensions 14½" x 11" x 9½". Black phenolic cover knob. Individual corrugated container, std. pk. of one, ship. wt. 8½ lbs.

No. 2401 Avocado
No. 2402 Harvest
No. 2405 Poppy



STEP-ON WASTE CAN

in three lively colors

The attractive way to keep waste out of sight! Recessed step-on treadle opens cover, closes quietly. Lightweight plastic liner is removable for convenient disposal and is easy to keep clean. Styled in three lively colors—a beautiful home accessory. Popular shower, housewarming and wedding gift.

Step-on waste can. Alkyd color on steel. Dimensions outside 12" x 10¼" x 19", liner 11¾" x 9⅞" x 13⅜". Aluminum toe plate. White polyethylene liner. Individual corrugated container, std. pk. of one, ship. wt. 10¼ lbs.

No. 2403 Avocado
No. 2404 Harvest
No. 2406 Poppy

West Bend knows how to serve up a salad



insulated

PENGUIN HOT 'N COLD SERVER

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

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



aluminum **SALAD BOWL**

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

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

WEST BEND®

Section 6

HOME COMFORT APPLIANCES



Comfortable living is a valuable commodity sought for by millions of consumers. West Bend humidifiers and air cleaner introduce a new quality to the "environment" within any home—caring for the air with a standard of performance to satisfy the most discriminating buyer.







Ultra solid state **AUTOMATIC HUMIDIFIER**

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

No. 4057 Automatic humidifier. Walnut-finish high impact polystyrene on steel chassis. Transistorized solid state humidity sensor. Automatic shut-off. "On" and refill light. Summer cover. Tilt-out front panel with fill channel. Removable 9½ gal. polypropylene reservoir. 25½" h. x 28" w. x 14" d. Ship. wt. 50 lbs. UL listed.



Standard two-speed **AUTOMATIC HUMIDIFIER**

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

No. 4055 Automatic humidifier. Walnut-grain vinyl on steel. Automatic humidistat and shut-off. 2-speed fan. Spun polyester filter belt. Refill light. Tilt-out front-fill panel. Capacity 2,500 sq. ft. Removable 8½ gal. polypropylene reservoir. 25" h. x 26⅛" w. x 12" d. Ship. wt. 46 lbs. UL listed.



Deluxe solid state **AUTOMATIC HUMIDIFIER**

Solid state control varies fan speed from 650 to 1150 RPMs. Humidistat maintains selected humidity level. Handsome wood-look cabinetry fashionably accents every decor.

No. 4056 Automatic humidifier. Walnut-finish polystyrene on steel chassis. Concealed casters. Automatic humidistat and shut-off. Spun polyester filter belt on water wheel. "On" and refill lights. Tilt-out front-fill panel. Capacity 2,500 sq. ft. Removable 9½ gal. polypropylene reservoir. 25½" h. x 28" w. x 14" d. Ship. wt. 50 lbs. UL listed.

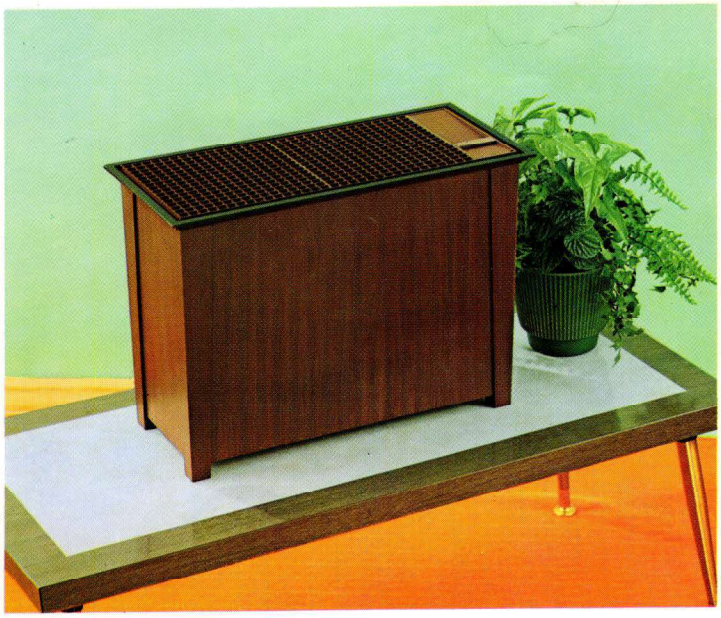


Table-Topper portable **HUMIDIFIER**

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

No. 4017 Portable humidifier. High impact polystyrene. Stainless steel water-contact metal parts. In-line on/off switch. 14" h. x 20¼" w. x 9⅝" d. Ship. wt. 12 lbs. UL listed.



Vapor All®



AUTOMATIC HUMIDIFIER

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

No. 4053 Automatic humidifier. Walnut-grain vinyl on steel. Automatic humidistat and shut-off. Refill light and water level gauge. Comfort level selector. Spun polyester filter belt on water wheel drum. Vertical air flow and directional control. Removable 9½ gal. polypropylene water reservoir. 23½" h. x 26" w. x 12½" d. Ship. wt. 42 lbs. UL listed.

Deluxe two-speed **AUTOMATIC HUMIDIFIER**

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

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





Westmark portable **HUMIDIFIER**

Practical for bedrooms, apartments, offices. Easy to move from room to room! Quiet 6½" fan draws in dry air, forcing "windmill water wheel" to rotate. Replaceable polyurethane foam filter absorbs moisture from the 2⅝ gal. self-reservoir and disperses moisturized air through the top. Simulated walnut finish.

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

Supreme solid state **AUTOMATIC HUMIDIFIER**

Handsome cabinetry in walnut-grain vinyl with simulated ca... panels. Ends dry air discomfort with variable speed solid st... fan control that can't wear out.

No. 4058 Automatic humidifier. Automatic humidistat and shut-off. Comfort level selector. Front filling. "On" and refill lights. Water level gauge. Spun polyester filter belt on water wheel drum. Capacity 2,500 sq. ft. Vertical air flow, directional control. Removable 8½ gal. polypropylene reservoir. 25" h. x 26⅛" w. x 12" d. Ship. wt. 50 lbs. UL listed.





magnificent furniture styling

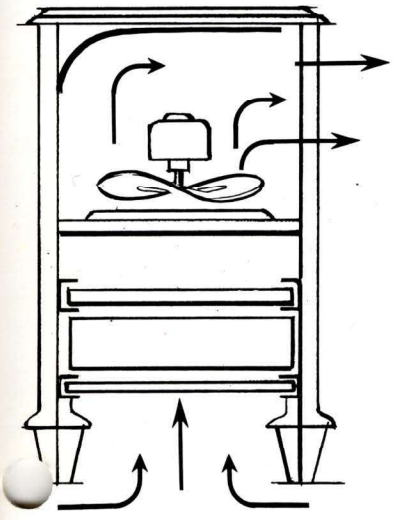
Styled like a fine end table, with cabinetry fashioned of high impact polystyrene in walnut finish. No control knobs or buttons clutter the top, front or sides. Single two-speed control switch is located in the back. Legs have nylon gliders and are adjustable for easy leveling.

ELECTRONIC AIR CLEANER

No. 4500 Electronic air cleaner. High-impact polystyrene cabinetry in simulated walnut finish, mounted to steel chassis. 21" h. x 26½" w. x 13¼" d. Two-speed fan. Capacity, 300 CFM (1500 RPM fan setting), 200 CFM (1050 RPM fan setting). Efficiency, 88% at high and 90% at low speed (National Bureau of Standards Dust Spot Method measurement, using atmospheric dust). At both speeds, 99% pollen removal. Vinyl-covered steel rear panel with interlock for electrical safety, permits access to filters for servicing. Seven-ft. 2-prong power cord permanently attached to rear panel. 120 volts, 60 cycle AC, UL listed. Power consumption—98 watts, 1.25 amps at high; 60 watts, 82 amps at low speed, maximum. Honeywell electronic cell with over-all dimensions, 11" x 20" x 3⅛". Ship. wt. 50 lbs.

eliminates microscopic particles

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

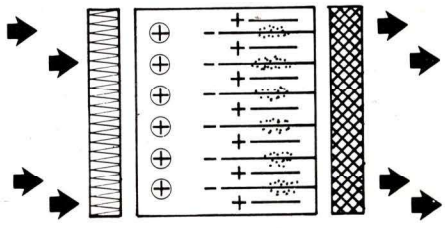


how Air Care™ operates

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

electronic cell and filter system

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



Country Inn™



D-297 Innkeeper

D-297 "Innkeeper" Complete Line Display

Displays the complete line of Country Inn cookware in authentic colonial hutch. "Center of interest" in housewares, appliance, Bride's departments or high-traffic areas. All-wood display with a satin-like honey-maple finish. Bottom shelf especially designed for Country Inn's gift style packaging. 76" h. x 30" w. x 12" d.

D-298 Top section only for counter use. 42" h. x 20" w. x 11" d.

D-313 Counter Top Display

Sturdy display unit uses minimum counter space—ideal for crowded housewares department. Provides selling features of Country Inn. Complete with literature "pocket" and folders. Gold, green and black lithographed on display board. Assembly instructions included. 18½" w. x 24" h. x 16" d.

D-288 Display Plaque

For instant identification at point-of-sale. Traditionally styled in mellow avocado. Injection molded polystyrene with metallic gold raised letters. Easel stand and hanging attachment. 10" x 12" x ½".



D-313 Counter Display



D-288 Display Plaque

Town House™



D-317 Counter Display



D-318 Display Plaque

D-316 Floor Merchandiser

Square steel tubing finished in black, with canopy of birch veneer and molded polystyrene. White translucent plastic grid top shelf and three white display shelves trimmed in avocado green. Illuminated "coach lamp," 24 in. fluorescent lighting fixture, 12 foot cord, on-off switch. 4" x 5" clear acetate price insert. 71½" h. x 30" w. x 15" d.

D-317 Counter Display

Handsome coach light replica with white "brick" and ivy background. Winner of Point-of-Purchase Institute 1970 award. Displays 10" skillet centered in a grouping of Town House. Base: 18½" x 12"; Background: 20¾" x 12". Available with non-illuminated metalized "lamp" or illuminated version with 6 foot cord. Complete with green polystyrene base and white background molded of translucent polystyrene.

D-317E includes illuminated lamp.

D-318 Town House Plaque

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



D-316 Floor Merchandiser

merchandising aids



"GIFT COUNTRY"
D-314 Display Merchandiser

Handsome "double-view" back-to-back island unit focuses attention on West Bend gift quality. Up to 60 West Bend cookware and appliance items in full view, yet using a minimum of floor space. Eye-catching cream-yellow lacquered shelves and base trimmed in black. Accented with fir panels and cedar shake shingles. Another consumer engineered, volume selling display from West Bend. Complete with identification plaques, 48" light fixture, 40 watt lamp, cord and assembly instructions. Adjustable shelves. 75½" h. x 72" l. x 45¼" w.



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

Colorful and informative to excite immediate interest in buffet cooker and server . . . the Country Kettle. Full-color lithographed illustrations with rich, walnut-grain lithographed background. Provides a "take one" pocket that holds product information folder. Compact and sturdy with easy "snap-on" tabs for quick mounting to Country Kettle handles. 11½" x 23".



D-319 Bridal Registry Center and Accessories

West Bend makes it possible for you to share the great sales potential of nearly two million marriages a year in the U. S. You can generate enthusiastic goodwill and profitable gift sales. Eye-catching white goldenrod and avocado color fixture holds complete kit of bridal registry materials.

Includes: 28" x 33" x 21½" fixture; white vinyl binder with 100 registry forms; "Helpful Ideas" booklet; newspaper announcement mats and proofs; 100 "invitations to register"; radio scripts; window decal; "daisy" magnets; 50 "Cooking Guide for Modern Homemaker" booklets; Country Inn and Town House customer folders; re-order form.

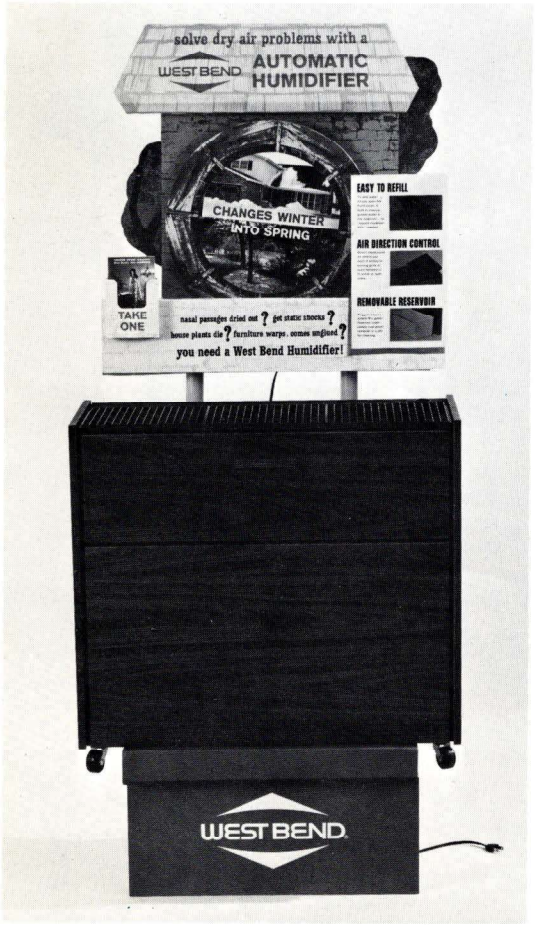




Display Holds Any West Bend 7-Pc. Cookset

Versatile wire rack from West Bend handsomely displays the standard 7 piece set compositions available in all West Bend cookware lines from Town House and Country Inn to Continental and Westmark. It's compact . . . just 16¾" wide, 13½" deep, 19" high (without merchandise). Provides maximum impact in minimum space to help you sell more cookware sets!

D-327 Black oxidized wire counter rack. 16¾" w. x 19"h. x 13½" d. Shipped completely assembled. Includes 5½ x 7" display card with privilege copy space.

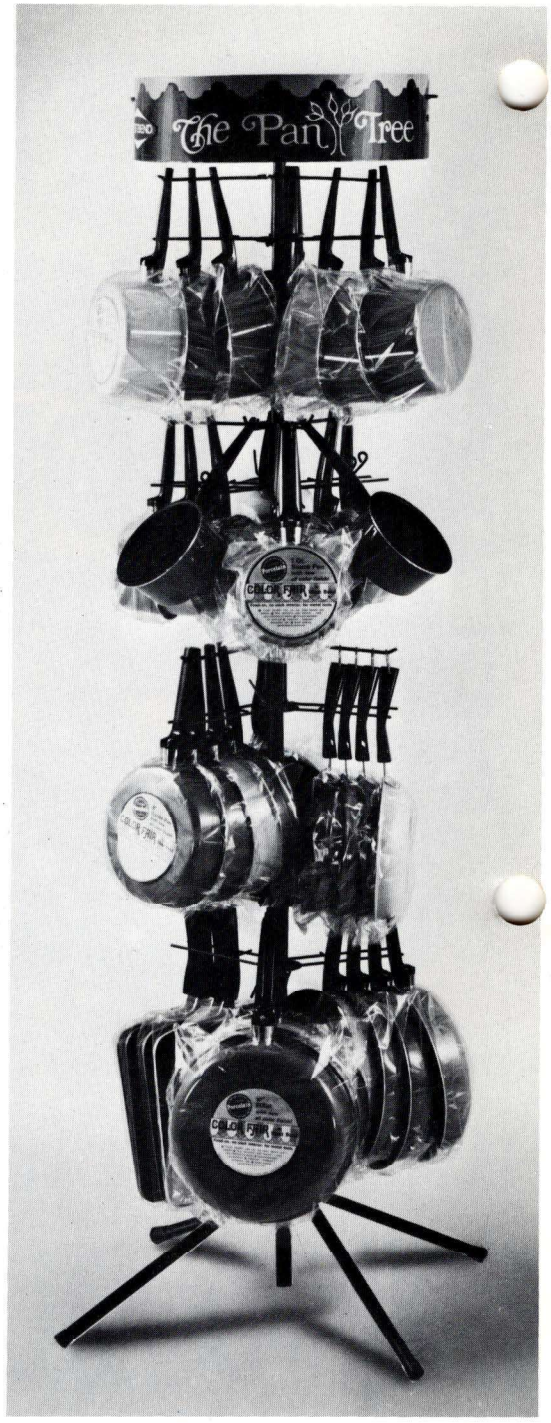




"Water wheel" sign changes message

D-332 Humidifier Display

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



D-335 "The Pan Tree" Color Fair Display

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

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

sales aids...

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



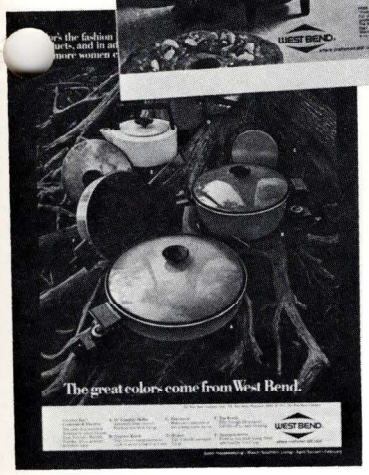


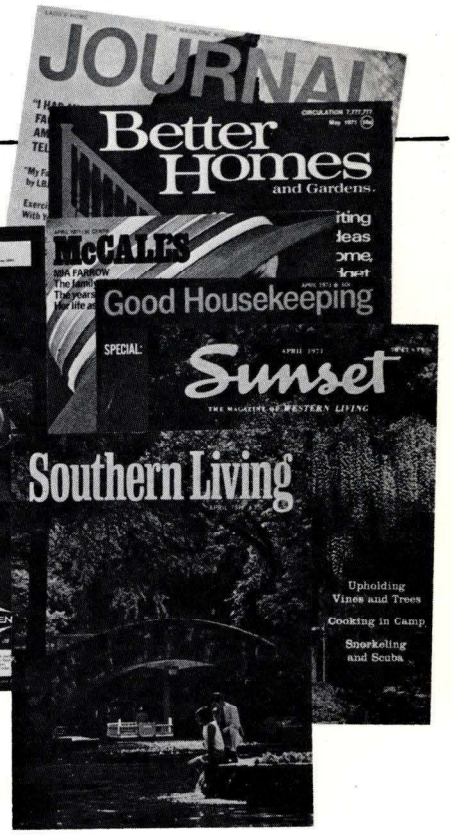
Handsome "picture" packaging features full color lithographed labels for attractive store display and gift appeal.



National Advertising



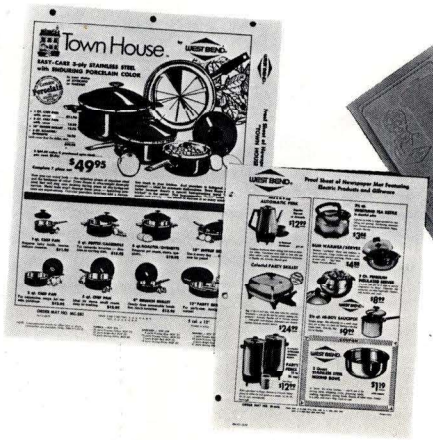




Millions of consumers are presold! Attention is focused on West Bend cookware and electrical appliances through single and double-page full color ads in carefully selected home service and women's magazines.



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





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

replacement parts

I. KNOBS



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



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



Part No. Fits:
P36-17 5407, 5408



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



Part No. Fits:
P143-19 3500, 3512



Part No. Fits:
P132-19 3595



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

KNOBS



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



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

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



Part No. Fits:
P246-19 3801, 3802, 3803, 3804, 3805, 3808, 3809, 3812, 3806, 3807, 3831, 3832, 3833, 3834, 3835, 3838, 3839, 3840, 3836, 3837, 3954, 3854



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



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



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

KNOBS



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



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



Part No. Fits:
P207-19 33525, 15424, 25411, 5446, 5479, 5480, 5481, 1621, 1631, 1641, 1622, 1632, 1642, 1623, 1633, 1643, 1625, 1635, 1645, 1628, 1638, 1648, 1629, 1639, 1649, 1731, 1732, 1733, 1735, 1738, 1739, 1741, 1742, 1743, 1745, 1748, 1749, 1751, 1752, 1753, 1755, 1758, 1759, 29308
P305-19 5397, 5398, 3492, 3493, 3494, 3495
P218-19 5406

II. HANDLES



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



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



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



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



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



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



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



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



Part No. Fits:
P131-19 5406, 5343

II. HANDLES



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



Part No. Fits:
P335-20 3638, 3512



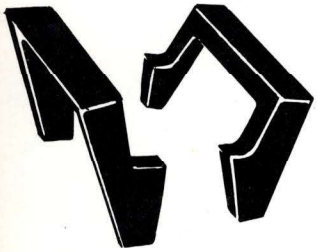
Part No. Fits:
P794-20 7604, 7605, 7606, 7609,
7614, 7616, 7615, 7619



No. Fits:
P630-20 1801, 1811, 1802, 1812,
(Long) 1803, 1813, 1810, 1820,
1808, 1818, 1621, 1631,
1641, 1622, 1632, 1642,
1623, 1633, 1643, 1628,
1638, 1648, 1629, 1639,
1649, 1731, 1732, 1733,
1738, 1739, 1741, 1742,
1743, 1748, 1749, 1751,
1752, 1753, 1758, 1759



Part No. Fits:
P793-20 7601, 7602, 7603, 7608,
7609, 7606, 7607, 7611,
7612, 7613, 7618, 7619,
7616, 7617



Part No. Fits:
P687-20 3543
(Brown)
P804-20 73941, 13541, 3543
(Black)



Part No. Fits:
P367-20 3286



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



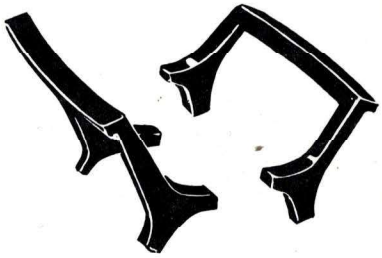
Part No. Fits:
P522-20 1241, 1242, 1243, 1248,
1250, 1222, 3400, 3400-1,
3401, 3402, 3403, 3408



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



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



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



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



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



Part No. Fits:
P700-20 3801, 3802, 3803, 3831,
(Long) 3832, 3833, 3806, 3836
P701-20 3809, 3812, 3807, 3814,
(Long) 3839, 3840, 3837, 3818,
3808, 3838



Part No. Fits:
P723-20 3331, 3332, 3347, 3333,
3342, 3339, 3340, 3338,
3337, 3351, 3352, 3353,
3367, 3362, 3359, 3358,
3441, 3447, 3442, 3443,
3431, 3448, 3449, 3432



Part No. Fits:
P616-20 1001, 1024, 1003, 1023,
1022, 1025
P617-20 1021



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



Part No. Fits:
P699-20 7480, 3470, 3472
P704-20 7482
P791-20 1310, 1320, 1330, 1314,
1324, 1334



Part No. Fits:
P607-20 7248



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



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

II. HANDLES



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



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



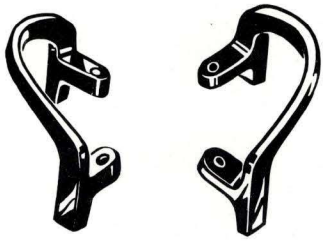
Part No.	Fits:
P408-20	3561, 5427, 5428



Part No.	Fits:
P605-20	3574-2



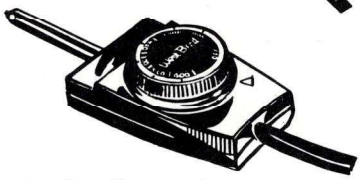
Part No.	Fits:
P731-20	5446



Part No.	Fits:
P802-20	5397, 5398

MISCELLANEOUS
Automatic Heat Controls





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

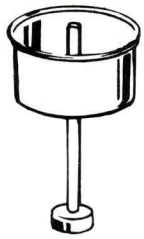


Part No.	Fits:
P19-149 (Black)	33245, 3858, 3878, 3286, 3260, 3295, 3246, 3248, 3259, 3200, 3504, 3520, 7270, 3510, 3467, 27210, 7298, 7248, 3536

MISCELLANEOUS



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



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



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



Part No.	Fits:
P3258-58	3258
P3245-58	33245



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



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



Part No.	Fits:
P32-2	3286



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



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



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



Part No.	Fits:
P94-47	7171, 7172, 7173, 7176, 7178, 7180, 3583



Part No.	Fits:
P45-77	3566, 3567, 3570, 3571, 3583, 3590, 3211
P69-77	33525, 33535, 3426



P57-104



P61-104



P44-104

Part No. Fits:
P44-104 3536
P47-104 3540
P64-104 1204
P57-104 1-9304, 3-9304
P61-104 33525, 33535



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



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



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



Part No. Fits:
P65-104 3500



Part No. Fits:
P41-104 7255



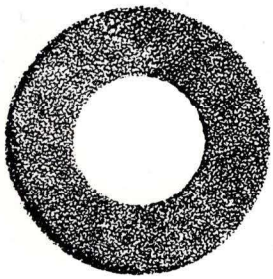
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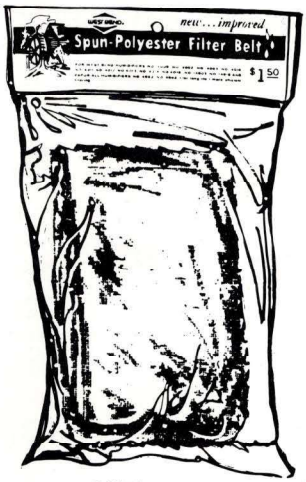


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P92-2 5466 (Lexon Cover)

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P13-69



P4001

Part No. Fits:
P4001 4000, 4002, 4003, 4010, 4052, 14003, 14010, 4062, 4011, 4012, 4013, 4014, 4015, 4053, 4054, 4055, 4056, 4057, 4058
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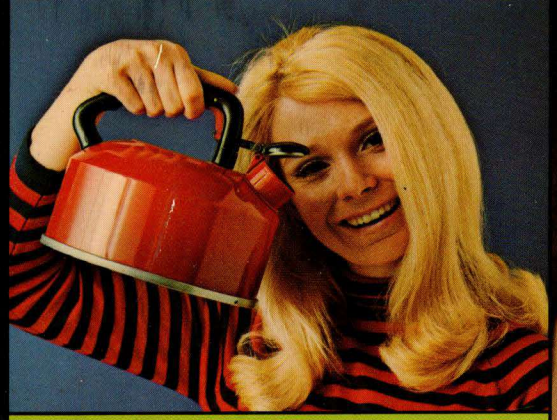
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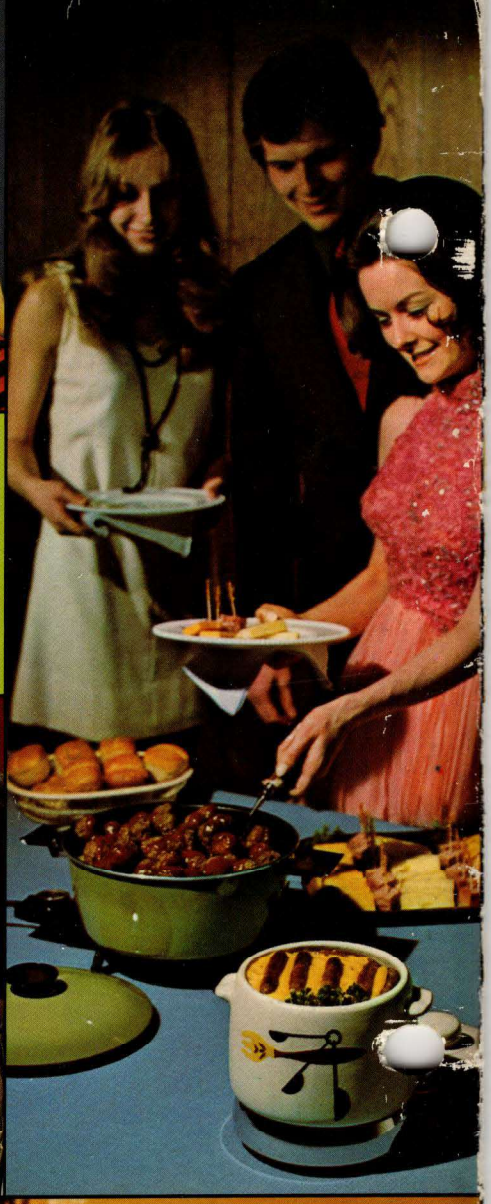
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