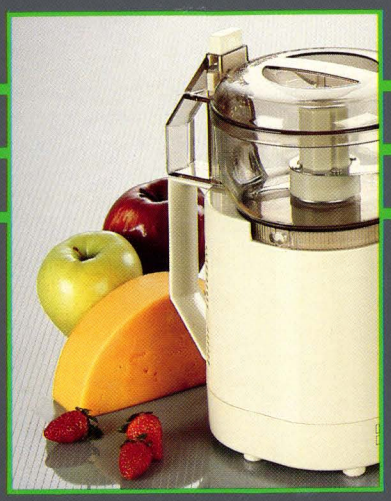
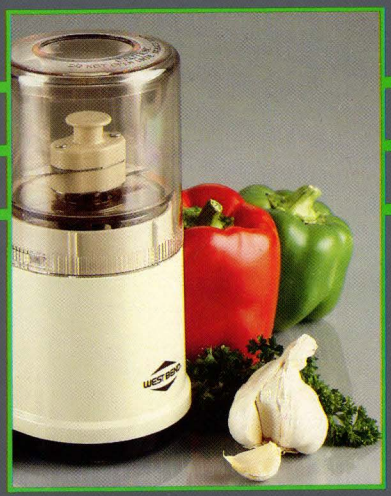
# FOOD PROCESSORS
## AND FOOD CHOPPER







WEST BEND®

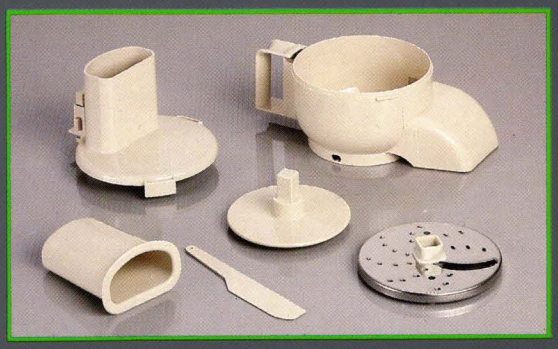
# powerhouse performers

We've expanded our line of quality food processors, plus added a food chopper, to satisfy your customer's varied needs and life-styles.

Whether shredding cheese, slicing potatoes, chopping nuts, mixing pizza dough or mincing onions—a West Bend Food Processor or Chopper will deliver outstanding results every time. And their compact, contemporary design makes them attractive and easy to use.

**500 WATTS OF POWER**



Slicer/Shredder Attachment

**No. 6500 High Performance Food Processor**

- The Powerhouse Performer. Compact yet POWERFUL to get the job done fast.
- Slices, shreds, chops, mixes, minces and purees with outstanding results.
- Slicer/shredder attachment with food pusher, feed tube and chute provide continuous slicing and shredding.
- Handy spatula included for easy removal of processed foods.

500 watts. Std. pk. of 1, ship. wt. 6.1 lbs., cube .474 cu. ft.

products of THE WEST BEND COMPANY
400 Washington St., West Bend, WI 53095 U.S.A.





**No. 6491 Food Processor**

- Complete yet affordable. Offers the benefits of higher-powered food processors at a lower cost.
- Slices, shreds, chops, mixes, minces and purees.
- Easy to use, easy to clean.

350 watts. Std. pk. of 1, approx. ship. wt. 4.6 lbs., approx. cube .404 cu. ft.



**No. 6501 Food Chopper**

- Great for small processing jobs. Compact yet BIG in performance to simplify small food preparation tasks.
- Chopping bowl is ON TOP making it easy to use, easy to see inside.
- Simple, one-handed twist of the cover turns it on and off.
- Easy to clean—only three pieces to wash.
- Rubber feet for greater stability during use.
- Safety interlock insures proper assembly before use.

175 watts. Std. pk. of 1, ship. wt. 2.3 lbs., cube .113 cu. ft.

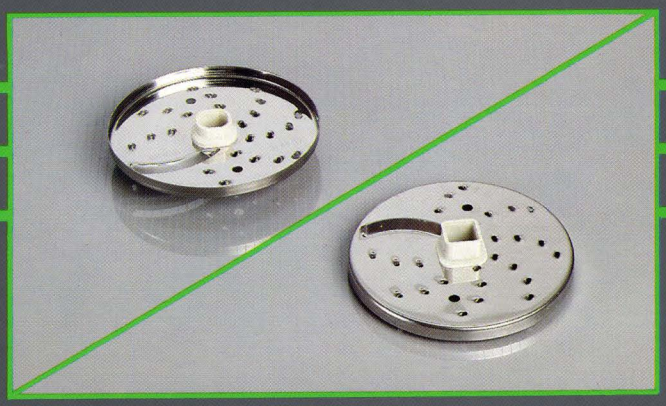
WEST BEND®

# special features

## FOOD PROCESSOR

**Reversible Slicer/Shredder Disc**

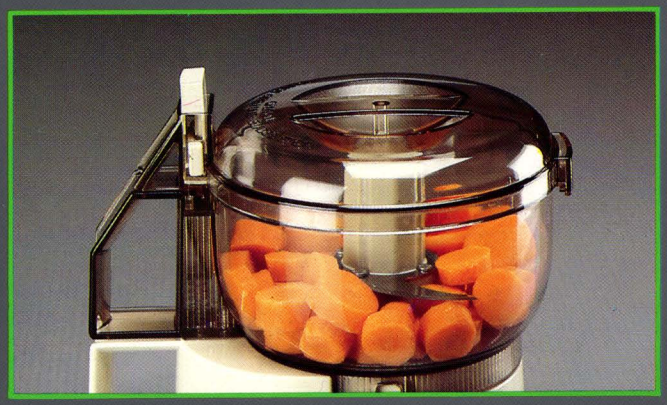
Slice on one side. Flip it, and shred on the other. The reversible slicer/shredder disc gives every West Bend food processor the ability to do both. The disc is crafted of durable stainless steel.



**Easy-Grip handles**

Handles on the bowls and power base make foods easier to remove and provide greater control during use.





**On/Off Control Button**

Each West Bend food processor is equipped with a special ON/OFF Control Button that locks for continuous processing or PULSES for even greater control.

**EACH FOOD PROCESSOR ALSO INCLUDES:**

- Cover with feed tube and food pusher for slicing and shredding.
- Double pouring holes in cover for adding liquids while mixing.
- Safety interlock.
- Rubber feet for greater stability during use.
- Stainless steel cutting blades.
- 120 volts, AC only; UL listed.
- Full-color graphic label on benefit-oriented carton.

## CHOPPER

West Bend's food chopper has a see-thru chopping bowl that's ON TOP. This makes it easier to use because you can see inside as it chops. A simple, one-handed twist turns it on and off.



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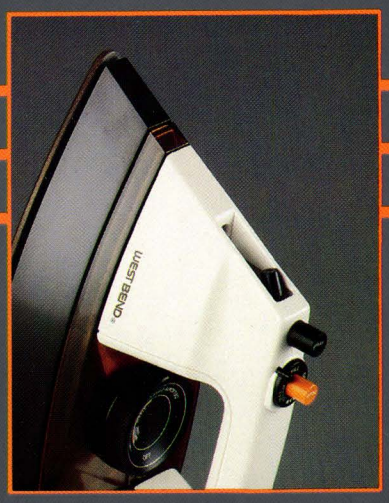
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# cordless irons






WEST BEND®

# cordfree, carefree

**Ironing's so much easier without a dangling, tangling cord getting in the way. And West Bend Cordless Irons are worry-free, too, with AUTOMATIC SHUT-OFF!**




## No. 6012 Electronic Cordless Iron

- Automatic shut-off with tone alert—after 10 minutes of non-use, a repeating tone alerts the user that, if not used within two minutes, the iron will shut off automatically.
- Touch pad control offers choice of five fabric settings, plus a high/low option within each setting—a total range of 15 temperatures.
- Solid state electronic temperature control monitors temperature when iron is resting on its base.

1400 watts, 120 volts, AC only. UL listed. Full-color litho carton. Std. pk. of 4; ship. wt. 16.3 lbs., cube 1.138 cu. ft.

**Touch pad control puts state-of-the-art electronic technology at your fingertips. Choose from 15 temperature settings!**

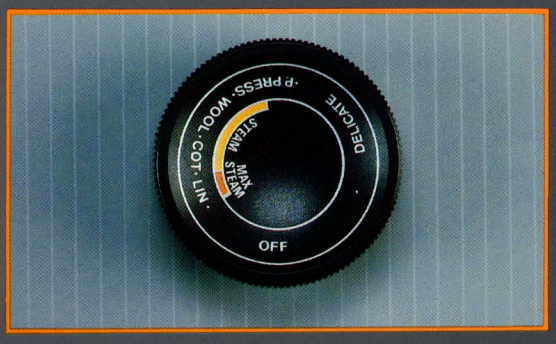





**No. 6200 Cordless Iron**

- Cord is attached to separate base, not directly to the iron itself. Iron is free to move effortlessly—no drag, no tangles.
- Full featured—offers steam, dry and maximum steam settings, plus surge of steam and spray mist.
- Electronic control shuts iron off automatically in about 10 minutes if not used.

1400 watts, 120 volts, AC only. UL listed. Full-color litho carton. Std. pk. of 4; ship. wt. 15.0 lbs., cube 1.097 cu. ft.




Temperature Control Knob provides full range of settings for all types of fabrics, from delicate silk to cotton and linen.

WEST BEND®

# special features

**Automatic Shut-Off**
Electronic controls in the iron shut it off AUTOMATICALLY after about 10 minutes of non-use.







**SilverStone® Coated Soleplate**
DuPont's non-stick finish helps iron glide smoothly over fabrics. Access chamber in soleplate allows easy cleanup of lint or mineral deposit buildup which may develop in any steam iron.




**Full-Featured Iron**
In addition to dry, steam and maximum steam settings, features include spray mist and surge of steam button.

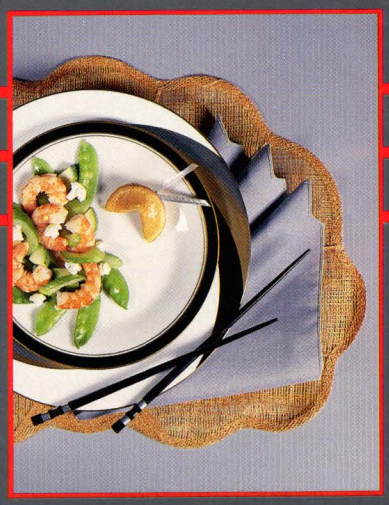
**EACH IRON ALSO FEATURES:**
- See-through reservoir.
- Full-length button groove.
- Contoured thumb rest.

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# woks







WEST BEND®

# woks work wonders

## NEW




**No. 80006 6-Qt. Stainless Steel Wok**

- The lasting gleam and easy cleanup of stainless steel make this wok an elegant addition to any household.
- Use it to stir-fry, stew, simmer, poach, steam, tempura or Hot Pot Oriental-style meals FAST...
- Five adjustable heat settings
- Includes: steaming rack, two stir-fry spoons, 10 chopsticks and Better Homes & Gardens Recipe Booklet.

1000 watts, Std. pk. of 1, ship. wt. 7.5 lbs., cube 1.371 cu. ft.





# NEW







**No. 79807 7-Qt. Electric Wok—Black**

- Large capacity and higher heat intensity for preparing large Oriental-style meals in minutes.
- Adjustable temperature control; wok is immersible with control removed.
- Attractive red Chinese character on cover.
- SilverStone® non-stick cooking surface.
- Includes: Steaming rack, 10 chopsticks, two stir-fry spoons and 96-page recipe book.

Debron® non-stick exterior finish on aluminum base; acrylic-on-aluminum cover. 1500 watts. Std. pk. of 1, ship. wt. 7.5 lbs., cube 1.542 cu. ft.




**No. 79525X 6-Qt. Electric Wok**

- For everyday or special occasions. Use it to stir-fry, stew, simmer, poach or tempura your favorite Oriental dishes.
- Five adjustable heat settings.
- Heavyweight aluminum construction for fast, even heating.
- Non-stick interior for easy clean-up.
- Includes tempura rack and Better Homes & Gardens Wok Recipe Booklet.

Stain-resistant acrylic-on-aluminum base and cover.
1000 watts. Std. pk. of 1, ship. wt. 5.9 lbs., cube 1.371 cu. ft.

WEST BEND®




**No. 79506X 6½-Qt. Electric Wok**

- Family-sized. Expertly cooks family-size Oriental meals in minutes. Great for entertaining!
- SilverStone® non-stick cooking surface for easy cleaning.
- Adjustable temperature control; wok is immersible with control removed.
- Includes tempura rack and 96-page recipe book.

Stain-resistant porcelain-on-aluminum base; acrylic-on-aluminum cover. 1000 watts. Std. pk. of 1, ship. wt. 7.1 lbs., cube 1.542 cu. ft.

WEST BEND®



**No. 5109 Our Original 5¼-Qt. Electric Wok**

- Inspired by the art of Oriental cooking, this wok lets you prepare authentic Oriental cuisine quickly and easily.
- 5¼-Quart size is ideal to stir-fry, steam and tempura. Stews and simmers too.
- Adjustable temperature control; wok is immersible with control removed.
- SilverStone® non-stick cooking surface for easy cleaning.
- Includes Better Homes & Gardens Wok Recipe Booklet.

Stain-resistant porcelain-on-aluminum base; acrylic-on-aluminum cover. 1000 watts. Std. pk. of 1, ship. wt. 6.25 lbs., cube 1.274 cu. ft.

**ALL WOKS INCLUDE:**

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

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3169-715-11-87

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WEST BEND®

# 4 Quart Electric WOK

with easy-to-clean non-stick surface

**Enjoy "Oriental-style" cooking with automatic convenience—now in just the right-size appliance for small families, singles, couples, wherever space is at a premium!**

**No. 79804**



- Fun! Stir-fry authentic Oriental specialties in just minutes—as well as tempura, poach, stew, steam, simmer.
- Compact 4 qt. wok is well-suited for apartment and condo-dwellers...takes up less room on the shelf or countertop.
- Base has non-stick finish inside and out for easier clean-up.
- Automatic heat control provides accurate temperatures from Warm to 425° F. With heat control removed, wok is immersible and dishwasher-safe.
- Heat-resistant handles, legs and cover knob.
- Instruction booklet with recipes included.
- 1,000 watts, 120 volts, AC only.
- Full-color graphic label on benefit-oriented carton. Std. pk. of 1, approx. ship. wt. 4.4 lbs., approx. cube .770 cu. ft.

UL®

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# Suggested Ad Slicks for 79804 4-Quart Wok

**4 Qt. Electric**

WEST BEND®

**WOK**




Perfect size for small families, couples or singles. Non-stick finish makes cleanup a snap!

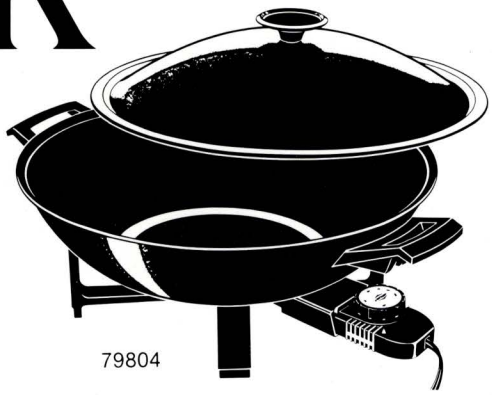
**$00.00**

2 col. x 2″

**4 Qt. Electric**

WEST BEND®

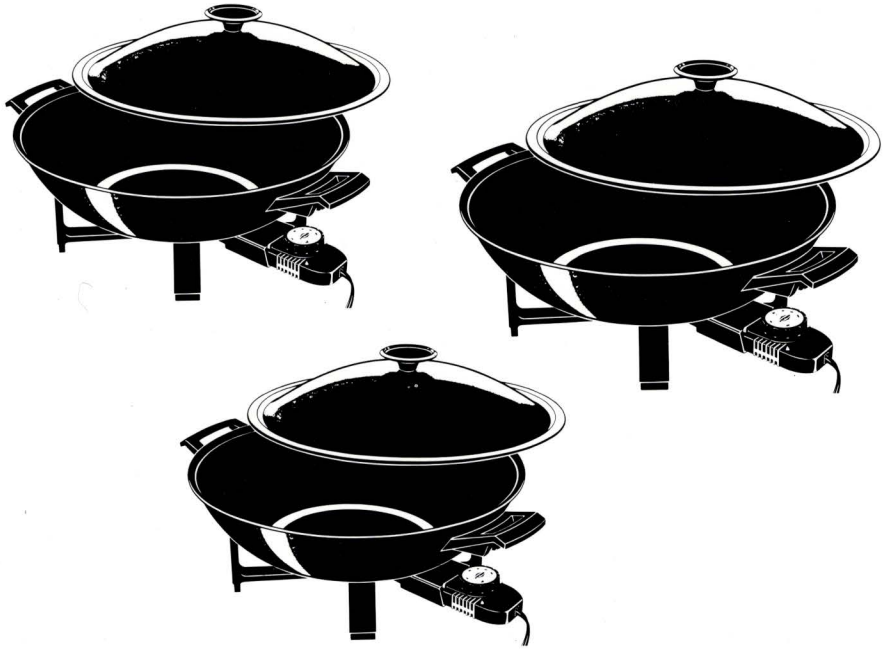
**WOK**




Perfect size for families, couples or singles. Compact for easy storage. Non-stick finish for easy cleanup.

**$00.00**

2 col. x 3½″



**4 Qt. Electric**

WEST BEND®

**WOK**




Perfect for small families, couples or singles. Non-stick finish makes clean-up a snap!

**$00.00**

1 col. x 3½″

WEST BEND®

**4 Qt. Electric**

**WOK**



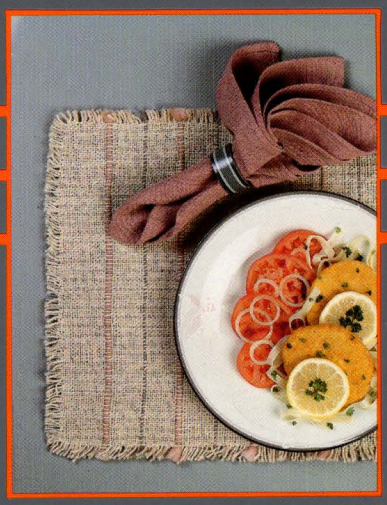

- Perfect size for small families, couples or singles.
- Compact for easy storage.
- Automatic heat control.
- Non-stick finish for easy cleanup.

**$00.00**

1 col. x 5¼″

# skillets







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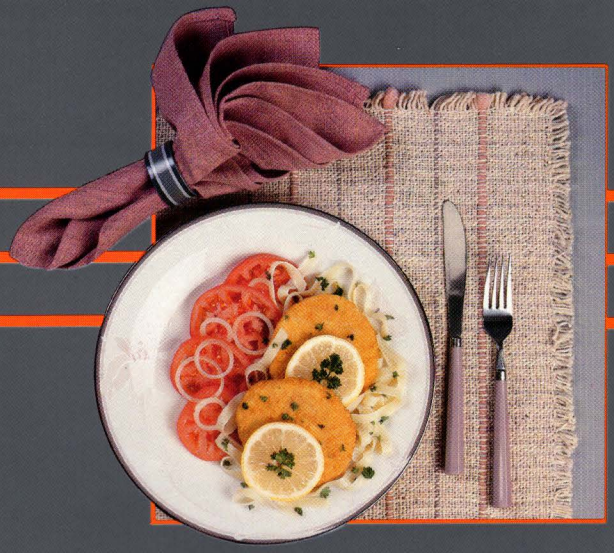
# skillful skillets



**No. 72106X Oblong Electric Skillet**

- Measuring 14½" x 10½" x 2½," this "super skillet" accommodates larger cuts of meat and poultry—perfect for family-size, party-size meals.
- SilverStone® non-stick surface for easy cleaning.
- High dome cover features adjustable steam vent.
- Detachable heat control provides precise cooking temperatures from Warm to 425°F. With control removed, skillet is immersible and dishwasher-safe.

1300 watts; std. pk. of 1, ship. wt. 7.8 lbs., cube 1.538 cu. ft.



# NEW



**No. 72630 12″ Electric Skillet**

- Large-size skillet with SilverStone® non-stick interior surface, for big meal making capacity with easy cleanup.
- Contemporary grey color scheme with decorated cover... cover has adjustable steam vent.

1200 watts; std. pk. of 1, approx. ship. wt. 6.2 lbs., approx. cube 1.110 cu. ft.



**No. 1440 12″ Electric Skillet**

- West Bend 12″ skillets provide almost 20% more cooking space than 11″ skillets.
- Popular brown-and-almond color scheme with brown striping on cover.
- SilverStone® non-stick interior.
- Cover features adjustable steam vent.

1200 watts; std. pk. of 1, ship. wt. 6.2 lbs., cube 1.110 cu. ft.

# NEW



**No. 72607 13" Electric Skillet**

- Generous size makes it easier to prepare larger quantities of foods like pancakes, grilled sandwiches, french toast, bacon and eggs.
- SilverStone® interior for non-stick cooking and easy cleanup.
- Steaming rack included.
- Self-basting cover features adjustable steam vent; "cover rest" holds cover up for stirring and serving.
- Removable legs simplify storage.

1300 watts; std. pk. of 1, approx. ship. wt. 8.5 lbs., approx. cube 1.110 cu. ft.

WEST BEND®

## No. 72629 11" Electric Skillet

- Meal making is easier when the right cooking temperature is *automatic*! Just set the Heat Control to fry, stew, sauté, roast, grill, simmer, warm or serve.
- Durable SilverStone® interior offers stick-free cooking, easy cleanup.

1200 watts; std. pk. of 1, ship. wt. 4.9 lbs., cube .815 cu. ft.






## No. 72129X 11" Electric Skillet

- Enjoy stick-free cooking and easy cleanup with Rockcote,® a superior non-stick surface that's triple thick for added durability.
- Convenient 11" size.
- High-dome cover with handsome design.

1200 watts; std. pk. of 1, ship. wt. 4.9 lbs., cube .844 cu. ft.

WEST BEND®

## No. 72619X 11" Electric Skillet

- Versatile—roasts, grills, fries, stews, simmers, warms and serves favorite meals with ease. And its NON-STICK cooking surface makes cleanup a snap!
- White porcelain-on-aluminum base and acrylic-on-aluminum high dome cover are stain and fade resistant.

1200 watts; std. pk. of 1, ship. wt. 4.9 lbs., cube .844 cu. ft.



## No. 76208 17" x 11" Electric Griddle

- Large 17" x 11" cooking surface prepares family-size meals or grills two foods at once. Thick aluminum construction heats fast, evenly.
- Cooking's stick-free and cleanup's easy with Rockcote,® a superior non-stick surface that's triple thick for added durability.
- Grease well along edge traps juices, and two pouring lips make disposal easy.
- Detachable heat control provides temperature settings from Warm to 425°F. With control removed, griddle is immersible and dishwasher-safe.

Full-color graphic label on benefit-oriented carton. 1470 watts, 120 volts, AC only. Std. pk. of 1, ship. wt. 6.6 lbs., cube .703 cu. ft.



## ALL SKILLETS FEATURE:

- Porcelain-on-aluminum base, acrylic-on-aluminum cover...fade and stain resistant.
- Full color graphic label on benefit-oriented carton.
- Electric heat control provides accurate cooking temperatures from Warm to 425°F. With heat control removed, base is immersible and dishwasher-safe.
- Heat resistant handles permit cooking and serving in the same utensil.
- High dome cover allows plenty of room for preparing a chicken, ham or roast.
- 120 volts, AC only; UL listed.



## No. 76204 12½" x 9¾" Electric Griddle

- Space-saving griddle has 12½" x 9¾" non-stick cooking surface. Compact, easy to store.
- Grease well at one end traps juices.
- Automatic heat control provides exact temperatures (Warm to 425°F) for consistent cooking excellence. With heat control removed, griddle is completely immersible and dishwasher-safe.
- Ideal for preparing smaller quantities of pancakes, grilled sandwiches, eggs, steaks and chops.
- Doubles as a warming tray...keeps snacks and party foods warm for serving.

Full-color graphic label on benefit-oriented carton. 1300 watts, 120 volts, AC only. Std. pk. of 1, approx. ship. wt. 5.5 lbs., approx. cube .469 cu. ft.

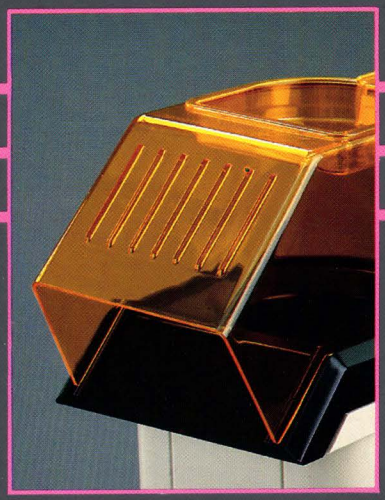
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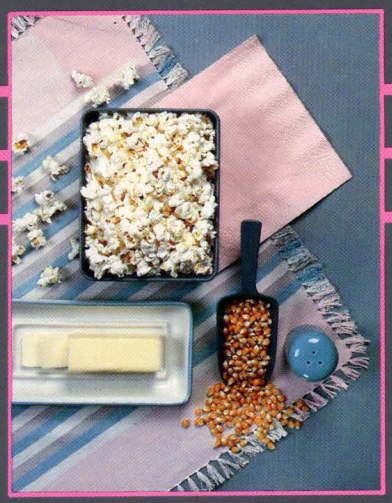
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# CORN POPPERS







WEST BEND®

# Fun's a poppin'

**No. 5346 Stir Crazy® 2 to 6-Qt. Corn Popper**

- Pops up to 25 percent more popcorn than ordinary poppers using the same amount of popcorn and LESS OIL.
- Pops FAST—six quarts in about six minutes.



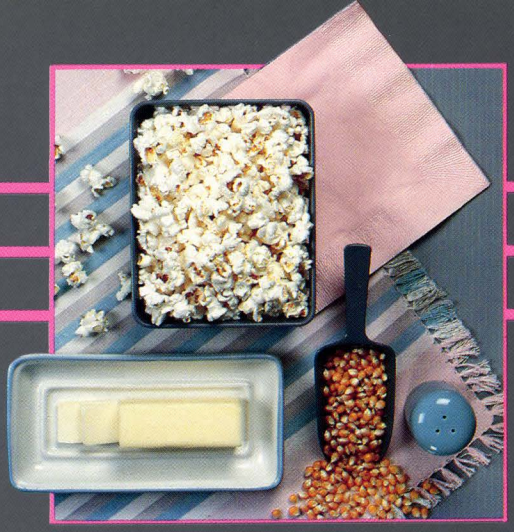



- Exclusive stirring rod stirs kernels for even heat distribution.
- Awarded the Popcorn Institute Seal of Quality Performance.

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

**Built-in butter well on top of cover automatically butters corn while it pops. Simply remove the plastic lid, add butter and in minutes, it melts through holes in the cover for delicious buttery-tasting popcorn.**







**No. 82215 Butter-Matic® 5 5-Qt. Corn Popper**

- A crowd pleaser. Pops up to five quarts of fluffy, delicious popcorn in minutes.
- Easy to use, easy to clean.
- Automatic temperature control shuts it off after kernels have popped to help prevent burning and scorching.

600 watts. Std. pk. of 1, ship. wt. 3.5 lbs., cube .660 cu. ft.

**Just pop and flip. Included with the 5346, 82204 and 82215 is a break-resistant cover that flips to become a handy serving bowl.**





**No. 82204 Butter-matic® II 4-Qt. Corn Popper**

- Pops up to four quarts of delicious popcorn in about seven minutes.
- Easy to use, easy to clean.
- Automatic temperature control shuts it off after kernels have popped to help prevent burning and scorching.

600 watts. Std. pk. of 1, ship. wt. 4 lbs., cube .583 cu. ft.

**EACH 5346, 82204 AND 82215 INCLUDES:**

- Built-in butter well.
- Non-stick popping surface.
- See-thru polycarbonate cover—flips to become a handy serving bowl.
- Heat-resistant base.
- 120 volts, AC only. UL listed.
- Full-color graphic label on benefit-oriented carton.

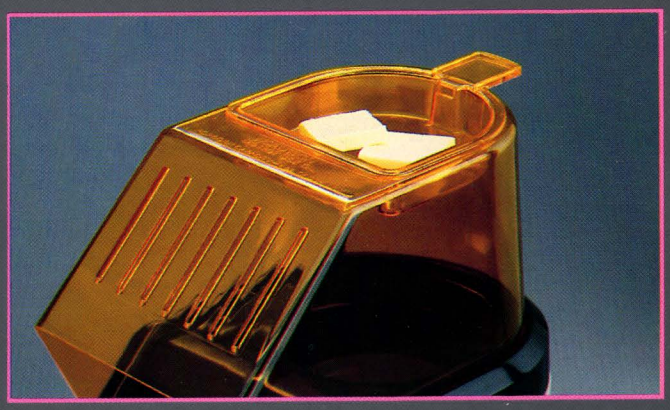
WEST BEND®

## No. 82102 Poppery® II 4-Qt. Hot Air Corn Popper

- Delicious yet nutritious. Pops up to four quarts of delicious popcorn with NO OIL for fewer calories, no cholesterol and less mess.
- POPS FAST—four quarts in about three minutes.
- Removable measuring/butter cup.
- Compact for easy storing.

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



Convenient measuring cup holds ½ cup kernels, doubles as butter melting cup.

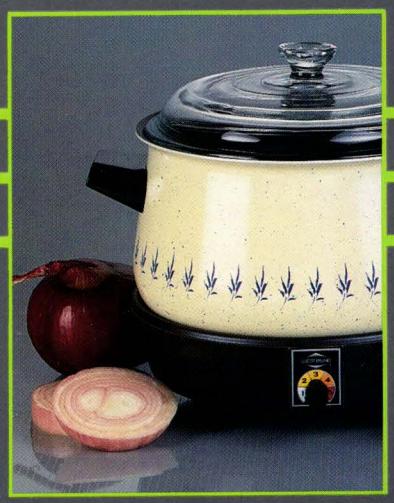
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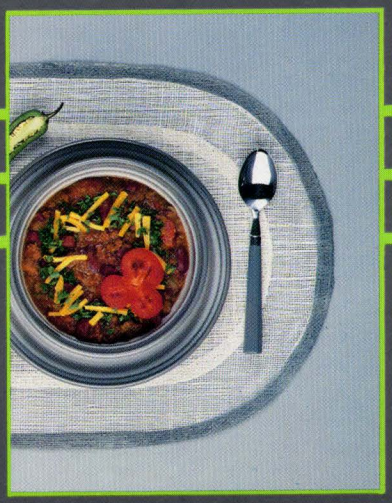
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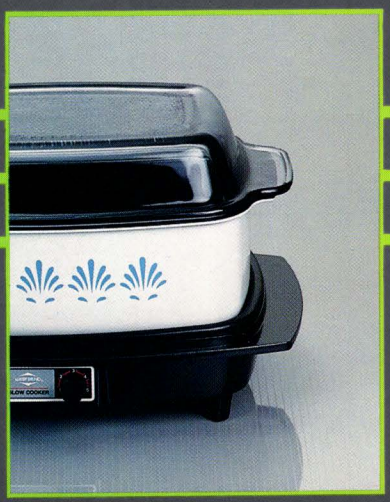
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# slow cookers

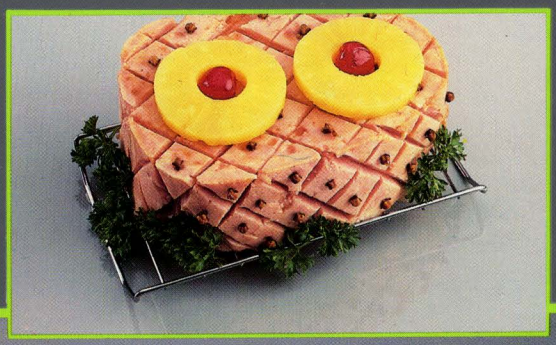






WEST BEND®

# Quick to please



NEW



**No. 84606 6-Qt. Slow Cooker**

- A Family Favorite. Helps prepare delicious, nutritious meals for the whole family while you're away from home.
- OBLONG to fit foods better—chickens, ham, large cuts of beef. Also great for making soups, stews, chili and more.
- White porcelain-on-aluminum exterior with contemporary grey design.
- Heat-resistant handles.
- Five position temperature control.

300 watts. Std. pk. of 1, ship. wt. 9 lbs., cube .841 cu. ft.

**No. 84226 6-Qt. Slow Cooker**

- A Touch of Country. Slow cook, roast, grill, bake, simmer, warm and serve in this country-designed model.
- Heat-resistant base doubles as a handy mini-grill.
- Immersible and dishwasher-safe cooking pot and glass cover.
- Five temperature settings.
- Heat-resistant handles.
- Sophisticated, warm rust country design on tan porcelain-on-aluminum exterior.

300 watts. Std. pk. of 1, ship. wt. 8.2 lbs., cube .886 cu. ft.



# NEW



**No. 84604 4-Qt. Slow Cooker**

- A Trend Setter. This model's OBLONG shape and contemporary design make it the perfect choice for today's busy lifestyles.
- OBLONG to fit foods better—large cuts of beef, chickens, ham... Also great for soups, stews, chili and more.
- Slow cooks, roasts, grills, bakes, warms and serves.
- Durable Rockcote® non-stick cooking surface for easy cleaning.
- Attractive slate blue "seashell" design on grey porcelain-on-aluminum exterior.
- Five temperature settings.

300 watts. Std. pk. of 1, ship. wt. 7.7 lbs., cube .638 cu. ft.



**No. 84114 4-Qt. Slow Cooker**

- A Handsome Favorite. Brown stripes on almond porcelain-on-aluminum make it attractive as-well-as useful.
- Slow cooks, roasts, grills, bakes, warms and serves all-in-one.
- Five temperature settings.
- OBLONG to fit foods better—roasts, chickens, ham ... Also great for soups, stews, chili and more.
- Durable Rockcote® non-stick cooking surface.

300 watts. Std. pk. of 1, ship. wt. 7.7 lbs., cube .638 cu. ft.

# SPECIAL FEATURES



**INCLUDED WITH 84606, 84604, 84226 AND 84114 MODELS**

The handy cooking pot removes from the base for use on the range or in the oven. Pot is immersible and dishwasher-safe.



**INCLUDED WITH 84606, 84604, 84226 AND 84114 MODELS**

With cooking pot removed, the heat-resistant base doubles as a handy mini-grill. Great for cooking pancakes, eggs, bacon, hamburgers and more. Its non-stick surface makes cleanup a snap.



**INCLUDED WITH 84606, 84604 AND 84114 MODELS**

The handy glass cover flips to become a versatile 1½-quart casserole/serving dish. Dish is oven and microwave-safe.

WEST BEND®

# NEW



**No. 84144 4-Qt. Slow Cooker (Round)**

- Great for preparing casseroles, stews, soups and more.
- Durable Rockcote® non-stick interior for easy cleaning.
- Pot removes from base for use on the rangetop or in the oven.
- Five temperature settings.
- Glass cover and cooking pot are immersible and dishwasher-safe.
- Heat-resistant handles.
- Light cream porcelain-on-aluminum pot with country, blue speckled pattern and floral design.

200 watts. Std. pk. of 1, ship. wt. 6.1 lbs., cube .463 cu. ft.

WEST BEND®

# NEW



**No. 84513 3½-Qt. Slow Cooker**

- Perfect for Singles and Couples. Its 3½-quart capacity is just right for preparing meals for one or two.
- Prepares delicious meals while you're away from home.
- OBLONG to fit foods better—small chickens, roasts, hams, pork chops... Also great for soups, stews, chili and more.
- High/low temperature settings.
- Bold, red porcelain-on-aluminum cooking pot with white floral design.

170 watts. Std. pk. of 1, app. ship. wt. 3.56 lbs., app. cube .567 cu. ft.

**EACH SLOW COOKER ALSO FEATURES:**

- 120 volts, AC only; UL listed.
- Full-color graphic label on benefit-oriented carton.
- Non-stick interior for easy cleaning.
- Adjustable temperature settings.

products of THE WEST BEND COMPANY
400 Washington St., West Bend, WI 53095 U.S.A.

3172-715-11-87

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# LARGE-CAPACITY coffeemakers







WEST BEND®

# party pleasures

### No. 58130 12 to 30 Cup Party Perk—Almond

- Large capacity is great for parties and offices.
- Delicious coffee brews at cup-a-minute speed; automatic temperature control keeps it piping hot.

Almond enamel on aluminum. Std. pk. of 1, ship. wt. 4.5 lbs., cube 1.148 cu. ft.




### No. 58030 12 to 30 Cup Party Perk

- Brews 30 cups of fresh coffee in about 30 minutes; automatic temperature control keeps it hot... perfect for parties!

Polished aluminum construction. Std. pk. of 1, ship. wt. 4.5 lbs., cube 1.148 cu. ft.

### No. 57130 12 to 30 Cup Insulated Party Perk

- Brews 12 to 30 cups of delicious coffee automatically.
- Double-wall, trapped-air insulation keeps coffee hot up to two hours without electricity.

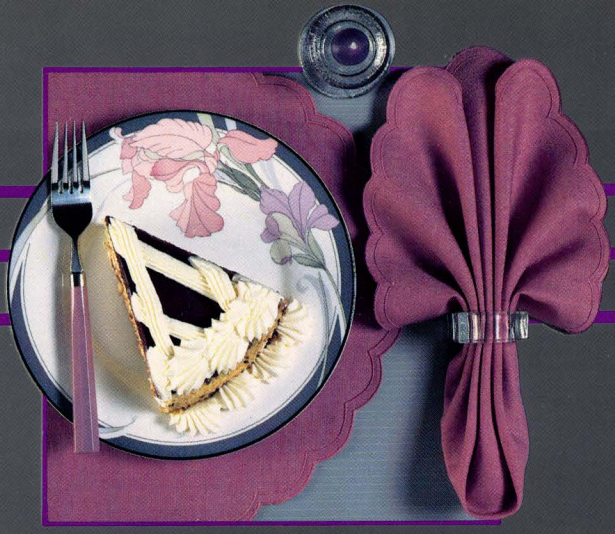
Almond enamel on steel exterior and natural finish aluminum interior with trapped air space between. Std. pk. of 1, ship. wt. 6.0 lbs., cube 1.021 cu. ft.




### No. 58122 12 to 22 Cup Party Perk—Almond

- Automatic temperature control brews 22 cups of delicious coffee in about 22 minutes, then keeps it hot for hours.

Almond enamel on aluminum. Std. pk. of 1, ship. wt. 4.1 lbs., cube .893 cu. ft.



## No. 33600 40 to 100 Cup Percolator

- Brews coffee automatically and keeps it at serving temperature hour after hour.
- Ideal for institutional and commercial use, in offices, churches, break rooms, lounges and cafes.
- Tubular glass coffee level gauge shows at a glance the amount of coffee remaining.

On/off switch; 1500 watts. Std. pk. of 1, ship. wt. 10.8 lbs., cube 2.407 cu. ft.




## No. 43536 12 to 36 Cup Percolator

- Automatic temperature control brews delicious coffee at cup-a-minute speed, then keeps it ready-to-serve for hours.

1090 watts. Std. pk. of 1, ship wt. 5.8 lbs., cube 1.434 cu. ft.

## No. 13500 25 to 55 Cup Perk

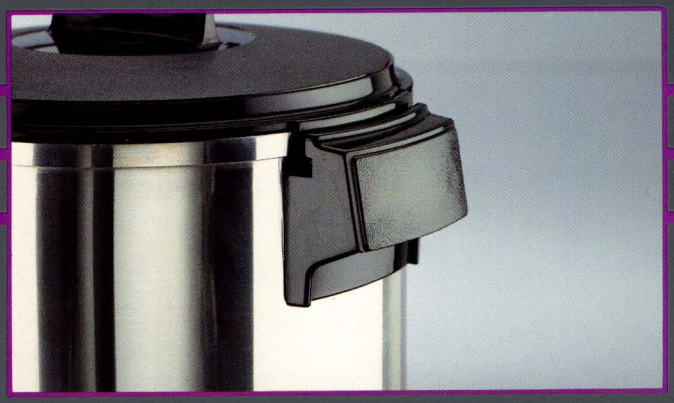
- Brews delicious coffee at cup-a-minute speed; stays piping hot with automatic temperature control.
- Tubular glass coffee level gauge.

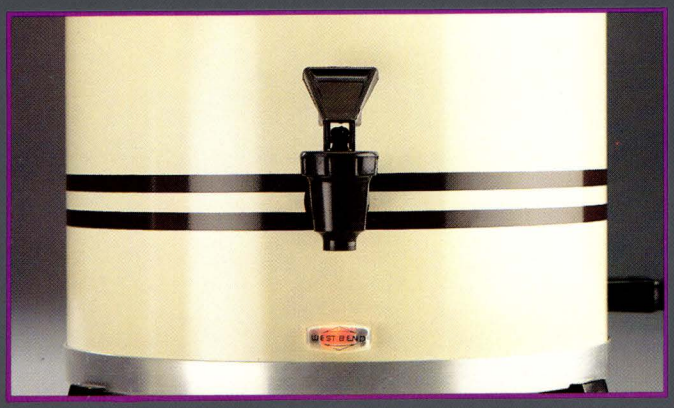
On/off switch; 1500 watts. Std. pk. of 1, ship. wt. 9.3 lbs., cube 2.027 cu. ft.

WEST BEND®

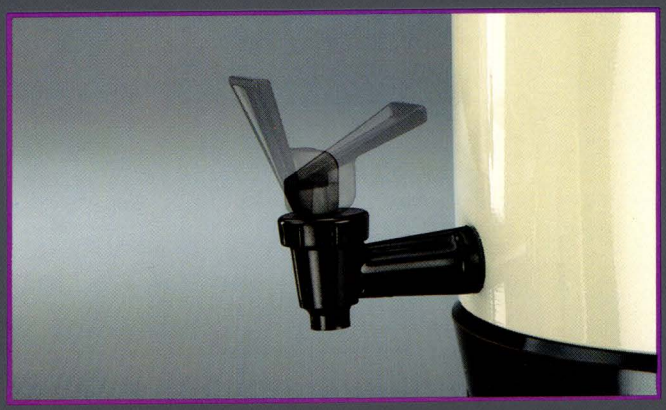
# special features

**Lock-on Lid**
Every West Bend large-capacity coffeemaker is designed with a lock-on lid. This feature helps minimize accidental spillage.





**Serving Light**
When the automatic brewing cycle is completed, the serving light lets you know that "Coffee's ready!" (All models except 58122)



**Two-Way Dripless Faucet**
Flip up for continuous flow to fill a carafe; press down to serve one cup at a time.

**ALL MODELS ALSO FEATURE:**
- Water level markings for easy measuring.
- Heat-resistant handles, cover knob, lid, phenolic base and legs.
- 120 volts, AC only; UL listed.

**PARTY PERKS (models 57130, 58122, 58030 and 58130) ALSO FEATURE:**
- "Cool-tip" basket of durable plastic for safe removal and easy cleaning.
- Detachable cord; 1090 watts.
- Full-color graphic label on benefit-oriented carton.

**LARGER CAPACITY MODELS (43536, 13500 and 33600) ALSO FEATURE:**
- UL listed for household and commercial use.
- Polished aluminum construction for easy handling and durability.
- Easy coffeemaking instructions printed on face-plate for convenient reference.
- Benefit-oriented carton.

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400 Washington Street, West Bend, WI 53095 U.S.A.

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WEST BEND®

# 12 to 42 cup Automatic PARTY PERK

**No. 58002**

## Entertain in style. Brews up to 42 rich, aromatic cups of coffee in minutes.

- EXTRA-LARGE capacity.
- Twist-lock cover helps minimize accidental spillage.
- Detachable cord.
- Two-way dripless faucet for one cup or continuous serving.
- Serving light.
- Interior water-level markings for easy filling.
- Includes: "Cool-tip" plastic basket for easy removal of grounds and stem.
- 1090 watts, 120 volts, AC only; UL listed.
- Packaging: Full-color graphic label on benefit-oriented carton. Std. pk. of 1, approx. ship. wt. 9.3 lbs., approx. cube 2.027 cu. ft.

MADE IN THE USA




UL®

made in U.S.A. by THE WEST BEND COMPANY, West Bend, WI 53095 U.S.A.
3225-715-05-88
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Printed in U.S.A.

# Suggested Ad Slicks for 58002 Automatic Party Perk

WEST BEND®

12 to 42 Cup Automatic

**PARTY PERK**



EXTRA-LARGE CAPACITY—ideal for entertaining. Two-way dripless faucet. Interior water-level markings.

**$00.00**

58002

2 col. x 2"

WEST BEND®

12 to 42 Cup Automatic

**PARTY PERK**



58002

EXTRA-LARGE CAPACITY—ideal for entertaining. Interior waterlevel markings.

**$00.00**

1 col. x 3½"

WEST BEND®

12 to 42 Cup Automatic

**PARTY PERK**

- EXTRA-LARGE CAPACITY—ideal for entertaining.
- Two-way dripless faucet.
- Interior water-level markings.
- Detachable cord.

**$00.00**



58002

2 col. x 3"









**PARTY PERK**

**PARTY PERK**

WEST BEND®

12 to 42 Cup Automatic

**PARTY PERK**



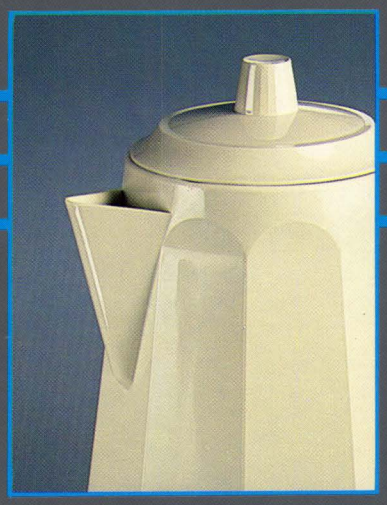
58002

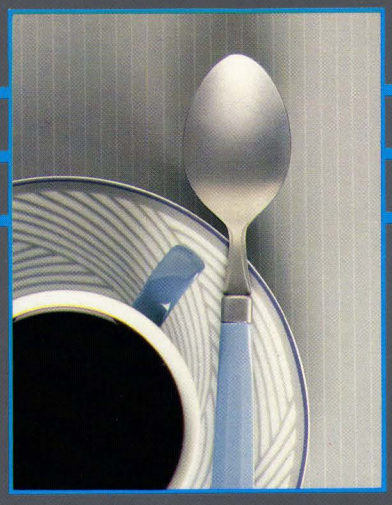
- EXTRA-LARGE CAPACITY—ideal for entertaining.
- Two-way dripless faucet.
- Interior water-level markings.
- Detachable cord.

**$00.00**

1 col. x 5¼"

# percolators







WEST BEND®

# perking to perfection

## NEW



**No. 51608, 51618**
**4 to 8 Cup Automatic Percolator with floral design—51608 (Blue) 51618 (Mauve)**

- Brews delicious coffee with the rich aroma only fresh-perked can promise.
- Attractive blue/mauve floral design brightens any home.
- Easy to clean.
- Crafted of durable, white polypropylene.
- Thermal cutout fuse for added safety.

650 watts. Std. pk. of 3, ship. wt. 5.4 lbs., cube .96 cu. ft.



**No. 51108 4 to 8 Cup Electric Coffeemaker**

- Modern convenience, old world styling—brews delicious coffee in just minutes.
- Easy to use, easy to clean.
- Wide base provides extra stability.
- Thermal cutout fuse for added safety.

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






**No. 9466 5 to 9 Cup Polished Aluminum Percolator**

- Crafted of beautiful polished aluminum—an updated American classic.
- Brews delicious coffee with the fresh aroma only fresh-perked can promise.
- Portable, space-saving design.
- Seamless interior for easy cleaning.

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




**No. 54119 5 to 9 Cup Automatic Coffeemaker—Almond with Brown Stripes**

- Handsome almond exterior with brown-striped design.
- Brews great-tasting coffee FAST...
- Seamless aluminum interior for easy cleaning.
- Stain-resistant, acrylic finish.

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

WEST BEND®

# special features

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





The durable plastic basket features tip that stays cool for easy removal of grounds and stem.

**EACH PERK INCLUDES:**

- Water level markings on interior.
- "Keep warm" automatic temperature control.
- "Twist-lock" or "lock-on" lid.
- Heat-resistant handles, base and cover.
- 120 volts, AC only. UL listed.
- Full-color graphic label on benefit-oriented carton.

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WEST BEND®

# 10 Cup QuikDrip® COFFEEMAKER

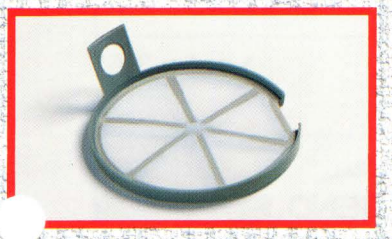
No. 56600

## AUTOMATIC PAUSE 'N SERVE



Automatically stops coffee from dripping when carafe's removed.

## DUAL FILTER SYSTEM



Permanent filter added to complement paper filters for better-tasting coffee.

## SPACE-SAVING DESIGN



Compact contemporary design uses little counterspace.




- Features PAUSE 'N SERVE... automatically stops coffee from dripping when carafe's removed. Lets you pour that first cup without waiting.
- Easy-to-operate ON/OFF switch. Red area indicates "ON" position.
- Filter, basket and carafe are dishwasher-safe.
- Handy dust cover keeps water clean—lets you fill it the night before.
- Hinged carafe cover flips up for easy filling.
- Non-stick warming plate.
- 900 watts, 120 volts, AC only; UL listed.
- Packaging: Full-color litho carton. Std. pk. of 2, approx. ship. wt. 9.23 lbs., approx. cube 1.34 cu. ft.

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3235-715-07-88

# Suggested Ad Slicks for 56600 10 Cup Quik Drip

WEST BEND®

10 Cup QuikDrip®
COFFEEMAKER



- Auto Pause 'N Serve...lets you pour that first cup without waiting.
- Dual filter system.
- Contemporary grey and white exterior.

56600

$00.00

2 col. x 2″

WEST BEND®

10 Cup QuikDrip®
COFFEEMAKER

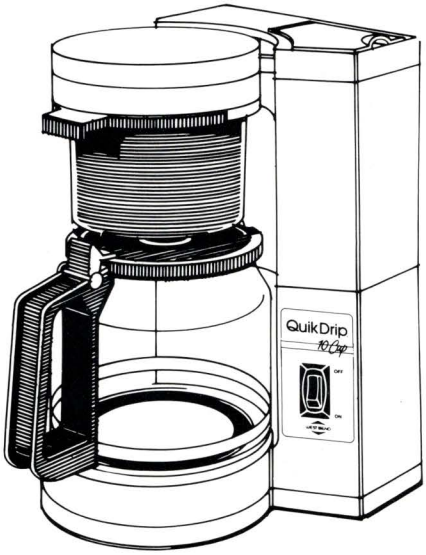


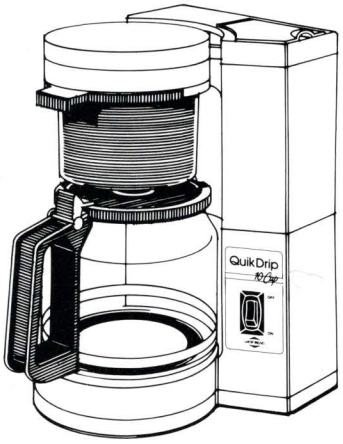
FEATURES:
- Auto Pause 'N Serve...lets you pour that first cup without waiting.
- Dual filter system for better-tasting coffee.
- Contemporary grey and white exterior.
- Compact design—uses little counterspace.

$00.00

56600

2 col. x 3″





WEST BEND®

10 Cup QuikDrip®
COFFEEMAKER



56600

$00.00

Compact design. Features auto Pause 'N Serve and dual filter system. Grey and white exterior.

1 col. x 3½″

WEST BEND®

10 Cup QuikDrip®
COFFEEMAKER



56600

FEATURES:
- Auto Pause 'N Serve...lets you pour that first cup without waiting.
- Dual filter system for better-tasting coffee.
- Contemporary grey and white exterior.

$00.00

1 col. x 5¼″

WEST BEND®

# 10 Cup QuikDrip® COFFEEMAKER

## with auto shut-off

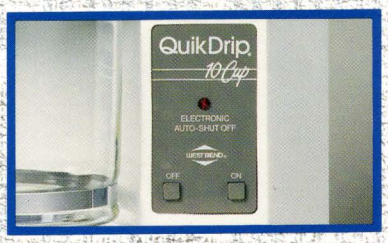
No. 56610

### AUTOMATIC PAUSE 'N SERVE



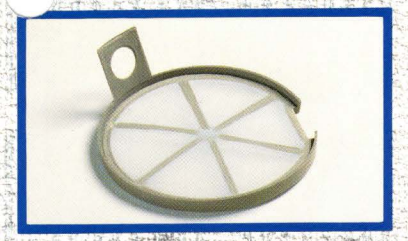
Automatically stops coffee from dripping when carafe's removed.

### LIGHTED CONTROL SYSTEM




Easy-to-operate push button control system. Lights when in "ON" position.

### JAL FILTER SYSTEM



Permanent filter added to complement paper filters for better-tasting coffee.

### SPACE-SAVING DESIGN



Compact contemporary design uses little counterspace.




- Shuts off automatically after 2 hours should you forget.
- Features PAUSE 'N SERVE... automatically stops coffee from dripping when carafe's removed. Lets you pour that first cup without spilling.
- Filter, basket and carafe are dishwasher-safe.
- Handy dust cover keeps water clean—lets you fill it the night before.
- Hinged carafe cover flips up for easy filling.
- Non-stick warming plate.
- 900 watts, 120 volts, AC only.
- Packaging: Full-color litho carton. Std. pk. of 2, approx. ship. wt. 9.23 lbs., approx. cube 1.34 cu. ft.

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WEST BEND®

# 12 Cup Quik Drip® COFFEEMAKER

with auto shut-off

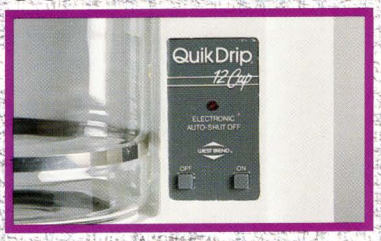
No. 56612

## AUTOMATIC PAUSE 'N SERVE



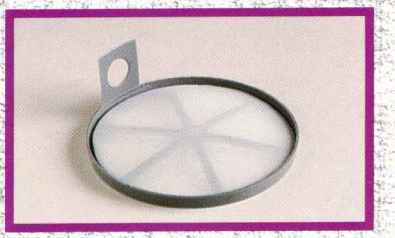
Automatically stops coffee from dripping when carafe's removed.

## LIGHTED CONTROL SYSTEM




Easy-to-operate push button control system. Lights when in "ON" position.

## DUAL FILTER SYSTEM



Permanent filter added to complement paper filters for better-tasting coffee.

## SPACE-SAVING DESIGN



Compact contemporary design uses little counterspace.




- Shuts off automatically after 2 hours should you forget.
- Features PAUSE 'N SERVE... automatically stops coffee from dripping when carafe's removed. Lets you pour that first cup without waiting.
- Filter, basket and carafe are dishwasher-safe.
- Handy dust cover keeps water clean—lets you fill it the night before.
- Hinged carafe cover flips up for easy filling.
- Non-stick warming plate.
- 900 watts, 120 volts, AC only.
- Packaging: Full-color litho carton. Std. pk. of 2, approx. ship. wt. 10.0 lbs., approx. cube 1.430 cu. ft.

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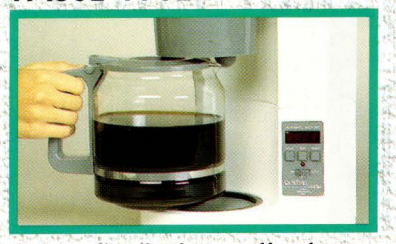
# 12 Cup QuikDrip® COFFEEMAKER

## with auto shut-off and programmable clock/timer

**No. 56622**

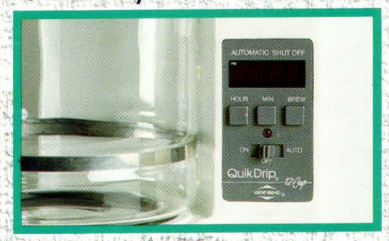



## AUTOMATIC PAUSE 'N SERVE



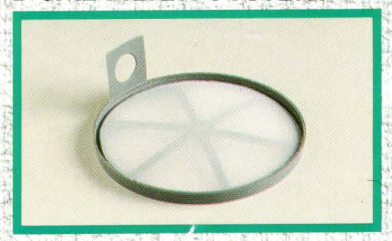
Automatically stops coffee from dripping when carafe's removed.

## PROGRAMMABLE CLOCK/TIMER



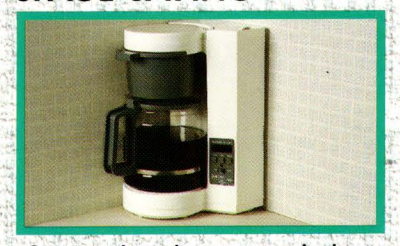

Timer can be preset 24 hours... lets you wake-up to a steaming pot of fresh coffee.

## PERMANENT FILTER SYSTEM



Permanent filter added to complement paper filters for better-tasting coffee.

## SPACE-SAVING DESIGN



Compact contemporary design uses little counterspace.

- Easy-to-operate ON/OFF/AUTO switch. Lights when in "ON" position. Automatically shuts off after 2 hours.
- Features PAUSE 'N SERVE... automatically stops coffee from dripping when carafe's removed. Lets you pour that first cup without waiting.
- Filter, basket and carafe are dishwasher-safe.
- Handy dust cover keeps water clean—lets you fill it the night before.
- Hinged carafe cover flips up for easy filling.
- Non-stick warming plate.
- 900 watts, 120 volts, AC only.
- Packaging: Full-color litho carton. Std. pk. of 2, approx. ship. wt. 10.4 lbs., approx. cube 1.430 cu. ft.

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WEST BEND®

# Single™

1 CUP DRIP COFFEEMAKER

No. 56601




## Fresh-brews one great-tasting cup of coffee at a time...quick, convenient, and with AUTOMATIC SHUT-OFF!



**LOWERS FOR COMPACT STORAGE**

- Easy to operate—just place drip-grind coffee in basket, pour cold water in top...press lever to start.
- Shuts off automatically when brew cycle is completed.
- Adjustable height—raise to fit a mug, center for average-size cup, lower for compact storage.
- 12 oz. water reservoir capacity.
- Permanent filter in coffee basket, removable for easy cleaning.
- 1,000 watts, 120 volts; AC only. UL listed.
- Full color litho carton. Std. pk. of 4; approx. ship. wt. 8.8 lbs., approx. cube .898 cu. ft.

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3246-715-08-88

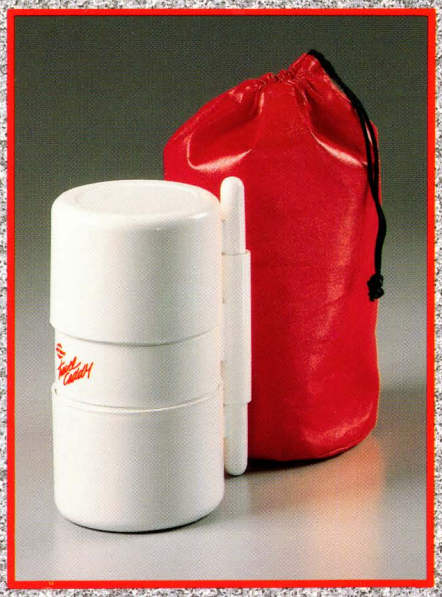
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WEST BEND®

# 2 CUP Travel Caddy™

NO. 53602



COMPACT DESIGN—Hot Pot, coffee basket, 2 storage containers and 2 cups nest together snugly. Travel bag included.

## Compact 2-cup travel kit includes electric Hot Pot* with automatic shut-off PLUS drip coffeemaker unit with Pause feature.




- Enjoy the convenience of fresh-brewed drip coffee, OR hot water for instant beverages, wherever a 120-volt electric outlet is available, thanks to this ingeniously designed device.
- Electric Hot Pot™ heat & server has 12-oz. capacity. Push button in base to start; shuts off automatically and operating light goes out when water reaches serving temperature.
- Coffee basket with permanent filter attaches directly to cup for convenient brewing. Pause feature prevents dripping when unit is removed from cup.
- Includes 2 divided storage containers, for instant or ground coffee, sugar, powdered creamer, etc.
- Also included: electric cord, spoon, travel bag with drawstring.
- 500 watts, 120 volts; AC only. UL listed.
- Full color litho carton. Std. pk. of 4; approx. ship. wt. 7.8 lbs., approx. cube .431 cu. ft.

* ™ heat & server

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WEST BEND®

# grind COFFEE GRINDER

No. 6300

## COMPACT YET POWERFUL. The ideal accessory for those who prefer the taste and quality of freshly ground coffee.

- Grinds enough beans for 12 cups of coffee.
- ON/OFF button provides choice of continuous or pulse-action grinding for the desired consistency of grounds.
- Convenient measuring markings molded in cover.
- Rubber pads on base for added stability.
- 100 watts, 120 volts, AC only.
- Packaging: Four-color litho carton. Std. pk. of 4, approx. ship. wt. 6.5 lbs., approx. cube .331 cu. ft.




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3284-715-11-88

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# Heat and servers







WEST BEND®

# Hot and Handy






**No. 53615 Hot Pot™ Heat & Server Travel Kit**

- Convenient time-saver—heats water for breakfast coffee or tea, bedtime cocoa and other "instants" in the comfort of the traveler's own room, wherever there's a 120 volt outlet.
- Set includes No. 53605 White Hot Pot™ Heat & Server, two 10-oz. plastic cups, two plastic spoons, two clear plastic containers for storing instant coffee, tea, cocoa, sugar or powdered cream substitutes, and a travel bag with drawstring.

Clear clam-shell packaging with header card. Std. pk. of 4, approx. ship. wt. 6.88 lbs., approx. cube 1.41 cu. ft.

**IMPULSE PACKAGING—Clear plastic "clam-shell" package is designed for freestanding on shelf or pegboarding.**






**No. 3253 2 to 6 Cup Hot Pot™ Heat & Server**

- A helpful addition to your kitchen or dorm room—and excellent for travelling... heats up to six 6-oz. servings in a hurry.
- Adjustable temperature settings.
- "Hot Pepper" red acrylic finish.

Acrylic finish on seamless aluminum. Detachable cord. Full-color graphic label on benefit-oriented carton. Std. pk. of 3, approx. ship. wt. 5.2 lbs., approx. cube .881 cu. ft.




**No. 53106 2 to 6 Cup Hot Pot™ Heat & Server**

- Automatic temperature control provides variable settings, for heating water, milk, soups, stews—even canned foods.
- Attractive almond-color finish with earth-tone stripes.
- Capacity 2 to 6 cups (36 oz. maximum).

Acrylic finish on seamless aluminum. Detachable cord. Full-color graphic label on benefit-oriented carton. Std. pk. of 3, ship. wt. 5.4 lbs., cube .938 cu. ft.

WEST BEND®



## No. 53605 2 to 5 Cup Hot Pot™ Heat & Server

- Heats water fast for a quick snack or hot beverage at mealtime or breaktime.
- Made of white polypropylene... lightweight, yet durable. Black phenolic base.
- Capacity two to five serving cups (5½ oz. per cup).
- Comfortable heat-resistant handle and cover.

Full color graphic label on benefit-oriented carton.
Std. pk. of 3, ship. wt. 4.4 lbs., cube .562 cu. ft.

### ALL MODELS ALSO FEATURE:

- Automatic temperature control.
- Lock-on cover to help minimize accidental spillage.
- Cup markings on inside of pot to make filling easy.
- 600 watts, 120 volts, AC only. UL listed.



## No. 53505 2 to 5 Cup Hot Pot™ Heat & Server

- Heats two to five serving cups (5½ oz. per cup) of water for instant coffee, soup, hot cereal, cocoa and tea.
- Made of lightweight yet durable polypropylene in rich red accents with contrasting black cover.
- Pouring lip helps prevent dripping when serving.
- Heat-resistant handle, cover and phenolic base permit comfortable handling, and convenient use on counter or tabletop.

Full color graphic label on benefit-oriented carton.
Std. pk. of 3, ship. wt. 4.4 lbs., cube .562 cu. ft.

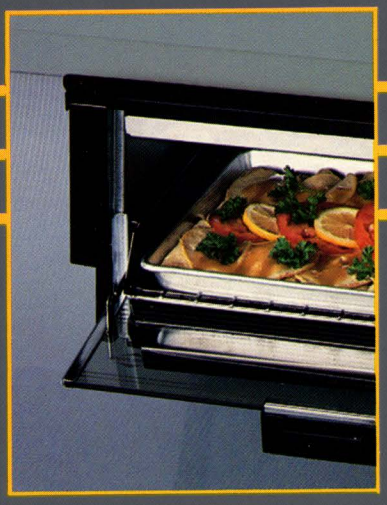
products of THE WEST BEND COMPANY
400 Washington St., West Bend, WI 53095 U.S.A.

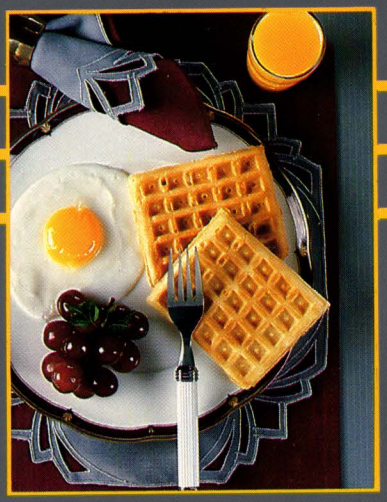
3175-715-11-87

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# specialty electrics







WEST BEND®

# specifically suited

With its unique expandable design, the Oven-Up™ Toaster-Oven-Broiler offers versatility, space-saving convenience and superior performance. The compact position insures superb toasting, up to six slices at a time. Turn the side handles and it e-x-p-a-n-d-s for baking, broiling and roasting.



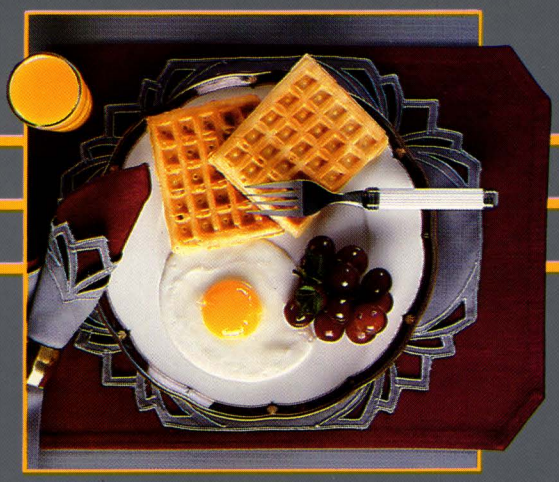



**No. 74006 Oven-Up™ Toaster-Oven-Broiler**

- Microprocessor controlled for accurate temperature sensing. Electronic "tone" signals when toast is done, and when oven reaches desired temperature.
- Easy-to-clean unit features removable oven panels, rack and hinged crumb tray.
- Includes 13 x 9 x 1 inch broil pan and chrome-plated broil rack that doubles as a cooling rack.
- Can be used on countertop or mounted under-the-cabinet. Includes mounting hardware and heat deflector.

1600 watts, 120 volts, AC only. UL listed. Full color graphic label on benefit-oriented carton. Std. pk. of 1, ship. wt. 19.7 lbs., cube 1.828 cu. ft.









**No. 89010 Stainless Steel Buffet Server II**

- Versatile warming tray AND convenient serving unit all in one... keeps cooked foods warm, ready to serve for parties and family dining.
- High-quality, polished stainless steel construction provides beautiful, trouble-free service.
- Variable temperature control (Low to High) keeps foods at desired heat automatically.
- Tray has a large 22" x 10" heating surface with a non-skid grid pattern.
- Serving unit holds three warming dishes (two 1½ qt. glass dishes and one 3 qt. stainless steel dish).

Heat-resistant brown phenolic trim. 350 watts, 120 volts, AC only. UL listed. Full-color graphic label on benefit-oriented carton. Std. pk. of 1, ship. wt. 20.3 lbs.; cube 1.582 cu. ft.

Enjoy fondue fun with a West Bend 2-Qt. Electric Fondue Pot! Automatic heat control provides the right temperature settings for cheese, dessert and meat fondues.

**No. 88502 Electric Fondue Pot—Red**
**No. 88602 Electric Fondue Pot—White/Grey**







- Includes four chrome-plated forks with heat resistant handles. Color-coded for easy identification.
- Non-stick interior for easy cleaning.
- Variable heat control features settings for preparing and serving meat, cheese and dessert fondue. Maintains accurate, even temperatures.
- Porcelain-on-aluminum construction is fade, chip and stain-resistant.
- Removable ring with eight fork slots holds forks in place while foods cook.

Recipe booklet included contains dozens of delicious recipes. Heat-resistant handle/legs. Immersible with heat control removed. 600 watts, 120 volts, AC only. UL listed. Full-color graphic label on benefit-oriented carton. Std. pk. of 1, approx. ship. wt. 3.2 lbs., approx. cube .398 cu. ft.

WEST BEND®

## No. 6025 Electric Juicer

- Juices oranges, grapefruit, limes and lemons effortlessly.
- Seed strainer lets juice and pulp pass through.
- Non-skid feet for added stability.
- Cord storage in base reduces countertop clutter.

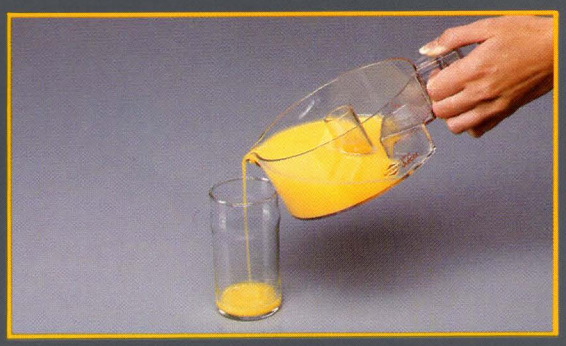
25 watts, 120 volts, AC only. UL listed. Full-color litho carton.
Std. pk. of 4, ship. wt. 9.8 lbs; cube .848 cu. ft.






Now it's so easy to enjoy the matchless taste of vitamin-rich, fresh-squeezed citrus juices! Pressure-activated cone turns on AUTOMATICALLY when you press fruit against it...turns off when pressure is released.

Convenient built-in pitcher with pouring spout holds 20 oz. of juice. Made of rugged see-through plastic that's dishwasher-safe (top rack).



WEST BEND®

## No. 86618 Automatic Egg Cooker

- Makes the most of your eggs—poaches up to 4, soft or hard-cooks up to 8.
- Easy to use—unit shuts off automatically and "on" light goes out when eggs are done. Convenient—no guesswork about proper timing and temperatures.

Includes egg rack, poaching pan and measuring cup. Heat-resistant base. 600 watts, 120 volts, AC only. UL listed. Full-color graphic label on benefit-oriented carton. Std. pk. of 3, ship. wt. 9.8 lbs., cube 1.248 cu. ft.






**INCLUDED—Poaching pan with non-stick interior surface, and Measuring Cup (amount of water added to cooker determines length of cooking time).**

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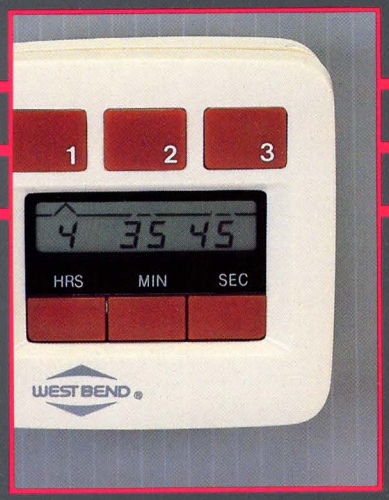
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# TIMERS
# Electronic






WEST BEND®

# Accurate, convenient...

## NEW




**No. 40025 Clock Timer II—Slate Blue**
**No. 40026 Clock Timer II—Almond**
**No. 40027 Clock Timer II—Mauve**
**No. 40028 Clock Timer II—Grey**

- It's an extremely accurate electronic CLOCK... flip the switch and it's a precision TIMER that counts *up or down* in seconds from 1 second to 24 hours.
- Lightweight pocket-size design clips to pocket, attaches magnetically to metal surfaces and stands on a table or shelf.
- MEMORY function recalls the previous timing period so you can return to it without resetting the timer.
- Clock displays hours, minutes, seconds and AM/PM symbols. Continues running even when switched into timing mode.
- Timer automatically counts up in seconds after alarm sounds to record the time elapsed since timing period ended.

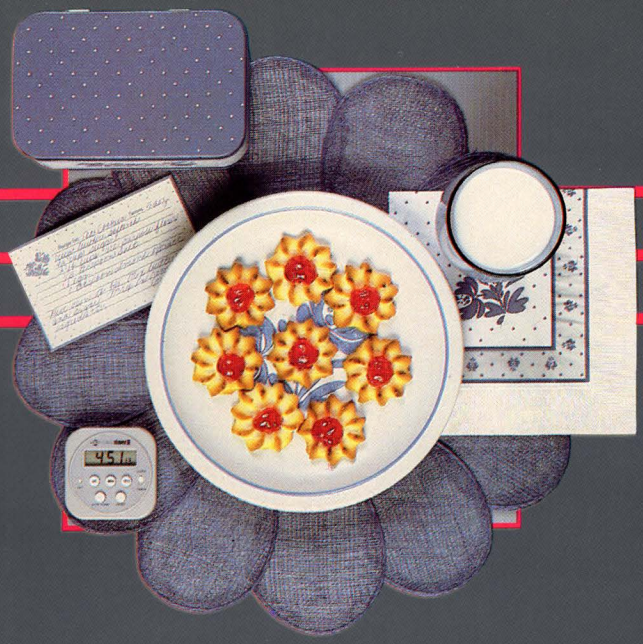
Battery included. Std. pk. of 6, ship. wt. .9 lb., cube .069 cu. ft.

**No. 40000 Triple Timer® Electronic Timer**

- Times up to 3 different activities at once... from 10 hours to 1 second in each channel.
- Each channel has its own distinctive "intermittent beep" signal.
- Fits easily in your hand; lightweight... use it indoors or out. Uses two "AA" batteries (not included).

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

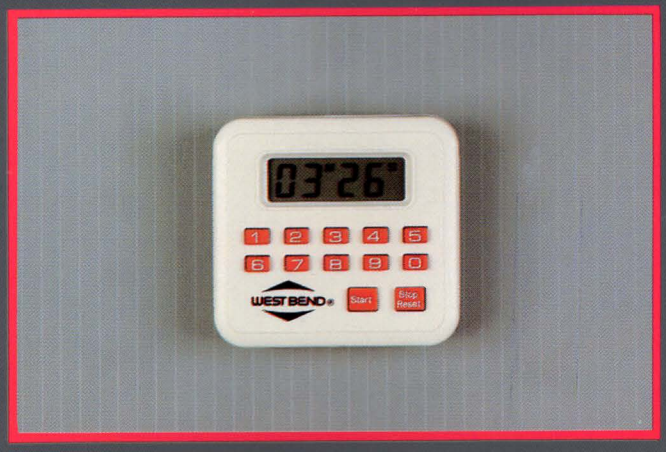


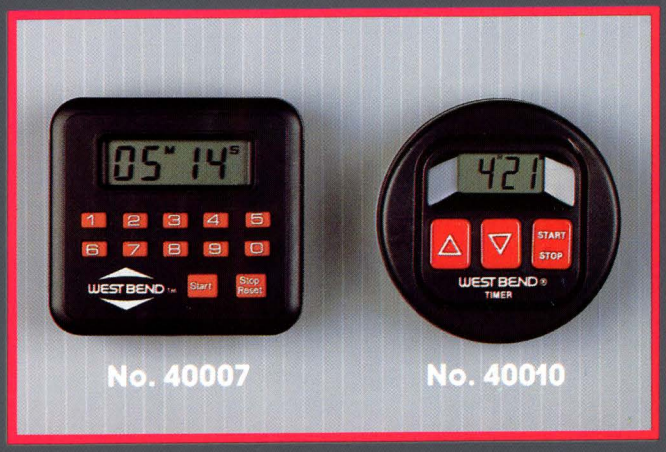


## No. 40005 Electronic Timer

- Times from 100 minutes down to 1 second... emits loud electronic tone when time's up.
- Pocket-sized! Stands, hangs, clips on, plus magnetic back, so you can use this timer nearly anywhere.

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




No. 40007 No. 40010

## No. 40007 Electronic Stopwatch/Timer

- Counts down for timing cooking, laundry, sunbathing and more. Counts up for jogging, phone calling, etc.
- Handy clip, magnet, stand and hanging hole let you use this timer almost anywhere.
- Counts down from 100 minutes in minutes and seconds. Counts up to 60 minutes, then recycles automatically.

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




## No. 40101 Sports Model Stopwatch

- Counts 1/100 seconds, seconds and minutes up to 60 minutes, with split-time capability.
- Has clock and calendar modes.
- Fits easily in hand, or hang it around neck for quick reference.

Battery included. Std. pk. of 12, ship. wt. 1.4 lbs., cube .117 cu. ft.

## No. 40010 24 Hour Recall™ Timer

- Times 1 minute through 24 hours. Recall (memory) function lets you set desired time period and return to it as often as necessary—ideal for timing medication intervals, baking, games, etc.
- Convenient sized buttons make digit advancement easy.
- Handy size (2⅜" diameter)... clips to pocket, or attaches magnetically to metal surfaces.
- During last 10 minutes, counts down in minutes and seconds ("H" and "M" symbols disappear).

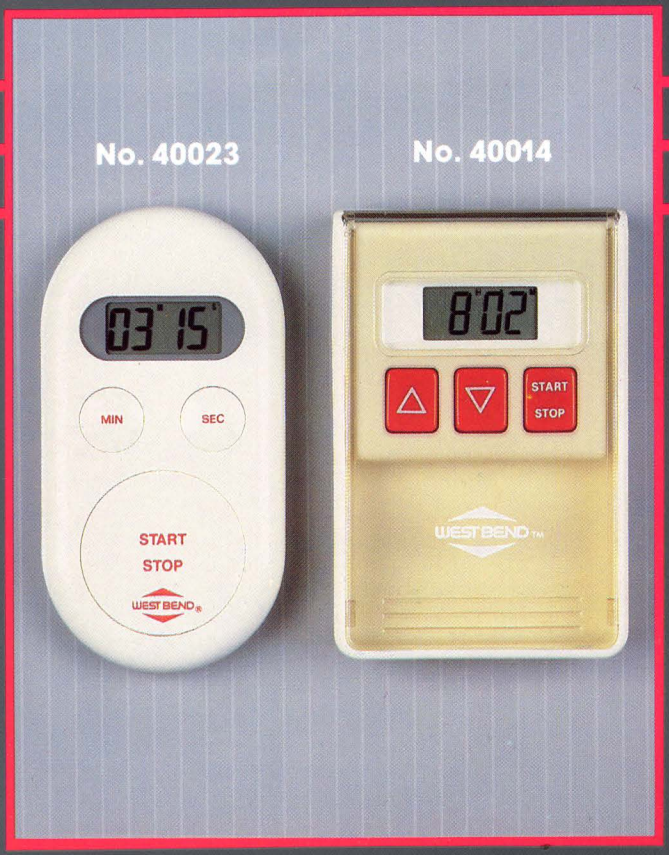
Battery included. Std. pk. of 6, ship. wt. .8 lbs., cube .082 cu. ft.

WEST BEND®

## No. 40023 Electronic Game/Timer

- MEMORY function recalls the time period programmed, so you don't have to reset the time period for each player's new turn.
- Lies flat on the table for quick, easy operation. Magnet on back also permits handy placement on metal surfaces.
- Start/Stop button begins the countdown, shuts off the alarm, and activates the memory function.
- Audible alarm sounds for 30 seconds and then turns off automatically to help extend battery life.
- Timer can be programmed up to 99 minutes for cooking, baking, sunbathing and other uses.

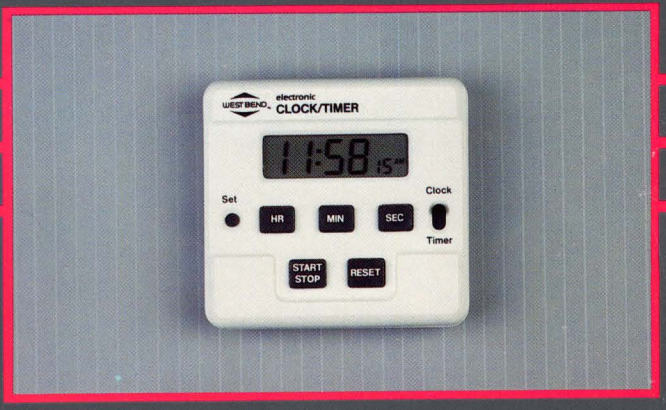
Battery included. Std. pk. of 6, ship. wt. .7 lbs., cube .057 cu. ft.




## No. 40014 On-Call® Pill Box Timer

- Designed to time medication intervals and store pills and tablets. Timing range: 23 hours 59 minutes down to 1 minute.
- Large time set buttons are easy to program, and feature rapid advancement for quick setting ability.
- Use MEMORY function as reminder to take medication. Set alarm to sound every 4 or 6 hours, or as prescribed.
- Sliding door snaps shut to cover buttons and hold medication in pill storage area.

Battery included. Std. pk. of 12, ship. wt. 1.7 lbs., cube .125 cu. ft.




## No. 40022 Electronic Clock/Timer

- It's a clock PLUS a timer that counts UP OR DOWN from 1 second to 24 hours!
- Built-in MEMORY function repeats the previous timing period if desired.
- Loud electronic alarm sounds for 60 seconds, then turns off automatically to help extend battery life.
- Timer automatically counts up seconds after alarm sounds; records how much time has elapsed since timing period ended.
- Lightweight, pocket-size design clips to pocket, attaches to magnetic surfaces, stands on table or shelf.

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

## ALL TIMERS FEATURE:

- LCD digital readout.
- Loud electronic tone signals.
- Split-second accuracy, with quartz crystal time base and advanced micro-computer design.
- Sturdy lightweight case for carefree portability.

## ALL MODELS EXCEPT NO. 40000 FEATURE:

- Button-type 1.5 volt battery included.
- Dynamic blister package with benefit-oriented copy.

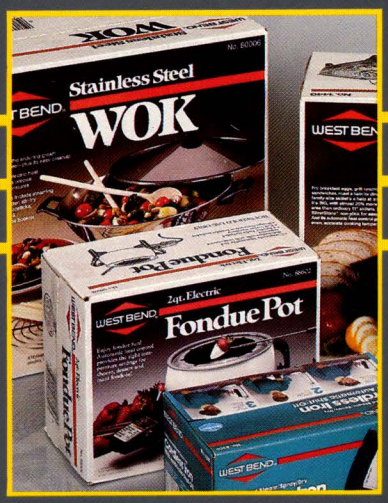
products of THE WEST BEND COMPANY
400 Washington St., West Bend, WI 53095 U.S.A.

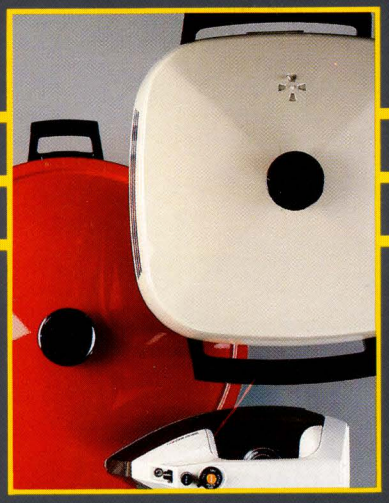
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# Merchandising






WEST BEND®

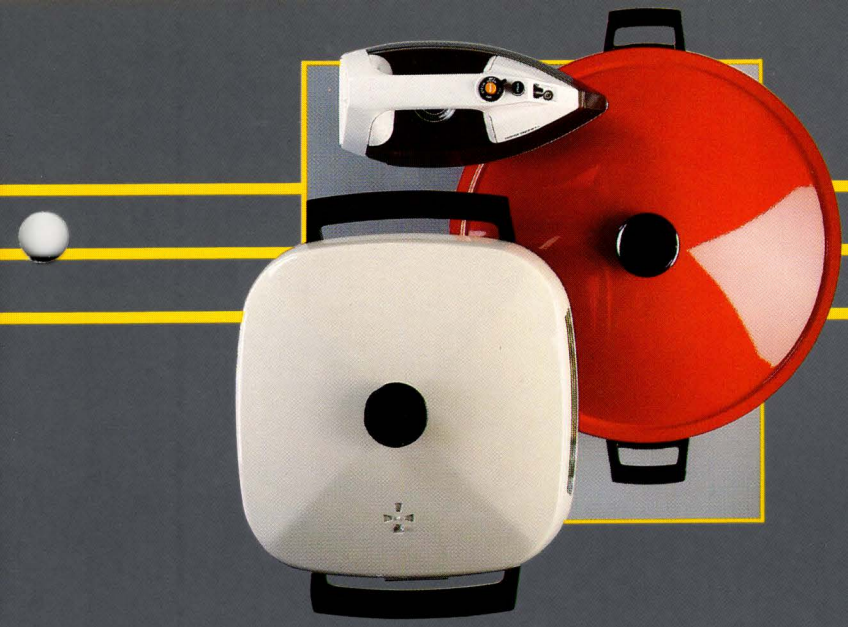
# shopper stoppers

## NEW




**Colorful packaging, with a fresh design that stands out from the crowd**

West Bend packaging has "stopping power," with eye-appealing product-in-use photos in full color. Copy emphasizes consumer benefits. Unifying every design is a dramatic color bar; it attracts one's eyes inevitably to the West Bend brand name.






## Permanent Hang Tags

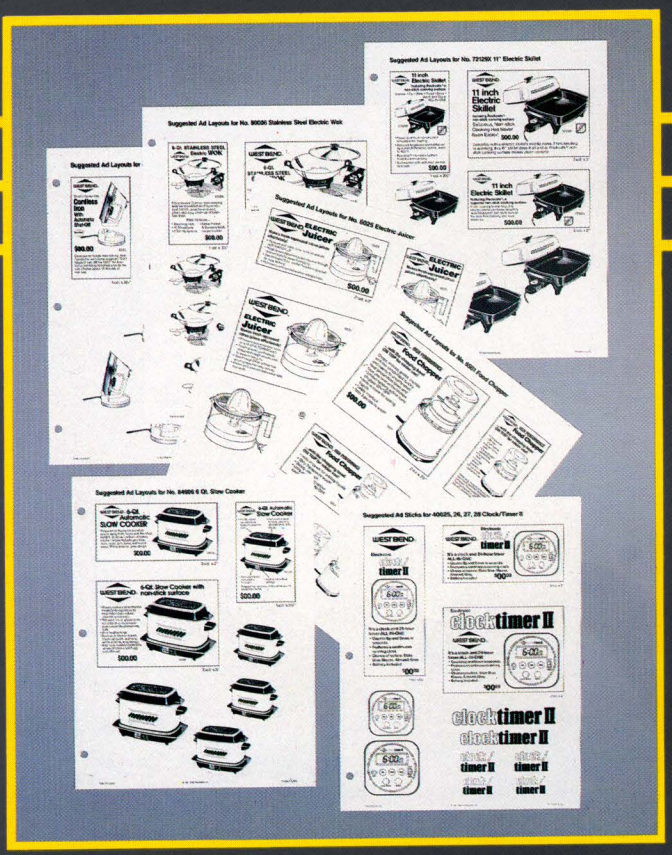
Most product display literature soon looks dog-eared. Not these! They're laminated between layers of clear plastic, to stay new-looking indefinitely. We include plastic locking straps too. Available for several of our most popular items... ask your West Bend representative.




## Eye-catching P-O-P Displays

The product's the "star" on this display! L-shape clear plexiglass with full-color message card in back; available for irons, food chopper. Order these sales-producers through your West Bend representative.

WEST BEND®



## Ad Slicks, Product Photos

Suggested newspaper ads in reproduction quality are available on virtually all West Bend products. We can also supply line drawings and glossy photos. Or should you need a color transparency, we'll be glad to send one on loan from our files. Discuss it with your West Bend representative.




## Valuable Sales Helps

Want information-in-depth about a specific West Bend product? We have individual product catalog pages. Need sales training helps? We have Feature/Benefit pages on most items. Looking for sales motivation? We offer Sales Clerk Contests from time to time. And you can always count on West Bend's own field sales representatives ANY time—they're as near as your telephone.

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

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# Advertising

| 1988 | Jan | Feb | Mar |
|---|---|---|---|
| Brides (500,000) | | | |
| Bon Appetit (1.4 million) | | | |
| Cooks Magazine (250,000) | | | |
| Country Living (1.7 million) | | | |
| Food & Wine (750,000) | | | |
| Good Housekeeping (5.3 million) | | | |






WEST BEND®

# spreading the word

QUALITY, CONVENIENCE and EXCITEMENT are key words used to describe this year's products and grab the attention of consumers in our 1988 national advertising campaign.

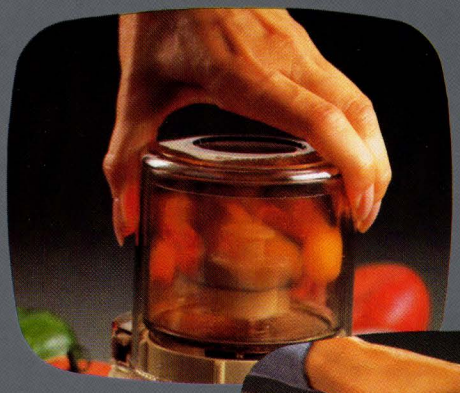
West Bend products will appear in 10 national well-read publications across the U.S. with a combined circulation of 20 million. The ad schedule will target three growing markets—the bridal, epicurean and general mass women's service market. Full-color ads will appear beginning in the Mother's Day time frame. And, a four-page, full-color insert will highlight all of West Bend's most popular items during the pre-Christmas time frame.

To complete 1988's print advertising schedule, full-page, four-color ads will appear in *USA Today*, America's most widely read daily newspaper. These ads will show West Bend products "big as life," often employing a gift-giving theme.

Like 1987, this year's ads are designed to appeal to consumers' busy lifestyles. Each ad will have a unique "West Bend" look, a family story and a special answer to everyday needs. Plus, the ads highlight the depth and quality of the West Bend line.











On TV, too...

In the fall of '88, West Bend products will appear on television sets from coast-to-coast.

Millions of households will be reached via national cable and spot television markets with split 30-second commercials (two 15-second commercials back-to-back), during the pre-Christmas time period.

These lively spots will grab the attention of consumers by portraying a theme of convenience and gift-giving.

Plus, West Bend products will be won by contestants on these popular game shows—Wheel of Fortune, Scrabble, The Price is Right, $25,000 Pyramid and Super Password.

Through these nationally-aired television spots and game shows, the West Bend name will be one that stands out during this crucial selling season.

WEST BEND®

# CONSUMER AD SCHEDULE

| 1988 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Brides (500,000) | | | | | | | | | | | | |
| Bon Appetit (1.4 million) | | | | | | | | | | | 4 pg. Insert | |
| Cooks Magazine (250,000) | | | | | | | | | | | | |
| Country Living (1.7 million) | | | | | | | | | | | | 4 pg. Insert |
| Food & Wine (750,000) | | | | | | | | | | | 4 pg. Insert | |
| Good Housekeeping (5.3 million) | | | | | | | | | | | | 4 pg. Insert |
| Sunset (1.5 million) | | | | | | | | | | | | 4 pg. Insert |
| Southern Living (2.4 million) | | | | | | | | | | | 4 pg. Insert | |
| Woman's Day (5.5 million) | | | | | | | | | | | | 4 pg. Insert |
| Working Mother (600,000) | | | | | | | | | | | | |
| U.S.A. Today (1.5 million) | | | | | | | | | | | | |

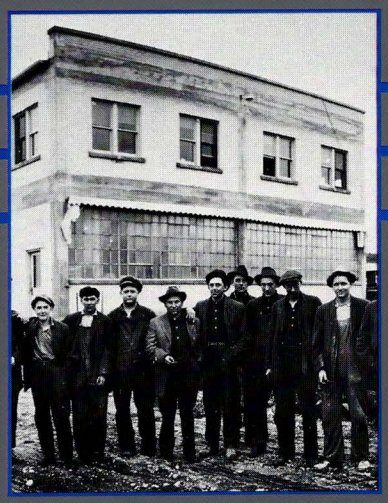
products of THE WEST BEND COMPANY
400 Washington Street, West Bend, WI 53095 U.S.A.

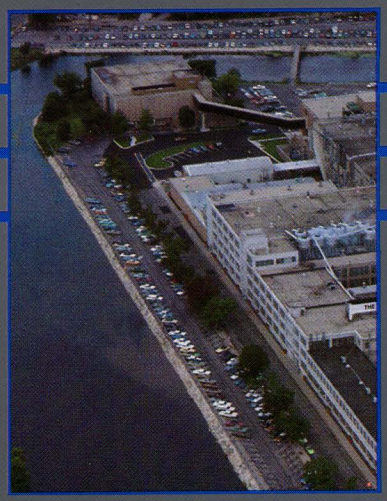
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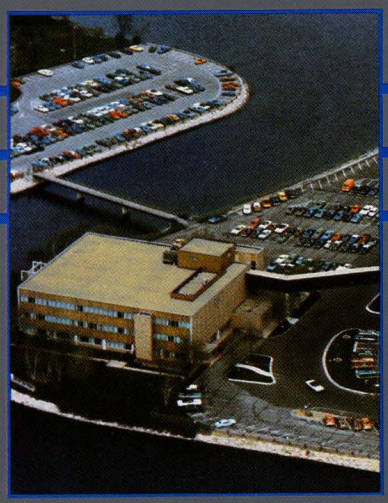
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# History

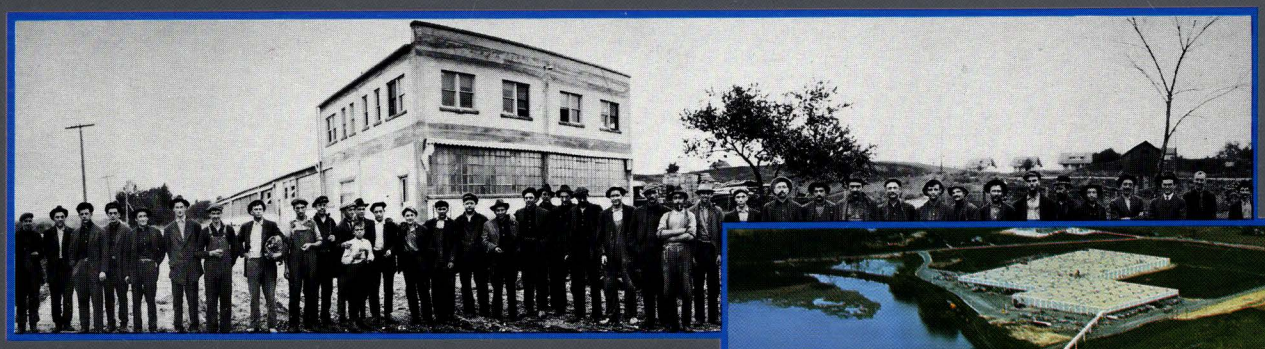






WEST BEND®







Since its humble beginning in 1911, The West Bend Company has grown and changed to keep in step with your customers' changing needs and lifestyles. Today, West Bend is ranked among the top five small appliance manufacturers in the United States and is the industry leader in a number of product categories.

The West Bend Company began on September 27, 1911, when seven entrepreneurs signed incorporation papers forming the West Bend Aluminum Company. They started production in a former button factory on the west bend of the Milwaukee River making pie plates, pans, ladles and cups. There were only 14 employees.

The success of products such as the waterless cooker, coffeemakers, tumblers and steins helped West Bend endure the Great Depression. It was during this period that West Bend unveiled its first electrical appliances.

Over the years, the West Bend name has become synonymous with innovation and quality. West Bend is a leading seller of electric corn poppers, woks, skillets and other small appliances. Today, The West Bend Company employs nearly 1,200 persons at its 1.5 million square foot manufacturing facility in West Bend, Wisconsin. In addition, the firm operates marketing and sales offices in Barrie, Ontario, Canada. West Bend is a business unit of Premark International, a corporation that includes Hobart, Tupperware, Vulcan and Wilsonart.

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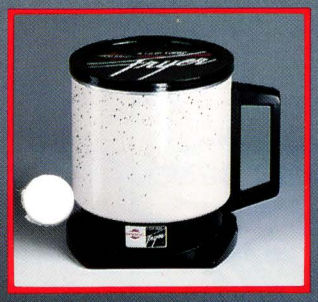
# 4 CUP DEEP Fryer

No. 83604

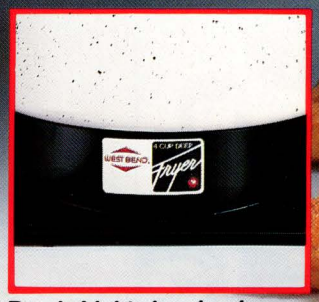
**...WITH READY LIGHT. Also features non-stick interior, porcelain-on-aluminum exterior for easy cleanup, storage cap, and 1100 watts of power.**



**Includes slotted metal spoon.**



**Broad-base design for stability.**



**Ready Light signals when oil's hot.**

MADE IN THE USA




For tasty treats like French fries, onion rings, fish, chicken, doughnuts, breaded vegetables, shrimp, egg-rolls, fritters and more.

- Non-stick interior, porcelain-on-aluminum exterior for easy clean-up.
- 1100 watts of power... heats oil quickly.
- Built-in oil-fill line.
- Convenient handle.
- INCLUDES slotted metal spoon, detachable cord and plastic storage cover.
- 120 volts, AC only; UL listed.
- Packaging: Full-color graphic label on benefit-oriented carton. Std. pk. of 1, approx. ship. wt. 3.0 lbs., approx. cube .305 cu. ft.

**Made in U.S.A. by THE WEST BEND COMPANY, West Bend, WI 53095 U.S.A.**

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Printed in U.S.A.

3218-715-04-88

# Suggested Ad Slicks for 83604 4-Cup DEEP FRYER

WEST BEND®

4 CUP DEEP Fryer

$00.00

**Features Ready Light that signals when oil's hot.**

Also: Non-stick interior, porcelain-on-aluminum exterior for easy clean-up... and 1100 watts of power to heat oil quickly. Includes slotted metal spoon, detachable cord, plastic storage cover.



83604

2 col. x 2"

WEST BEND®

4 CUP DEEP Fryer



83604

...With READY LIGHT. Non-stick interior, porcelain-on-aluminum exterior; 1100 watts of power. Includes storage cover, detachable cord, slotted metal spoon.

$00.00

1 col. x 3½"

4 CUP DEEP Fryer

WEST BEND®

- Makes tasty onion rings, French fries and more.
- Ready Light signals when oil's hot.
- Convenient handle.
- Non-stick interior, porcelain-on-aluminum exterior for easy clean-up.
- 1100 watts of power... heats oil quickly.
- INCLUDES storage cover, detachable cord, slotted metal spoon.



83604

$00.00

2 col. x 3"





WEST BEND®

4 CUP DEEP Fryer



83604

...With READY LIGHT

- Makes tasty onion rings, French fries and more.
- Non-stick interior, porcelain-on-aluminum exterior for easy clean-up.
- 1100 watts of power—heats oil quickly.
- Convenient handle.
- INCLUDES storage cover, detachable cord, slotted metal spoon.

$00.00

1 col. x 5¼"

WEST BEND®

# 4 CUP DEEP Fryer

No. 83804

**...features convenient handle, non-stick finish inside AND out for easy cleanup, storage cap, and 1100 watts of power.**



Includes slotted metal spoon.



Broad-base design assures superior stability.




UL®

MADE IN THE USA

For tasty treats like French fries, onion rings, fish, chicken, doughnuts, breaded vegetables, shrimp, egg-rolls, fritters and more.

- Non-stick finish inside and out for easy clean-up.
- 1100 watts of power...heats oil quickly.
- Built-in oil-fill line.
- Convenient handle.
- INCLUDES slotted metal spoon, detachable cord and plastic storage cover.
- 120 volts, AC only; UL listed.
- Packaging: Full-color graphic label on benefit-oriented carton. Std. pk. of 1, approx. ship. wt. 3.0 lbs., approx. cube .305 cu. ft.

**Made in U.S.A. by THE WEST BEND COMPANY, West Bend, WI 53095 U.S.A.**

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Printed in U.S.A.

3219-715-04-88

# Suggested Ad Slicks for 83804 4-Cup DEEP FRYER

WEST BEND®

4 CUP DEEP

Fryer

$00.00

Makes French fries, onion rings, more. With 1100 watts of power, built-in oil-fill line, non-stick finish inside and out. Includes storage cap, detachable cord, slotted metal spoon.



83804

2 col. x 2"

WEST BEND®

4 CUP DEEP

Fryer

83804



For tasty onion rings, French fries, etc. Non-stick finish inside and out; 1100 watts of power. Includes storage cap, detachable cord, slotted metal spoon.

$00.00

1 col. x 3½"

4 CUP DEEP

Fryer

WEST BEND®

- Makes French fries, onion rings, more.
- 1100 watts of power... heats oil quickly.
- Non-stick finish inside and out.
- Built-in oil-fill line.
- Convenient handle.
- INCLUDES storage cover, detachable cord, slotted metal spoon.



83804

$00.00

2 col. x 3"





WEST BEND®

4 CUP DEEP

Fryer



83804

- Makes French fries, onion rings, more.
- 1100 watts of power... heats oil quickly.
- Non-stick finish inside and out.
- Convenient handle.
- INCLUDES storage cover, detachable cord, slotted metal spoon.

$00.00

1 col. x 5¼"

WEST BEND®

# Home ACCENTS

No. 53614

## ELECTRIC POTPOURRI POT




MADE IN THE USA

**Fills the air with pleasant fragrances...**

- Easy to use...just add water and potpourri ingredients, cover and plug in.
- Long-lasting and less worry than a candle.
- Antique white exterior, non-stick interior... 3 cup capacity.
- "Lock-on" cover helps minimize accidental spillage.
- Starter sample of potpourri mix included.
- 55 watts, 120 volts, AC only; detachable cord. UL listed.
- Attractive gift-style carton. Std. pk. of 3; approx. ship. wt. 3.6 lbs., approx. cube .73 cu. ft.

Made in USA by THE WEST BEND COMPANY
West Bend, WI 53095 USA

3217-715-04-88

©1988, Dart Industries Inc.

Printed in USA

# Suggested Ad Slicks for 53614 Potpourri Pot

ELECTRIC
POTPOURRI
POT

WEST BEND®

Fills the air with pleasant fragrances hour after hour. Antique White exterior, non-stick interior... 3 cup capacity. "Lock-on" cover helps minimize accidental spillage. Sample potpourri mix INCLUDED.

**$00.00**



53614

2 col. x 2"

ELECTRIC
POTPOURRI
POT

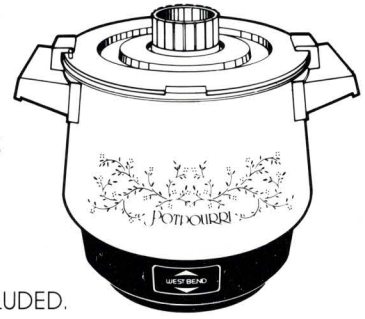
WEST BEND®

**Fills the air with pleasant fragrances...**

- Long-lasting and less worry than a candle.
- Non-stick interior... 3 cup capacity.
- Antique White exterior with decoration.
- "Lock-on" cover helps minimize accidental spillage.

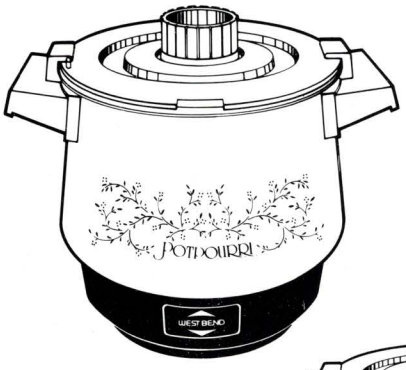
Starter sample of potpourri mix INCLUDED.

**$00.00**



53614

2 col. x 3½"



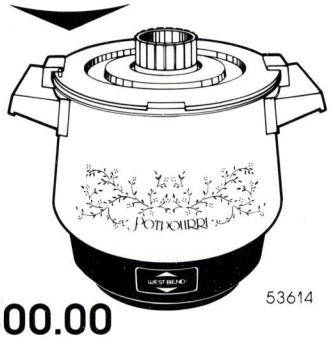




WEST BEND®

ELECTRIC
POTPOURRI
POT

WEST BEND®



53614

**$00.00**

Fills the air with pleasant fragrances hour after hour. "Lock-on" cover helps minimize accidental spillage. Non-stick interior... 3 cup capacity. Sample potpourri mix INCLUDED.

1 col. x 3½"

WEST BEND®

ELECTRIC
POTPOURRI
POT

**Fills the air with pleasant fragrances...**



53614

**$00.00**

- Long-lasting and less worry than a candle.
- Non-stick interior... 3 cup capacity.
- Antique White exterior with decoration.
- "Lock-on" cover helps minimize accidental spillage.

Starter sample of potpourri mix INCLUDED.

1 col. x 5¼"