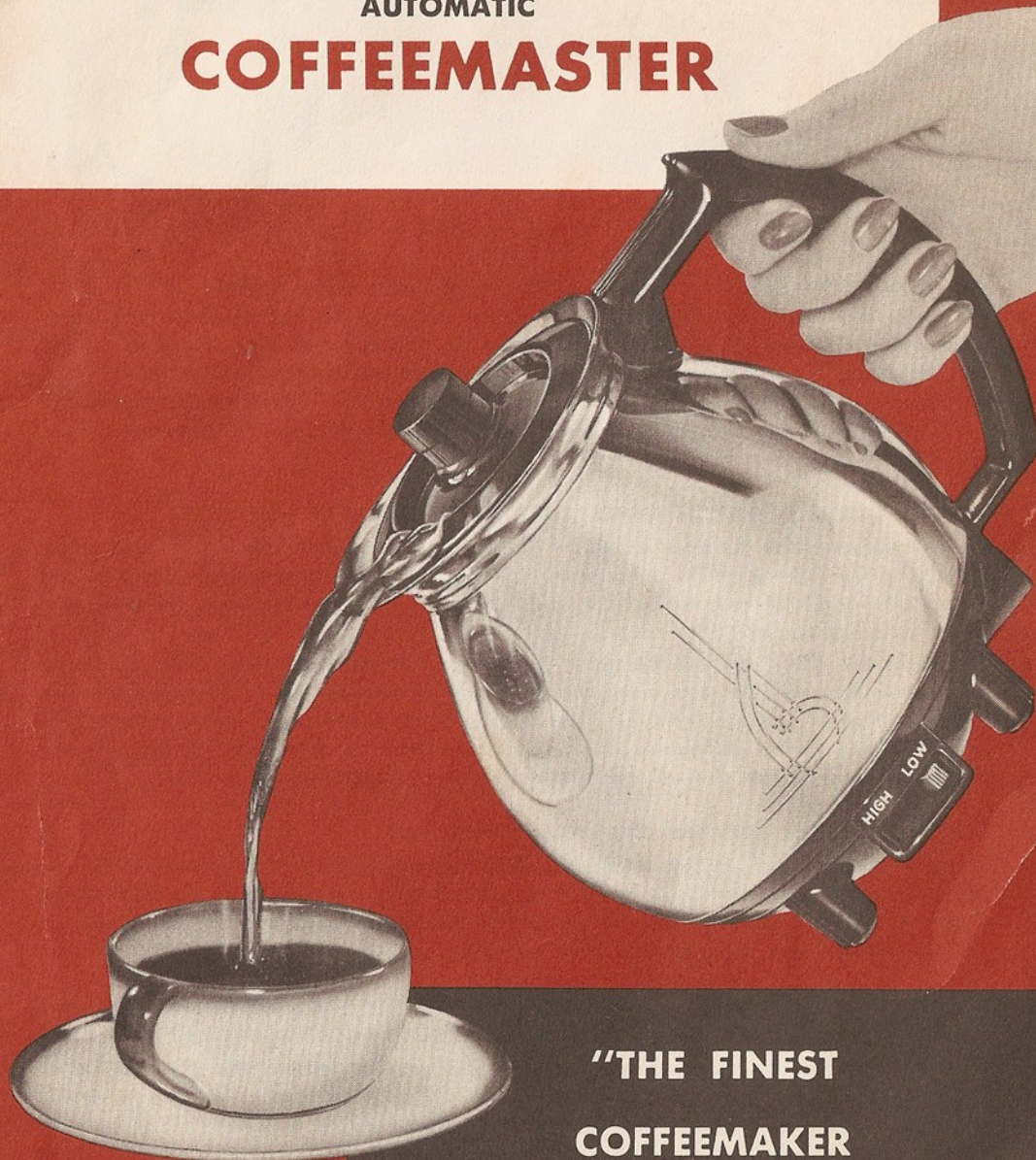


Sunbeam

AUTOMATIC
COFFEEMASTER



"THE FINEST
COFFEEMAKER
MADE"

*You now have
the finest
coffee-maker
made!*



The art of making perfect coffee is dependent upon these things:

The coffee itself must be good. The water must be at the correct high temperature when it mixes with the coffee. *All the water* must rise to the brew-top, and then vigorously agitate with the coffee. The coffee must then brew for the correct period of time. If all these conditions are uniformly followed—you will get perfect coffee every time. SUNBEAM COFFEEMASTER controls these conditions automatically and therefore gives you the same delicious coffee every time you make it.

WHY IS CORRECT WATER TEMPERATURE SO IMPORTANT?

To make perfect coffee the water should be at the correct high heat—above 200°, but below the boiling temperature of 212°. The water must be over 200° to completely draw out the aromatic flavor oils in the ground coffee, and release them into the beverage. The ideal temperature, tests prove, is 205°.

You might say—"Why not boil the water at 212° and be done with it?" Boiling not only releases the flavor oils, but goes a step further. It breaks down the fibre holding the oils. This fibre contains the caffetannic acid that gives coffee a bitter, sourish taste. Boiling releases that acid. You don't want it. All you want is the rich aromatic flavor of the oils, which is released at 205°. Your Sunbeam gives you this perfect brewing temperature automatically.

WHY IS CORRECT BREWING TIME SO IMPORTANT?

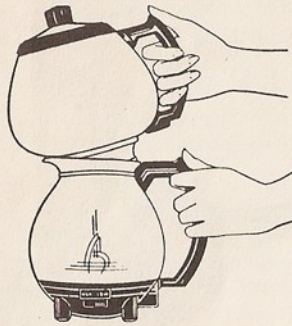
If you brew coffee too long, you release the bitter caffetannic acid, just as you do when you boil it. When you brew for too short a period, you fail to extract true coffee goodness of the flavor oils. In your Sunbeam you get that perfect timing automatically—one cup to ten. It shuts off by itself and the brew goes down into the lower vessel by itself.

COFFEEMASTER NOT ONLY MAKES FROM ONE TO TEN CUPS OF COFFEE, BUT ALL OF THE WATER RISES TO THE BREW-TOP AND COMES IN CONTACT WITH THE COFFEE.

Here's another big advantage Sunbeam offers you—another reason why it makes better coffee, time after time, year-in, year-out. Whether you make one cup or ten, all the water rises to the brew-top to agitate vigorously with the ground coffee, extracting all of the rich, full bodied flavor. Not a drop remains in the lower vessel to dilute the coffee when it comes down. In other vacuum-type coffeemakers a cup or more of water remains in the lower vessel.

Directions for use of *Sunbeam*

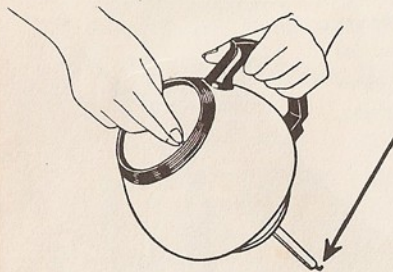
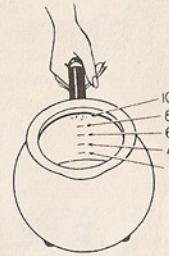
Use on Alternating Current only. Do not use Direct Current.



1. To remove Brew-top, pull vessels apart as shown.

Put water in lower serving **2.** vessel. Lowest mark on the inside wall at handle indicates 2-cup level (5 oz. cups). Next mark above indicates 4-cup level. Next above that indicates

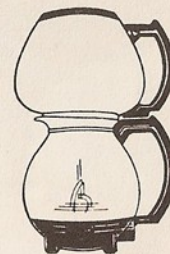
6-cup level. Next above that indicates the 8-cup level. The mark near the top indicates full capacity, or 10-cup level. (Use water that has not been softened since softened water contains chemicals which might tend to slow up the filtering process.)



3. Insert filter rod (which has filter mounted on it) into the tube until it hooks over bottom end. Make sure filter seats in the bottom with 4 prongs in the well.

Place Brew-top on lower vessel and press down **4.** firmly until rubber gasket is ALL the way down ALL AROUND.

Look at gasket to be sure it's all the way down ALL AROUND. This is IMPORTANT.



Caution: Do not put ground coffee in upper vessel before filter frame is properly in place. Make sure the filter rod is hooked over the end of the tube as shown in figure 3 and the hook end of the spring is in the hole in the top of the filter rod (A, figure 8, left) so there is tension on the filter. **Caution:** Should you overlook doing these things and get even a small amount of coffee grounds in the tube or lower vessel always wash them out completely. Never at any time make coffee when there are any coffee grounds in the tube or lower vessel.

Made and Guaranteed by SUNBEAM CORPORATION

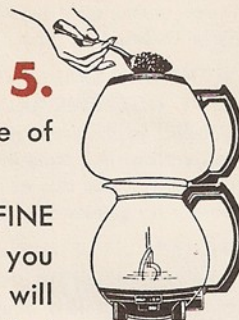
Sunbeam COFFEEMASTER

(Model C30)

Direct Current. Direct Current will injure it.

Put coffee in Brew-top—a level or rounded tablespoon of ground coffee for each cup—depending on grade of coffee used and strength you prefer. Put on cover.

You can use any properly ground REGULAR, DRIP or FINE coffee in the COFFEEMASTER. However, if the coffee you are using is ground so that much of it is dust-like, it will retard its return to the lower vessel. Should you have that experience, we suggest you use a coarser grind.



5.



6. Plug in at AC outlet. Set switch at HIGH. When the water has reached the correct high heat, it will rise to the Brew-top and agitate vigorously with coffee. Switch will click automatically to LOW setting and coffee will return to lower vessel. No watching is necessary. Starting with 10 cups of cold water, it will take about 16 minutes to make coffee. For fewer cups, or if you start with hot water, much less time will elapse.

TO RE-HEAT COFFEE

that has been allowed to get cold in the serving vessel, move Regulator to LOW and attach plug to outlet. This will bring the coffee to the correct serving temperature without rebrewing it. Do not re-heat coffee by placing Regulator on HIGH.

DO NOT SUBMERGE LOWER VESSEL IN WATER

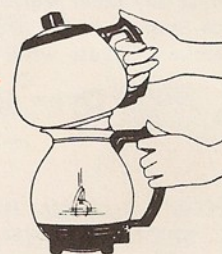
Rinse out under faucet to clean. Water will not get into the built-in automatic heating unit.

Over a period of time coffee oils may accumulate despite normal cleaning. These tend to affect the taste of your coffee.

To keep the COFFEEMASTER sweet and clean, we recommend a periodical thorough cleaning with a coffee stain remover. There are a number of these on the market that are readily available such as DIP-IT or MAID-EASY coffee stain remover.* When you use such a stain remover follow these instructions: (a) Fill lower bowl 2/3 full with water. Add 1 heaping teaspoon of the cleaning powder. (b) Install upper bowl, filter and cover; set switch on "high" and plug in. (c) Let solution go through coffee making cycle, allow to stand until all stain is removed, then drain, rinse with clear water and wipe out with clean cloth. If solution runs over, wipe off immediately with a damp cloth.



7.



When all the coffee is down, take off Brew-top before taking filter frame out. Set the Brew-top aside for cleaning later. Place cover on serving vessel—it fits both server and Brew-top.

DO NOT SCRUB INSIDE OF COFFEEMASTER WITH SCOURING POWDERS OR STEEL WOOL.

*DIP-IT, MAID-EASY, or some other similar product, can be purchased from your local food store or from any of the Sunbeam Appliance Service Company branches on the enclosed list.

CHICAGO 50, ILLINOIS • TORONTO 18, CANADA

GOOD COFFEE MEANS HOT COFFEE — SO THE SUNBEAM KEEPS IT PIPING HOT AFTER IT'S MADE.

The Coffeemaster automatically re-sets itself to keep the coffee at perfect drinking temperature in the lower vessel until every drop is served. It will never have that flat, warmed-over taste you get in coffee that has been re-heated.

YOU CAN MAKE THE SAME STRENGTH COFFEE EVERY TIME WITH COFFEEMASTER — AND WITHOUT GUESSWORK.

A level or rounded tablespoon of ground coffee for each cup of water is the usual amount used in making coffee. This amount can be varied to suit your taste. Once you determine the exact amount of coffee per cup of water it takes to make the exact strength of coffee you like, there is absolutely no guesswork.

LASTING BEAUTY

Both bowls, upper and lower, are made of copper then heavily nickel and chrome-plated. Sunbeam uses copper not only because it is the best heat conductor, but because it is best for long life and lasting appearance. Chrome-plating on nickel plating, gives your Sunbeam a hard, sparkling finish. These are the surfaces that assure you of true coffee flavor every time. And with metal bowls you get complete freedom from glass bowl breakage.

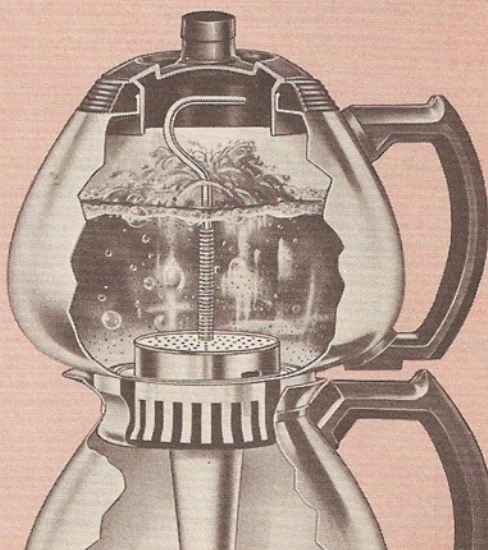
That is what you have in your SUNBEAM COFFEEMASTER—the finest coffeemaker money can buy. We know you will find it to be the "last word" in quality and performance—the same high quality that is built into every Sunbeam product—the SUNBEAM MIXMASTER, IRON-MASTER, Frypan, Saucepan, Toaster, Waffle Baker, etc. Sunbeam believes its most valuable possession is the enthusiasm of people who use our appliances.

GUARANTEE: Upon receipt of the guarantee registration card packed with this appliance your SUNBEAM COFFEEMASTER is guaranteed for one (1) year against electrical and mechanical defects in material and workmanship, which will be repaired or parts replaced free of charge during this period. The guarantee does not cover damage caused by misuse, negligence, or use on current or voltage other than that stamped on the appliance. This guarantee is in lieu of any other warranty either expressed or implied. If service is required, send the appliance prepaid to the nearest Sunbeam Appliance Service Company branch or authorized service station. Please write a letter explaining the nature of your difficulty.

Over 60 Years Making Quality Products

**NEW SUNBEAM JET ACTION
STAINLESS STEEL FILTER**

The new SUNBEAM COFFEEMASTER Jet Action stainless steel filter gives amazingly efficient filtering because of its "jet-action" principle. The new filter features a scientifically designed stainless steel dome, with an opening on one side through which the freshly made coffee rushes in a concentrated, jet-like stream as it descends to the lower vessel through the stainless steel mesh filter. This entirely different filtering principle insures a constant swirling stream of coffee against the filter which keeps coffee grounds from clogging the wire mesh and impeding filtering action. To clean both filter and dome, just rinse them under the tap. It is not necessary to remove the filter from filter frame. Occasionally, wipe off filter with a soft brush, cloth or sponge. Be careful not to pierce the mesh with a coarse brush, knife or fork. Unless damaged, filter should last indefinitely. New replacement filter may be obtained from your Sunbeam dealer. Order No. 12-5153 for filter assembly, order No. 12-6476 for filter only.



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ONE
Sunbeam
APPLIANCE
RECOMMENDS ANOTHER

WHENEVER A Sunbeam Appliance goes into a home, it isn't long before others follow. That's because Sunbeam appliances all give that extra measure of satisfaction that creates sincere enthusiasm and confidence. Whether it's a Sunbeam Mixer, Saucepan, Frypan, Coffeemaker, Iron, Toaster, Waffle Baker & Grill, Shaver, Lady Sunbeam Hair Dryer, or Cooker & Deep Fryer, one will always recommend another. We know that you, like millions of others, will also find this to be true.

Sunbeam
CORPORATION