

# Sheet Scan Cover Page

Directions for the Sunbeam C30-A Coffee Maker

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9 Pages

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

## **The art of making perfect coffee is dependent solely upon these things**

The coffee itself must be good. The water must be at the correct high temperature when it rises up and mixes with the coffee. All the water must rise to the brew-top, vigorously agitate with the coffee and then brew for the correct period of time. If all these three conditions are correct and uniform every time—then you'll get a perfect cup of coffee every time. Sunbeam Coffeemaster controls these things automatically and gives you the same delicious cup of coffee every time, 365 days of the year.

Coffeemaster removes the "human element" from coffee making—"thinks of everything" and "does everything" by itself. You simply set it and forget it. You can't miss.

### **Why is correct water temperature so important?**

To make perfect coffee the water should be at the correct high heat—above 200°, but not boiling, which is 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. Coffeemaster's 1000-watt, built-in heating element comes in direct over-all contact with the base of the brewing vessel. It is sealed between heavy copper plates, and copper is a fast heat-conductor. Glass, on the other hand, is an insulator. To insure the water's reaching 205° before rising, the Sunbeam has a little hole in the brew-top tube that allows some of the vapor pressure to escape until the water reaches 205°. The resulting agitation is vigorous, and always at the correct high heat. The bubbling you see in the upper vessel is the steam agitating through the mixture. It never boils.

### **Why is correct brewing time so important?**

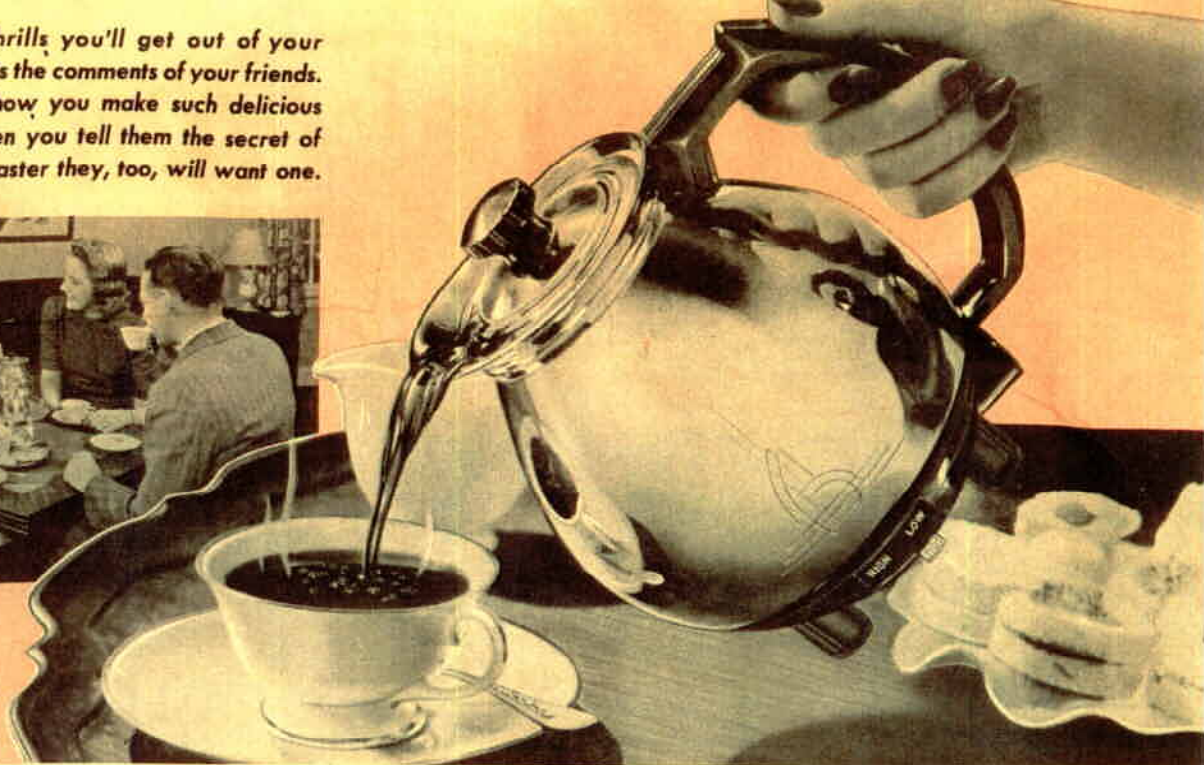
If you brew coffee too long, you release the bitter caffe-tannic acid, just as you do when you boil it. When you brew for too short a period, you fail to extract true coffee goodness of the flavor oils. In your Sunbeam you get that perfect timing automatically—one cup or eight. It shuts off by itself and the brew goes down into the lower vessel by itself. No watching. No worry. Regardless of how many cups you make, the actual brewing period of the coffee and water is always the same.

### **Coffeemaster not only makes from ONE to EIGHT 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 you have in your Sunbeam—another reason why it makes better coffee, time after time, year-in, year-out. Whether you make one cup or eight, all the water rises to the brew-top to agitate vigorously with the ground coffee, extracting every bit of its rich, native goodness. Not a drop ever remains in the lower vessel to dilute the coffee when it comes down. In all other vacuum-type coffeemakers a cup or more of water remains in the lower vessel. There is always dilution, and "dilution" is exactly what Webster says: "To dilute is to reduce or diminish the flavor by thinning." You'll never get that in your Sunbeam Coffeemaster. You get the same taste-tempting perfection every time, one cup to eight.



One of the biggest thrills you'll get out of your Sunbeam Coffeemaster is the comments of your friends. They'll want to know how you make such delicious coffee every time. When you tell them the secret of your Sunbeam Coffeemaster they, too, will want one.



**Good coffee means HOT coffee—so the Sunbeam keeps it piping hot after it's made.**

The service of your Coffeemaster doesn't even end after "the perfect cup" is made. It automatically re-sets itself to keep the coffee at perfect drinking temperature in the lower vessel. The coffee never has a chance to cool before you serve it. It will never have that flat, warmed-over taste you get in coffee that has been re-heated.

**You can make the same strength of coffee every time with Coffeemaster—and without guesswork**

A level or rounded tablespoonful 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, depending on how strong or weak you like your coffee. 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. You make your idea of perfect coffee every time, continuously, from then on.

**New Seat Ring and New Convenient Handle on upper vessel**

This new Seat Ring has a stainless steel inner spring which prevents the Brew-top from popping out while the coffee is being made. No other coffeemaker has this exclusive construction.



**A thing of beauty is a joy forever**

Last but not least, the enduring beauty of your Sunbeam is a joy forever. The design is classic in its lovely simplicity. And all this beauty is not skin-deep. It goes all the way through. It is "Quality for keeps."

Both bowls, upper and lower, are of copper. Sunbeam uses copper not only because it is the best heat conductor, but because it is best for long life and lasting appearance. There is probably no finer ware in the world than the Sheffield silverware of England. Copper has been used as a base in this famous ware for centuries. Naturally, it is the most expensive, but since it is the best, you have it in your Sunbeam.

Quality has been the slogan of Sunbeam craftsmen from the beginning. You'll find it in the flawless surface of the nickel-plating, and you don't even see that. It is nickel-plated before being chrome-plated, and that's why Sunbeam chrome is so gem-like and lasting. This chrome-plating, on top of the nickel, gives your Sunbeam a hard, sparkling finish. These are the surfaces that assure you of true coffee flavor every time. And not just the lower bowl—but both bowls—top and bottom, inside and out.

And not only that—they will give you freedom from glass bowl breakage. What is more irritating or inconvenient than the bowl breakage that is inevitable with glass or half-glass coffeemakers? Over a period of time it's a real item of expense, too. You'll have none of that with your Sunbeam, and you also have the most beautiful coffeemaker in America.

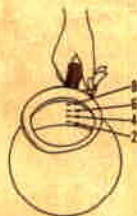
That is what you have in your Sunbeam Coffeemaster—the finest coffee maker money can buy. We know you are going to find it the "last word" in service—just as you do your Sunbeam Mixmaster, Ironmaster, Toaster, Waffle Baker, if you happen to own them. Sunbeam believes its most valuable possession is the enthusiasm of people who use our appliances.



Use on Alternating Current only. Do not use Direct Current. Direct Current will injure it.



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



2. Put water in lower serving vessel. Lowest mark on the inside wall at handle indicates 2-cup level. Next mark above indicates 4-cup level. Next above that indicates 6-cup level. The two marks near the top indicate full capacity, or 8-cup level.



3. Insert filter rod (which has filter mounted on it) into the tube until it hooks over bottom end. Be sure cloth is flat under the frame—not folded or wrinkled.



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



5. 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 cover on Brew-top.



6. Plug in at AC outlet. Set switch to HIGH. When the water has reached the correct heat, it will rise to the Brew-top—agitate vigorously with coffee—current will shut off automatically—coffee will return to lower vessel. The switch will have automatically moved to LOW to keep the coffee hot. No watching is necessary. Starting with 8 cups of cold water, it will take about 14 minutes to make coffee. For fewer cups, or if you start with hot water, much less time will elapse.



7. When 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.

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



## 8. TO CLEAN OR REPLACE FILTER CLOTH

To clean or replace filter cloth, remove filter frame from upper vessel by pressing down filter rod until hook disengages from bottom end of tube.

Pinch together two center bars on lower filter ring to release, as shown, and slide off filter rod.

Remove filter cloth and wash.

When replacing filter cloth, make sure fuzzy side of cloth faces lower ring. Then slide lower ring over filter rod and push up until it locks. (Be sure you use the correct filter cloth—C85CA—which has a very small center hole.)

It is recommended that the filter cloth be kept in a glass of water when in use.

New cloths can be obtained at your dealer's. Order filter cloths No. C85CA.

### CAUTION:

Do not put ground coffee in upper vessel before filter frame is properly in place. Do not forget to put the cloth on filter frame. Always be sure the filter rod is hooked over the end of the tube as shown in figure 3. 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.

## 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. Thus water cannot get into the built-in automatic stove. Do not scrub inside of Coffeemaster with scouring powders or steel wool. Boiling a mixture of water and Baking Soda, or Calgonite, frequently in lower vessel will keep it clean and sweet.

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Over Half A Century Making Quality Products



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**Sunbeam**  
THE BEST ELECTRIC APPLIANCES MADE

recommends another

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WAFFLE BAKER

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 Mixmaster, Coffeemaster, Ironmaster, Toaster, Waffle Baker or Shavemaster, one will always recommend another. We know that you, like millions of others, will also find this to be true.



*Sunbeam* IRONMASTER



*Sunbeam* COFFEEMASTER



*Sunbeam* TOASTER

The **LUX** "Single Ding



## Important Instructions

*Please Read Carefully . . .*

This Minute Minder will time any period from 1 to 60 minutes. To set it turn knob to right till period to be timed is indicated. The Minute Minder may be set to any time period and then turned back without damage.

IF PERIOD TIMED IS TO BE LESS THAN 5 MINUTES, BE SURE TO TURN WELL PAST THE 5 MINUTE MARK, THEN TURN BACK TO DESIRED SETTING.



THE LUX CLOCK MFG. COMPANY, Inc.  
WATERBURY, CONN., U. S. A.

The Minute Minder is guaranteed against defects in workmanship and material for a period of one year and will be repaired free if returned to the plant, transportation prepaid.

Minute Minders that have been in service beyond the guarantee period or require servicing because of accident or misuse, will be repaired at a nominal charge, estimate of such charges will be submitted for approval before proceeding with the repairs.

## GUARANTEE

**Set it - and forget it**  
you'll be called in time

Cooking and baking  
Coffee making  
Washing machine  
Baby's sun bath  
Photo developing and printing  
Children's study or music period  
Reminder of TV and radio programs  
Home or commercial beauty treatments  
Numerous industrial operations.

*Just a Few Practical Timing Uses . . .*

march 15<sup>th</sup> 1975

Dear Mr. Narra;

Thank you for your kind remarks about my work.  
About ten days ago I spoke to my secretary on the  
Telephone from California. I asked her to mail you  
a print of the locomotive with my compliments.  
Two days later she wrote me, asking instructions.

as Management Consultant you might be  
able, perhaps, to let me know how to get the  
simplest thing done without creating a total SNAFU.

Sincerely

Raymond Loewy

I hope you finally received the right print of the right  
locomotive without a bill.

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