

**In 1984, Weber breaks through the myths
about barbeque grill sales.**



weber
#1 and that's a fact.™

Weber breaks through with the cold facts you need for red-hot barbeque profits.

MYTH: "When it comes to barbeques, there's no real brand awareness."

FACT: For years, we've outspent the rest of the barbeque industry combined to plant our name in your customers' minds. Today, Weber is the nation's number one barbeque brand... the only brand many of your customers know. And in 1984, we'll be spending more than ever to make sure your customers ask for Weber—by name!

MYTH: "You can't make profits in the barbeque department."

FACT: You can if you merchandise the Weber Dynamic Season™ program. You can't expect to make money with just one or two SKU's—step-up and add-on sales are the key to barbeque profits. Many of your customers will trade up to Weber's extra-value colors or Weber Gas Kettles—if you display them. And every Weber owner is an instant candidate for our high-margin accessories or the top-of-the-line The Web® electric bug killers, too. Your Weber Representative can help you put together the right planogram for your needs. Just ask!

MYTH: "The best approach to barbeques is to keep your inventory low."

FACT: That's the best way we know to lose sales. No dealer gets stuck with leftover Weber inventory—our complete support program, including a month-long network TV blitz, takes care of that. In fact, many dealers are out of stock and out of luck by Memorial Day! Order deep! Not sure how much Weber stock you can move? Ask your Weber Representatives. They have the Dynamic Season planograms... and all the help you need.

MYTH: "The barbeque department should go up April 15 and come down July 5."





FACT: The barbeque department should be making money for you whenever your customers are cooking outdoors—in some areas, that's year-round! Weber's Dynamic Season planograms adjust the size of the department to the time of year, region of the country, type and size of store... they even account for the mosquito season for The Web bug killers. Your Weber Reps can help you with a complete, month-by-month selling plan that tells you when to expand your floor space, when to contract it, what merchandise to feature, and when to promote. Ask!

FACT: Weber works in just about every kind of store you can think of. In 1984, the Weber line will be making money for supermarkets, catalog showrooms, discount stores, variety stores, drug stores, department stores, hardware stores, lawn and garden stores, sporting goods stores—even appliance stores!

FACT: Nobody knows more about the ins and outs of selling barbeques than #1.

FACT: Nobody gives you more, from heavy network TV to a comprehensive program with detailing help, Dynamic Season planograms, display ideas, window banners, header cards, P.O.P. materials, in-store demonstrations and more!



FACT: At Weber, we got to be #1 by helping retailers succeed with our products. And helping you succeed is what's going to keep us number 1.

weber[®]
#1 and that's a fact.[™]

weber.

"go-anywhere" grills

Go-Anywhere Grills: the fastest turn

Good things come in small, portable packages . . . and the Weber "Go-Anywhere" grills are just that.

The "Go-Anywhere" grills make the best of company for family picnics and travel needs.

Smokey Joe—14-1/2 in. diameter, 17-1/2 in. high kettle. The fast-selling Smokey Joe now has an improved, bright-finished ash catcher and legs to make it more durable and rust-resistant than ever! Big enough for small roasts, small enough for camping and picnic portability, the Smokey Joe has removable legs, porcelain finish inside and out, and a triple nickel-plated cooking grill. 5-year limited warranty.

#10001 Jet Black

Go Anywhere Accessories

Griddle—Great for cooking breakfast outdoors. Its easy-clean aluminum surface makes fixing pancakes, bacon and eggs a pleasure. Fits all Weber kettles in addition to the "Go-Anywhere" grills.

#1400

Wok Pan—Wok cooking is a popular way to add versatility to any barbeque menu. All-steel, fits Smokey Joe model (#10001) only.

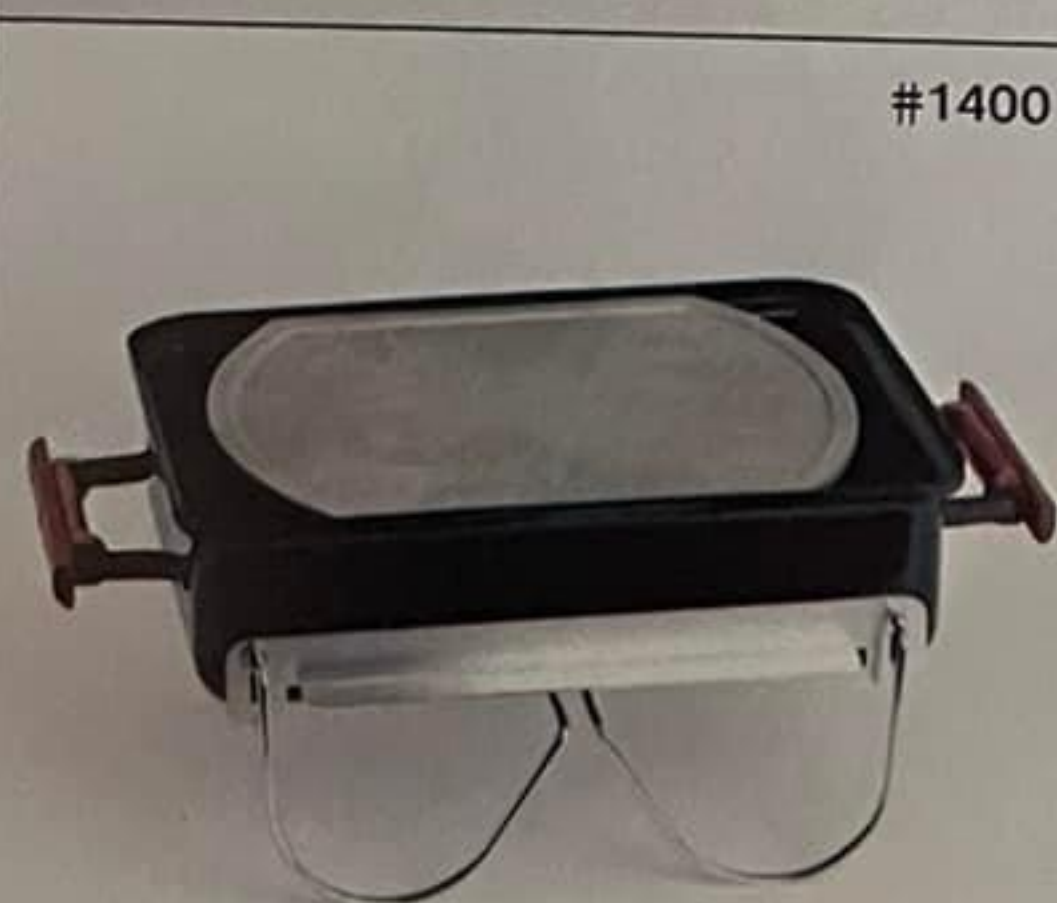
#8300

Shish Kabob Set—6 heavy-duty, stainless steel skewers on nickel-plated racks that attach to cooking grill. Fits all "Go-Anywhere" grills and Weber kettles.

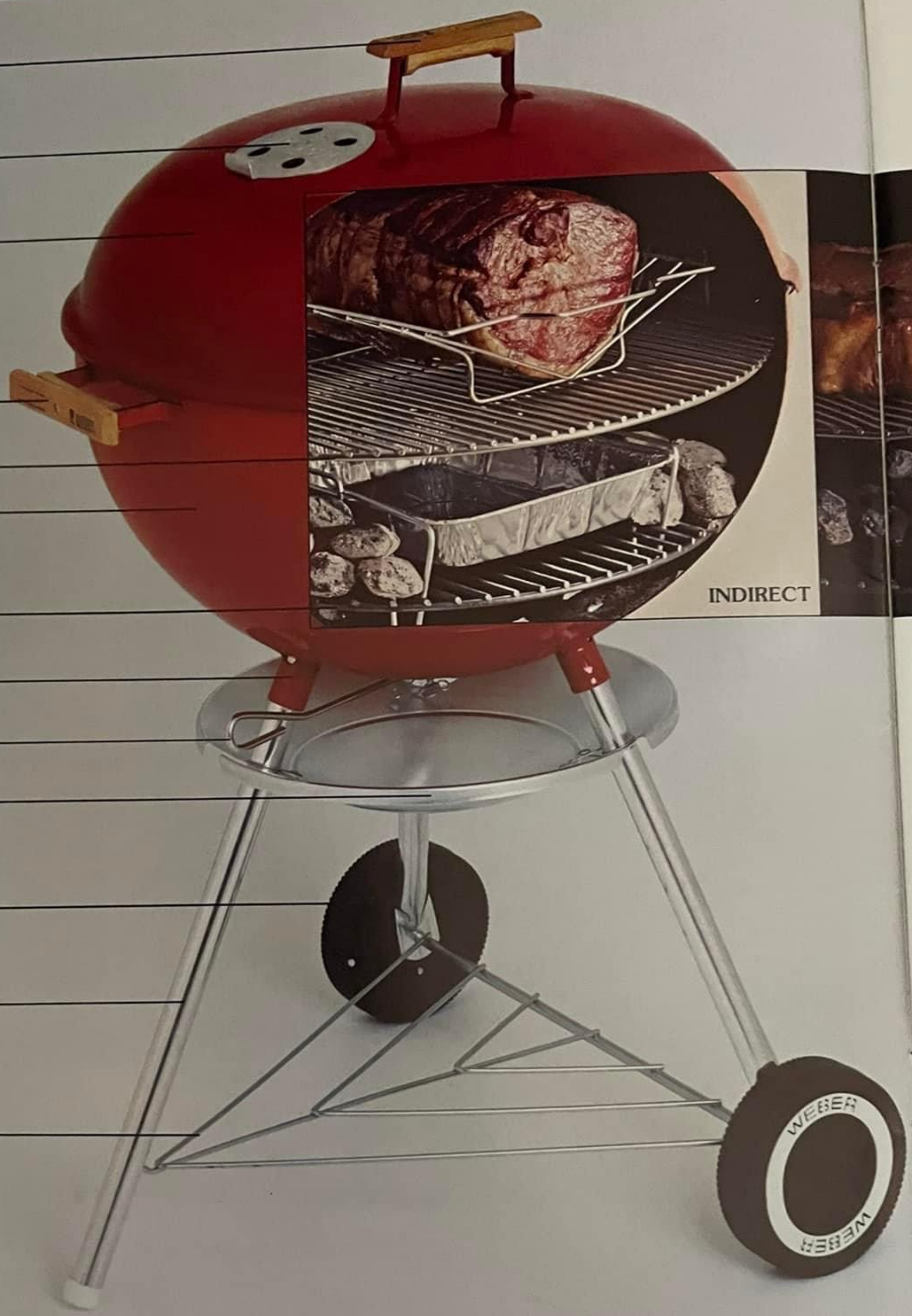
#2500

Drip Pans—Set of 10 heavy-gauge pans in polypack. Can also be used for steaming and cooking foods on the grill. Fits all "Go-Anywhere" grills and Weber kettles.

#3300



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weber one-touch
System

If you really want traffic, feature the name people know.

The original Weber Kettle that is synonymous with quality, and the only barbeque kettle people ask for by name, has been perfected.

Move the "One-Touch" lever back and forth and it opens and closes all three vents. As an added benefit, it sweeps out any accumulated ashes. No need to hand-scoop, no turning kettle upside down, no lifting grills out... no more mess. What a selling point!

And only Weber Barbeque Kettles have the patented One-Touch system—there's no other like it.

But this unique One-Touch feature is only the finishing touch on what is already a legend.

No other product cooks like, lasts like, or delivers customer satisfaction like the one... the only... brand name in the business.

A. Weather-resistant, heat-resistant handles.

B. Close the top vent (and the One-Touch system) when cooking's done to extinguish the fire, and save charcoal for the next time!

C. Weber's original covered design reflects and circulates the heat evenly. Foods cook evenly, perfectly—no ruined meals!

D. Sturdy, heat-resistant wooden handles.

E. Heavy-gauge cooking grill. Triple plated. Now with curved handgrips that hang on Kettle handle.

F. Heavy-Gauge Steel Kettle—not painted but sealed inside and out with clean, colorful porcelain-enamel that won't rust, burn or stain. And Weber stands behind the 5-year limited warranty with a history of satisfied customers!

G. Durable charcoal grill.

H. Patented leg coupling. (Patent #3538906.) No thumbscrews or bolts needed.

I. All new One-Touch system cleans out accumulated ashes with one easy sweep. No scooping... no mess. (See illustration.)

J. Ash catcher is outside the kettle for unobstructed air flow, easy ash disposal. It's more rigid than ever, and has ash catcher clips so it won't blow away!

K. Rugged unbreakable wheels. Crackproof to -40°F, built to last a lifetime.

L. No-rust aluminum legs.

M. Strong nickel-plated bottom brace is a handy shelf, too!

Barbeque cookbook with dozens of recipes and directions. It's a full-color P.O.P. hangtag, too, attached to every kettle, that identifies... and sells... genuine Weber!

Indirect cooking method.

Drip pan goes under turkeys, hams, thick cuts, roasts; charcoal goes on either side. Move the One-Touch lever to open and Weber's air flow system creates *natural convection* for faster cooking... and juicier meats than you could ever get in a conventional oven.

Direct cooking method.

Place burgers, steaks, chops right over a single layer of coals. Covered cooking seals in natural juice flavor; prevents flare-ups and burning.

weber one-touch[®] System

The more compact size—18-1/2 in. diameter, 28 in. high kettle with all the quality construction features that made Weber famous. 269 sq. in. of cooking area. Comes in three colors, each a proven best-seller.

#31001 Jet Black
#34001 Red
#39001 Chocolate



#31001



#34001

5

Weber's 5-Year Limited Warranty

Every Weber charcoal grill is durable, of course, and consumers know it. For proof, they need look no further than the 5-year limited warranty.



#39001

70000 Series—The legendary Weber Kettle*, against which the standards for outdoor cooking equipment are measured.

22-1/2 in. diameter kettle is equipped with the exclusive and convenient One-Touch system. Perfect size (397 sq. in. cooking surface) for large turkeys, rib roasts, steaks, plus extra room for corn and potatoes. The cover reflects and circulates heat . . . no need to

turn the food . . . ever! No flare-ups, no burning; perfect results for even amateur chefs. Available in 5 porcelain-sealed, weather and stain resistant best-seller colors. Free cookbook attached, in full color, with dozens of delicious barbeque recipes.

#71001 Jet Black #75001 Dark Blue
#74001 Red #77001 Dark Green
#79001 Chocolate

weber
#1 and that's a fact.™



#74001

#71001



#75001



#79001



#77001



*The Weber Kettle configuration is a trademark of the Weber-Stephen Products Company.

Big ideas done to perfection

Where some people are concerned, the bigger the better. Weber lets you say yes to them every time.

A lot of outdoor cooks need a jumbo Weber for entertaining, the kind of Kettle you don't see in every store. Let them see it in yours.

Satisfy the customers with the hearty appetites. Our larger Kettles keep your barbeque department firmly in the black.



The Ranch™—Makes tall orders for the chef simple. Cook for an entire neighborhood social, church or school group at once. No more eating in shifts. 37½ in. diameter kettle, 27 in. high. 1104 sq. in. cooking area.

#60001 Jet Black

80000 Series—New! One-Touch feature added. For the large (or just extra hungry) family, and those people who love to entertain lots of friends. Now with the exclusive convenience of the One-Touch cleaning system. 26½ in. diameter kettle, 32 in. high. 562 sq. in. cooking area.

#81001 Jet Black



New! Mesquite, Hickory and Oak WeberChunks™

A smoky, tangy trio... for new flavor adventures.

Bring a touch of the gourmet to your outdoor cooking. Today, people everywhere are discovering the subtle flavors imparted to foods by authentic WeberChunks. Just add a few to the charcoal, and spice up the menu.

Mesquite WeberChunks lend a perfect note to steaks and chops. Oak has a unique aroma that delightfully flavors anything. Hickory is a third "spice" to choose from.

All three kinds are easy to light and packaged complete with recipes.

#1710 Mesquite WeberChunks, 7½ lb. bag

#1715 Oak WeberChunks, 7½ lb. bag

#1705 Hickory WeberChunks, 7½ lb. bag

snokey
mountain
cooker

Smokey Mountain Cookers. The most expensive smokers on the market—and worth it!

Smoking foods is an increasingly popular way for outdoor cooks to add a new flavor dimension to foods.

And there are no better built smokers available than the one that carries our Weber name—the Smokey Mountain Cookers.

The large capacity smokers are constructed of first-quality materials. So they're built better to last and last.

The heavy-gauge steel unit is lined inside and out with black porcelain finish that will not burn, stain or rust.

A solid wood handle, nickel-plated grills and a porcelain protected water pan are other fine features of the product. The Smokey Mountain Cookers can be adapted for roasting, steaming and barbecuing, too.

Backed with our 5-year limited warranty, it's a sure bet our Smokey Mountain Cookers are the most durable smokers available.

14 1/2" diameter Smoker:

#1880

18 1/2" diameter Smoker:

#2880



#2880



#1880





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WEATHERPROOF FINISH

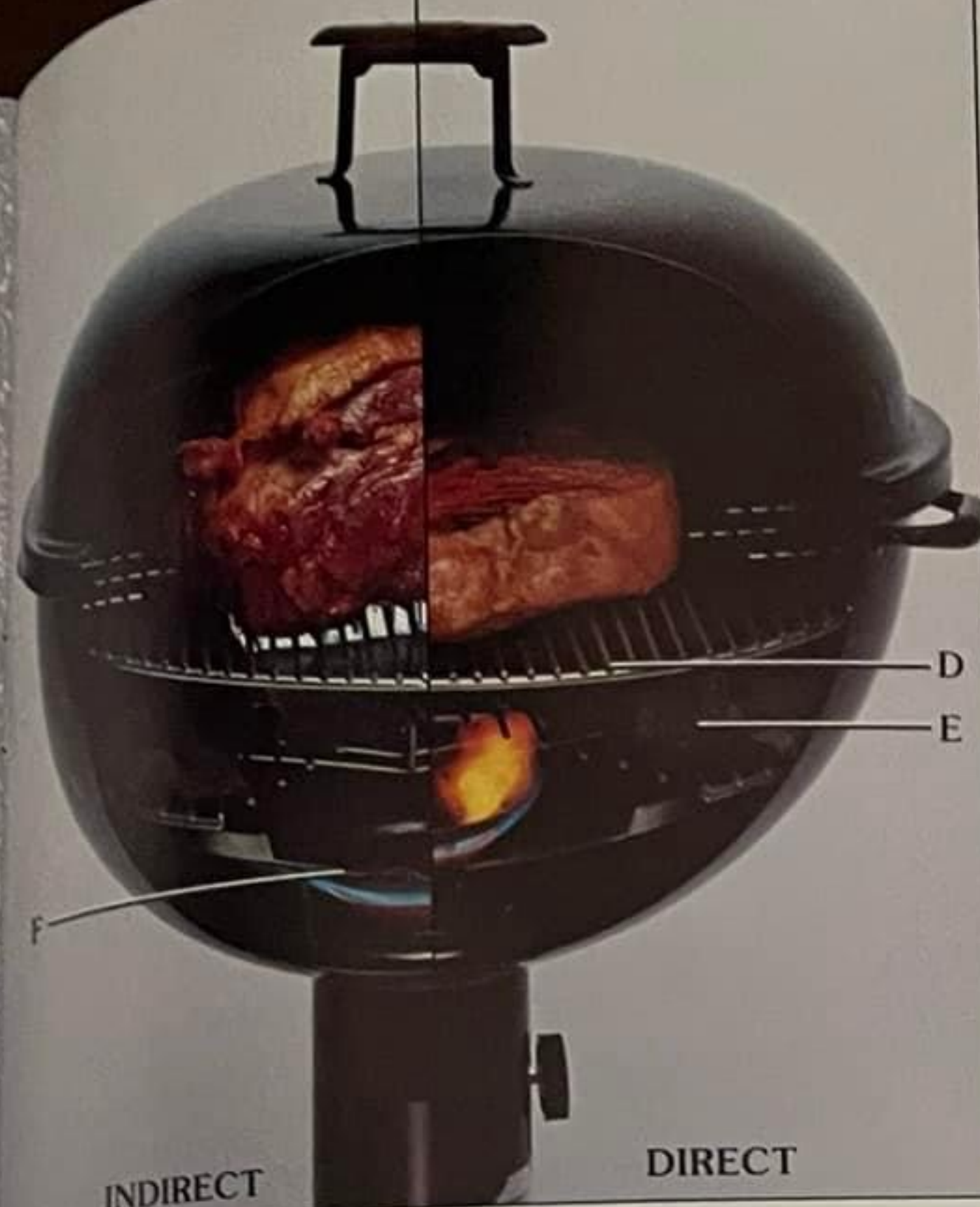
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WEATHERPROOF FINISH



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weber
gas
kettles

Exclusive Weber state-of-the-art features make these easy to buy...easy to sell.

Weber Gas Kettles provide maximum convenience for leisure time barbecuing. The push-button ignitor lights gas quickly.

The added plus is the Weber Gas Kettles' exclusive patented, movable stainless steel burner for Direct and Indirect cooking. No ordinary gas kettle has one like it.

The unique Weber covered design allows the heat to circulate around the food on all sides, for perfect results every time.

Constructed of the finest materials, Weber Gas Kettles are made of heavy-gauge steel and coated with porcelain-enamel for a finish that won't burn, rust or stain.

A. Weather-resistant, heat-resistant solid wood handle.

B. Weber's covered cooking circulates the heat, locking in natural juices for perfect results every time.

Great outdoor flavor . . . with no burning! There's no rotisserie needed, and no electric cord . . . the kettle is round, so you rotate the heat.

C. Heavy-Gauge Steel Kettle—not painted, but sealed inside and out with clean, colorful porcelain-enamel that won't rust, burn or stain.

D. Nickel-plated cooking grill—397 square inches of cooking area!

E. Self-cleaning lava rocks absorb gas heat, and vaporize the meat juices . . . for "outdoor" flavor without ashes, mess or waiting! It's hot in minutes!

F. Exclusive movable stainless steel burner (Patent #3688758) for Indirect and Direct cooking. Funnel design for more even heat and stable flame.

G. Push button ignitor. (Patent #4302181)—lights gas conveniently! No need for matches or waiting.

H. Weatherproof grease cup locks into control post.

I. 5-inch porcelainized steel post—weatherproof and extra stable.

J. Infinite heat selection knob for total heat control. Detents at high and off settings. Knob removable for safety!

K. Balance scale tells you how much gas is left.

10-foot quick-disconnect flexible hose with portable natural gas unit. L.P. Gas unit has flexible hose with regulator.

Exclusive draft diverter—helps prevent blowouts!

Cookbook with dozens of recipes attached to every gas kettle. Makes an eye-catching hangtag at point of sale, too!

weber gas kettles

Deluxe Portable Gas Kettle—
22½ in. diameter kettle features a push-button ignitor for instant starts, and an easy-read balance scale shows how much gas is left in the tank. Comes with 20 lb. L.P. tank, tank holder, and flexible hose with regulator.

- #211101 Jet Black (Tank included.)
- #214101 Red (Tank included.)
- #219101 Chocolate (Tank included.)
- #215101 Blue (Tank included.)
- #217101 Green (Tank included.)

Permanent Mount Gas Kettle—
22½ in. diameter kettle with ignitor for year-round outdoor cooking fun. Some assembly required.

#511001 Jet Black

Portable Gas Kettle for use with Natural Gas—

Standard 22½ in. diameter kettle includes 10 ft. flexible hose with quick disconnect fittings, quick-start ignitor.

#541001 Jet Black



#214101

weber
sidekick

It may become the most profitable accessory you sell

#1800



Weber Sidekick—In the kitchen, it's a heavy-duty work surface for food preparation.

On the barbeque kettle, it's a rock maple work table with lots of room for food, sauces... you name it!

Lift it off, and the patented Sidekick becomes a carving board at the table. And the no-skid rubber feet hold it steady for safe carving.

Indoors, outdoors, and indoors again... what could be more useful?

#1800

#511001





The Weber brand name gives you repeat-sales power...with winning accessories.

These genuine Weber accessories tie in beautifully with the one and only Weber barbeque grill cooking method. Stock up and display year-round for fast turns and great margins!

Condiment Holder—Triple nickel-plated steel rack keeps salt, pepper, whatever you need right at hand. Fits all 22 1/2 in. Weber Kettles.

#21301

Corn 'N' Tator Holder—This nickel-plated space saver makes a "show-off" meal easy, even for a beginner. Fits all 22 1/2 in. Weber Kettles.

#3801

Griddle—Now you can even prepare breakfast or brunch outdoors. Makes cooking pancakes, bacon and eggs a real pleasure. Or try diced fish or meat on the griddle oriental-style. Fits all 22 1/2 in. charcoal and gas kettles. (See page 2 for the "Go-Anywhere" Griddle, #1400, a smaller version which fits all Weber grills and kettles.)

#1405

Grill & Tool Holder—Plated clip-on holder keeps the grill cleanly off the ground while lighting the coals...and keeps tools handy while cooking! Fits 18 1/2" diameter kettles and larger.

#1201

Shish Kabob Set—6 heavy-duty, stainless steel skewers on nickel-plated racks that attach to cooking grill. Fits 18 1/2" diameter kettles and larger. (See page 2 for the "Go-Anywhere" Shish Kabob Set, #2500, a smaller version which fits all Weber grills and kettles.)

#2501

Wok Pan—For a popular and economical way to entertain, try stir-frying and steaming meat, fish, or vegetables. Steel pan fits 18 1/2 in. and 22 1/2 in. charcoal and gas kettles. (See page 2 for the Smokey Joe wok, #8300.)

#8301



one and
display



#8801

The Starter Set—Perfect gift item for the new outdoor chef! Includes charcoal rails, roast holder, grill and tool holder, 10 aluminum drip pans. Full-color cartons.

#8801

Charcoal Rails—Attach to bottom grill to keep charcoal along sides for indirect cooking. A “must” accessory for every outdoor chef. Fits 18-1/2” diameter kettles and larger.

#3901

Roast Holder—This accessory does double duty: it steadies a roast on the grill while cooking, and the built-in handles let you carry the meat to the carving board easily. Fits 18-1/2” diameter kettles and larger.

#9501

Rib Rack—Great for cooking large quantities of ribs, chicken halves and extra-thick chops! Sturdy, nickel-plated rack.

70000, 80000 Series and 22 1/2 in. gas models:

#3701

18 1/2 in. diameter kettles,

30000 Series:

#3601

Replacement Grills—Nickel-plated cooking grill. Now with curved hand-grips that hang on kettle handles.

18 1/2 in. diameter kettle cooking grill:

#70601

22 1/2 in. diameter kettle cooking grill:

#70901

Heavy gauge steel charcoal grill.

18 1/2 in. diameter kettle charcoal grill:

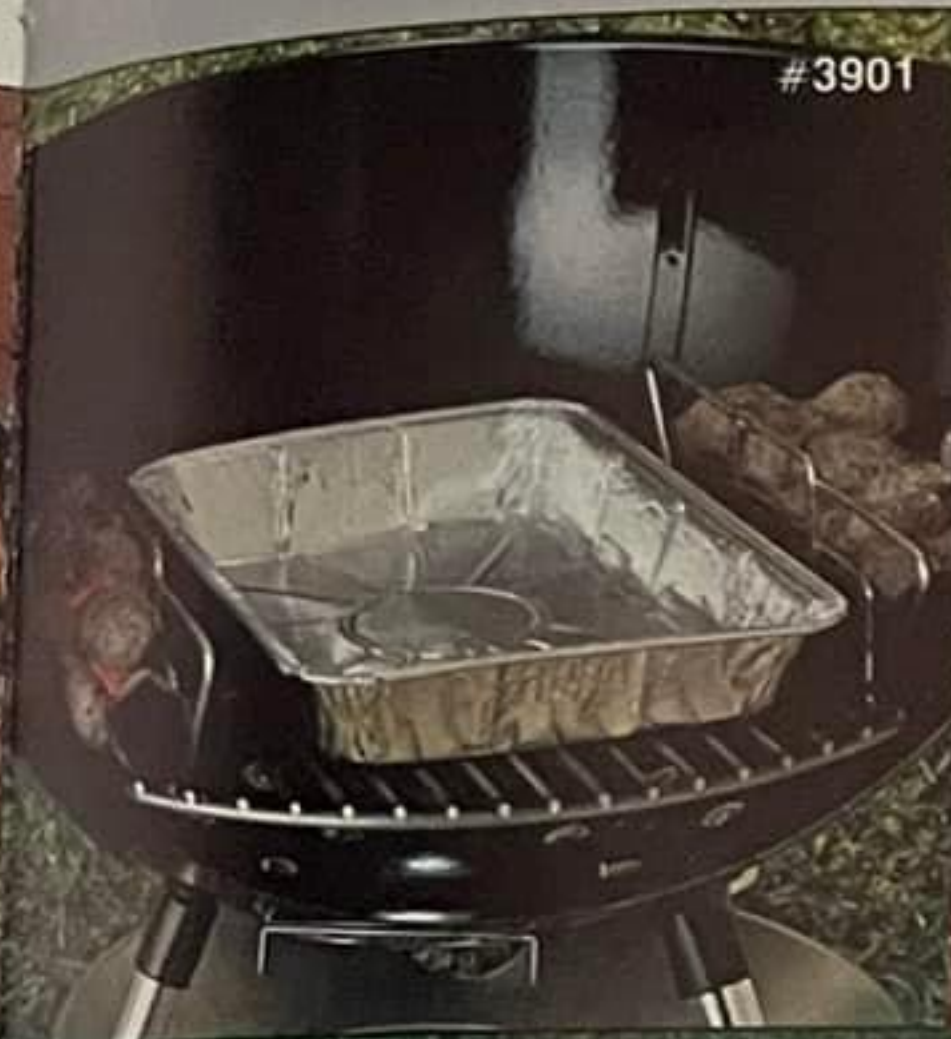
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22 1/2 in. diameter kettle charcoal grill:

#72801



#3801



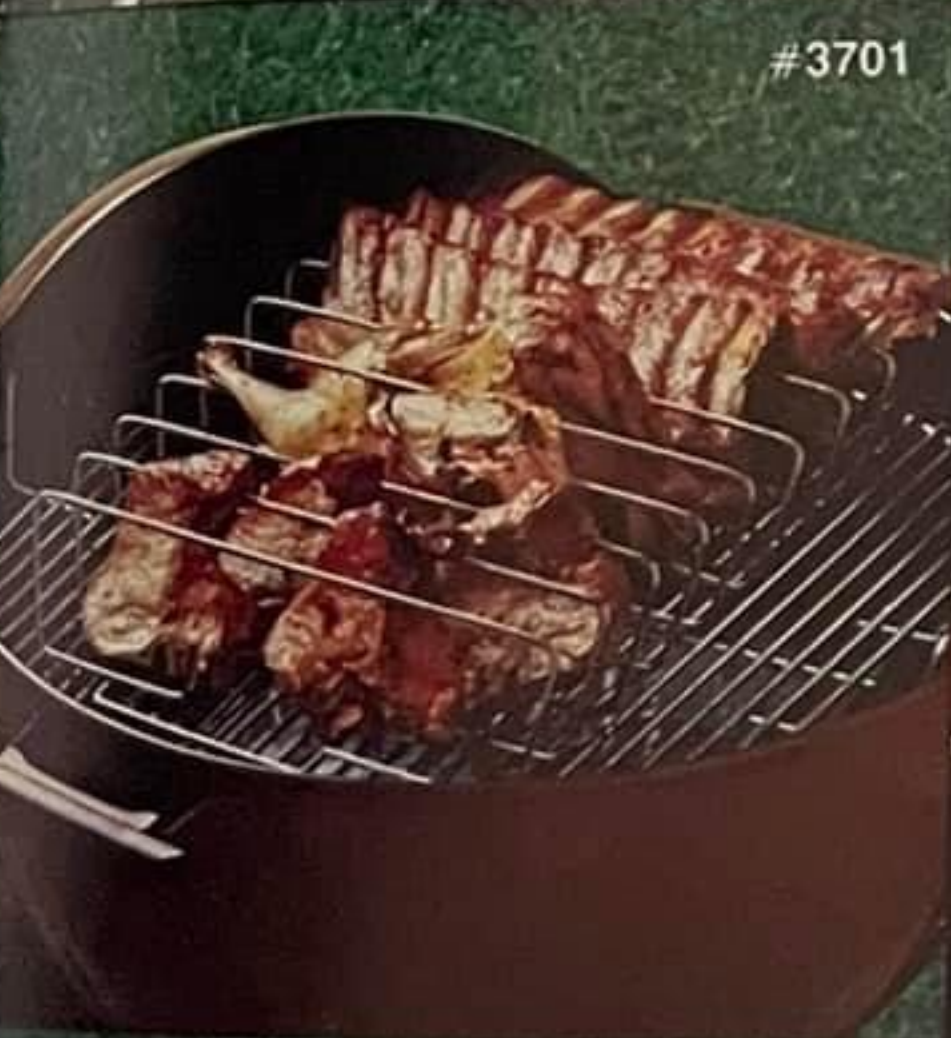
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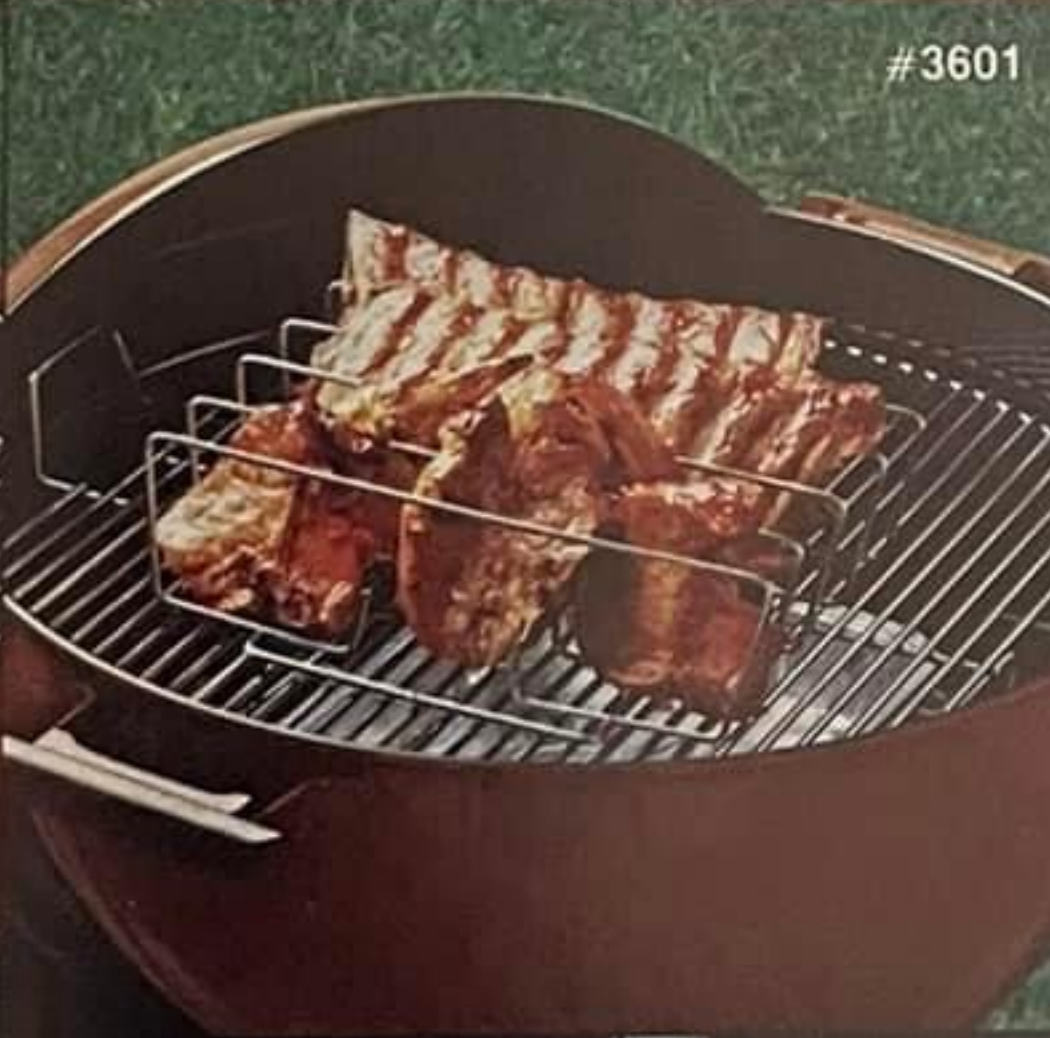
#9501



#1201



#3701



#3601



#8301



#70901



#72801

NEW!



#7701



#4701

Deluxe Kettle Covers—Keeps kettles clean and protected with a touch of class. Heavy, black vinyl is fully lined, with custom-stitching and snap fasteners—resists cracking in even the coldest weather.

- #7101 for 1880 SMC
- #7201 for 2880 SMC
- #7301 for 18 1/2 in. diameter kettles
- #7701 for 22 1/2 in. diameter kettles
- #7801 for Patio Web
- #7901 for Single/Double Bulb Web

Kettle Covers—Vinyl covers help keep kettles clean.

- #4301 for 18 1/2 in. diameter kettles
- #4701 for 22 1/2 in. diameter kettles

WeberGrabbers™—Stainless steel double-duty tongs turn meat without piercing, move briquettes easily. Heavy-duty stainless steel will look good for years. Rich oak grips give you a safe, sure feel.

#1983

L.P. Tank—20 lb. capacity, all-welded steel, 10% safety relief valve.

#21201

Replacement Lava Rock—Revitalizes Weber Gas Kettles

- #109901 6 1/2 lbs.
- #109903 4 1/2 lbs.
- #109915 2 1/2 lbs.

Hose Adapter Option—Adapter permits Table Top Gas Grill (#1530) hook-up to a standard 20 lb. L.P. Tank. The flexible hose is 4 feet long, and connects in seconds. UL®/CGA listed. (Tank not included.)

#871015

Drip Pans—10 heavy-gauge pans in polypack. Fits 18 1/2 in. diameter kettles and larger. (See page 2 for the "Go-Anywhere" drip pans, #3300, a smaller version which fits all Weber grills and kettles.)

#3301

Deluxe Cookbook—80-page hard-bound recipe book with over 50 full-color photos and illustrations.

#101

Elegant Fare Cookbook—Spiral hardbound recipe book lies flat. Full-color photos and illustrations, menus, cooking charts, detachable recipe cards and filing pockets.

#201

Charcoal Chest—Keeps 18 pounds of briquettes handy. Easy to pour. Buy an extra for WeberChunks or sidewalk salt. (Patent #D261604)

#6601

#21201



#871015



#109901



#3301



#201



#101

#6601



NEW!

An elegant family of Weber Imperial™ furniture for the patio.

The practical meets the luxurious. Good taste combines with good tastes. Introducing three stylish, top of the line items for the best-dressed patio... Weber's Imperial line.



Imperial Wagon—Combine the quality of a Weber Kettle with this beautifully designed wagon—and you have a unit that's a handsome addition to any barbeque scene.

And for all its good looks, this kettle wagon is infinitely practical, too. It provides the portable work surface and storage area that every outdoor cook finds essential.

#16401 with Red Kettle

#16901 with Chocolate Kettle

Imperial Compact Wagon—The new kid on the block gets its good looks from its big brother—the Imperial Wagon.

Durable weatherproof wagon encases an 18½ in. Weber One-Touch Kettle. Ample work surface above and storage space below. Now smaller families can have the ultimate barbeque console.

#13401 Red Kettle

#13901 Chocolate Kettle

Imperial Barbeque Trolley—

Another great way to roll up new sales and profits. This double-duty cart will appeal to owners of "Go-Anywhere" Grills and full-sized Kettles.

Roll it alongside a One-Touch Kettle or Gas Kettle to add plenty of sturdy work surface and storage space. Or... put a "Go-Anywhere" Grill on top and you've got a complete barbeque center.

#82500

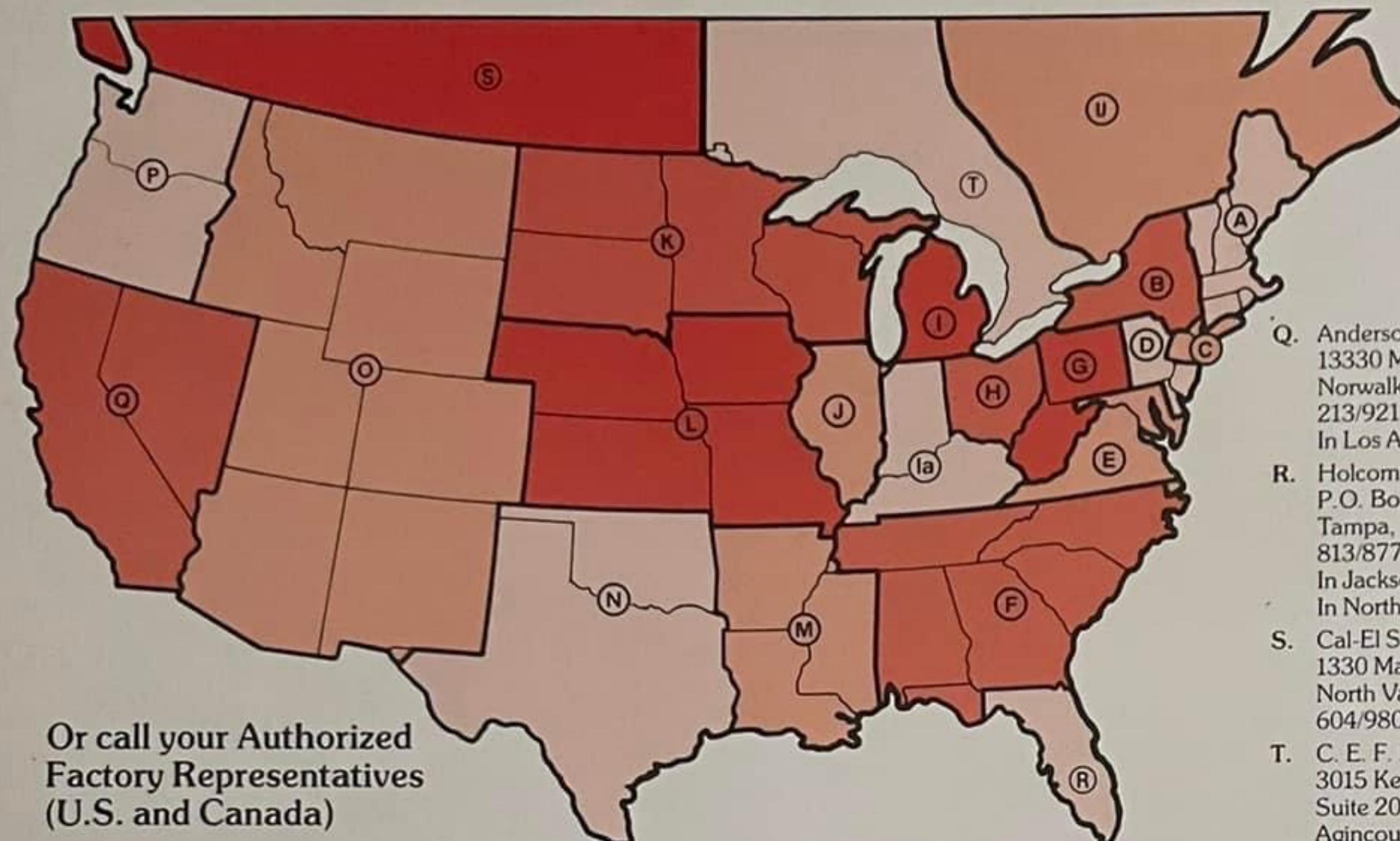


Order direct from Weber®

For more information contact:

Weber-Stephen Products Company, 200 East Daniels Road, Palatine, IL 60067

1-800/323-7598. Ask for Customer Service. In Illinois call 1-312/934-5700, Telex: 28-1086 TWX: 916870259



Or call your Authorized
Factory Representatives
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- A. The Yankee Pedlars
805 Massachusetts Avenue
Lexington, MA 02173
617/861-0530
- B. W. S. Owen Company
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315/468-4264
In Albany—518/456-1852
In Buffalo—716/633-2412
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- H. Heath/Diso Incorporated
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503/244-4136
direct to office: 503/244-3396

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