



TOASTER INFORMATION

Over the years competing companies came up with many designs for toasters to try to appeal to the consuming public (and to avoid infringing on patents). Toasters that had spring-loaded doors to hold the bread tightly were called "Pinchers." Some toasters had baskets that held the bread slice that could be swung around. These were called "Swingers." Other toasters had doors that flopped open - "Floppers"; tipped out - "Tippers"; or dropped the toast out the bottom - "Droppers."

The design that eventually won out and became the most common was the "Pop-up." The first automatic pop-up toaster sold for home use was made in 1926 - the Toastmaster 1-A-1. It was an expensive luxury for most people and manual toasters continued to be manufactured and sold in the U.S. well into the 1950s.

Interesting facts from Curt Wohleber, *Invention & Technology Magazine*:

- Toaster sales grew from 400,000 units in 1922 to 1.2 million in 1930.
- In the late 1920s many bakeries began selling loaves of pre-sliced bread, marketed by one company as Wonder-Cut Bread, which was later changed to Wonder Bread.

