

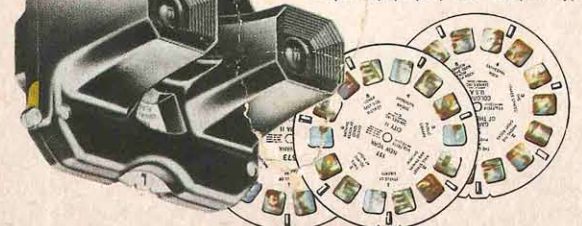
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VIEW-MASTER REELS are durable laminated paper discs each containing seven stereoscopic pairs of full color Kodachrome photographs. They are over 300 different Reels from which to choose. Reels may be used interchangeably in View-Master Stereoscopes and Projectors.

THE VIEW-MASTER STEREOSCOPE is a modern adaptation of the popular stereoscopic viewer of three generations ago. View-Master operates . . . a flick of the finger changes the scene.

Stereoscopes are constructed of metal and sturdy, shock-resistant plastic for long pleasurable service. Lenses are accurately ground and polished. The View-Master Stereoscope is light weight and simple to operate. The View-Master Stereoscope is a modern adaptation of the popular stereoscopic viewer of three generations ago. View-Master operates . . . a flick of the finger changes the scene.

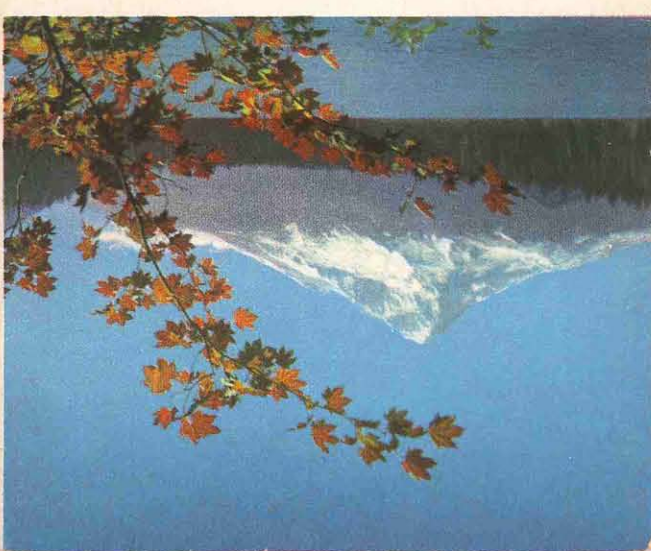
If you have ever looked through an old-time stereoscope, you'll remember the thrilling fascination of three dimension pictures. Add to this the vivid full color of Kodachrome and you have an idea of the breath-taking "come to life" realism and exciting beauty of modern View-Master stereoscopic pictures. Seen through a View-Master Stereoscope, these pictures have entertainment and educational qualities that fascinate children and adults alike. View-Master pictures make pleasing gifts for all occasions.



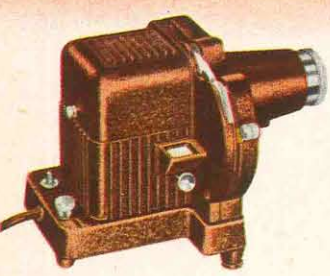
VIEW-MASTER FULL COLOR STEREOGRAPHIC PICTURES

VIEW-MASTER REEL LIST

THREE DIMENSION FULL COLOR PICTURES

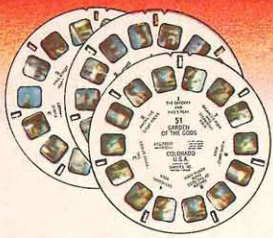


ENJOY VIEW-MASTER PICTURES MORE WITH VIEW-MASTER QUALITY PROJECTORS AND ACCESSORIES



MODEL S-1 PROJECTOR

Designed for non-stereo projection of full color View-Master picture Reels. Ideal for home, classroom, or commercial use. Projects image to 75 diameters with brilliance and clarity. Simple to operate. Built like a fine watch. Many exclusive features. Light weight, compact, easy to carry. 110-120 AC-DC. Ask for demonstration.



VIEW-MASTER REELS

You'll find subjects to fascinate every member of your family among the more than 300 seven-scene View-Master picture Reels listed in this folder. There are thrilling Stereo-Story Reels for children . . . "travel" Reels of world-wide scenic and historic attractions for adults . . .

all photographed in the amazing "come to life" realism of full color, three dimensions. View-Master stereoscopic pictures are educational as well as entertaining. They make appreciated gifts. Reels are interchangeable in View-Master Stereoscopes and Projectors.

SCENIC PICTURE REELS Three dimension, Kodachrome photographs of famous world-wide historic and scenic attractions to delight "armchair" travelers. Pictures are mounted in durable seven-scene Reels for use in View-Master Stereoscopes and Projectors.

FAIRY TALE REELS See Fairy Tale characters "come to life" in the magic realism of full color three dimension pictures. Each story is illustrated with seven full color stereo photographs mounted in one Reel. Story folder with each Reel.

MOTHER GOOSE RHYMES Favorites with children for a hundred generations. Each Mother Goose character appears in the true-to-life realism of three dimension full color pictures. The rhyme text is in the photograph.

WILD ANIMAL REELS See elephants, lions, tigers and many other wild animals in the true-to-life realism of View-Master three dimension, full color picture Reels. Some in natural habitat. Instructive and entertaining for adults and children alike. Thrilling as gifts.

BIBLE STORY REELS Inspiring stories from the Bible. Each dramatically illustrated with View-Master full color stereoscopic photographs of living characters. Costumes and settings are colorful and authentic. Ideal for use in home and church. Story folder accompanies each Reel.

THE CHRISTMAS STORY The beautiful story of the first Christmas told in three parts, each illustrated with seven full color View-Master stereoscopic pictures. Skillfully photographed in colorful settings. Story folder with each Reel. Reels are available as packet of three.

COWBOY STARS See Roy Rogers, Hopalong Cassidy, Gene Autry, Cisco Kid and other movie stars in thrilling action shots — all in the startling realism of three dimension, full color Kodachrome photographs. Exciting gifts for children.

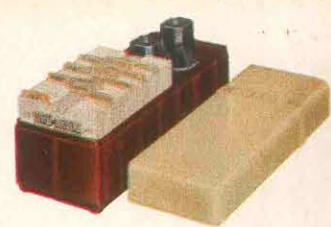
WILD FLOWER REELS Alpine, desert and tropical flowers and succulent plants photographed in the breathtaking beauty and life-like realism of three dimensions. Educational and fascinating entertainment for every flower lover. Ideal for home, classroom, club.

THE EASTER STORY The inspiring story of the Resurrection portrayed in the true-to-life realism of three dimensions. Story complete on three Reels — each with a story folder. Reels available separately or as packet of three.

ADVENTURES OF SAM SAWYER A new fanciful kind of wonder-adventure for children. In his fascinating escapades Sam finds a treasure and "travels" to many exciting lands. Each fabulous adventure is packed with thrills. Story folder included with each Reel.

PLASTIC LIBRARY BOX

Smartly styled in durable maroon and old ivory plastic. Suitable for use on living room and library tables. Provides all-in-one-place storage for your View-Master Reels. Holds one View-Master Stereoscope and up to 100 View-Master Reels. Set of 12 index cards provided with each Library Box.



VIEW-MASTER THEATRE

A low-cost "shadow box" projection screen for use with View-Master or other projectors. Permits showing of bright pictures in relatively light rooms. Made in one piece of heavy-duty laminated cardboard. Two snap fasteners for quick assembly. High reflection metallic silver screen surface. Takes projected image up to 11 inches x 13 3/4 inches.



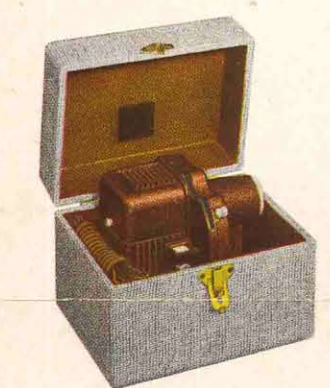
WILDFLOWER SET

This attractively boxed set contains cloth-bound copy of handbook: "Alpine Wildflowers of Western United States" (158 pp. 3 3/4"). Also 10 View-Master Reels containing 70 stereoscopic full color pictures referred to in handbook and one View-Master Stereoscope. Handbook describes a "Flower Walk" through high meadows of the Cascade Mountains.



LIGHT ATTACHMENT

For use with the View-Master Stereoscope . . . Provides proper illumination for ideal viewing of View-Master three dimension pictures. Convenient, simple to operate, easy to attach. Built of shock-resistant plastic and metal to match Stereoscope. Can be mounted on tripod. Assures full enjoyment of View-Master regardless of surrounding light conditions. Uses flashlight batteries or View-Master Transformer and Cord.



S-1 PROJECTOR CASE

Handsomely carrying case designed especially for the View-Master S-1 Projector. Case has wooden frame, is felt-lined and covered with Fabrikoid. Handy for carrying and safe storage. Protects Projector against damage. Keeps dust and moisture out of working parts. Preserves life of Projector and insures years of enjoyable use.

PROJECTION SCREEN

A compact, collapsible, glass-beaded screen especially designed to give added brilliance and clarity to projected View-Master full color pictures. Size 30 x 30 inches. All-metal frame. Quick to set up. Simple to take down. Easily stored. In corrugated cardboard container. Ideal for any type of still or movie projection.

JUNIOR PROJECTOR

Low-cost, durably constructed Junior size Projector. Uses View-Master full color picture Reels to project brilliant non-stereoscopic images up to 16 x 18 inches. Sturdy plastic and metal construction. High quality lens. Simple to operate. 110-120 AC-DC current. Underwriters approved. A superbly built instrument at an unbelievably low price.



