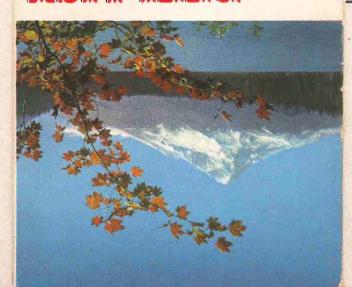
be used interchangeably in View-Master Stereoscopes and Projectors. ing seven stereoscopic pairs of full color Kodachrome photographs. There are over 300 different Reels from which to choose, Reels may VIEW-MASTER REELS are durable laminated paper discs each contain-

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

make pleasing gifts for all occasions. Master Stereoscope, these pictures have entertainment and educational qualities that fascinate children and adults alike. View-Master pictures of modern View-Masser stereoscopic pictures. Seen through a Viewbreath-taking "come to life" realism and exciting beauty

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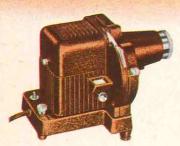
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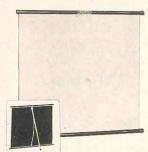
MODEL S-1 PROJECTOR

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.



S-1 PROJECTOR CASE

Handsome 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.



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 dra-matically 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 por-trayed 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 won-der-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.



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 133/4 inches.



WILDFLOWER SET

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



LIGHT ATTACHMENT

For use with the View-Mas-

ter Stereoscope . . Pro-vides proper illumination for ideal viewing of View-Mas-ter three dimension pictures. ter 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.



- NEW VIEW-MASTER REELS

CIRCUS REELS Ringling Bros. and Barnum & Bailey 701. A Day at the Circus I
702. A Day at the Circus II
703. A Day at the Circus III

342. Race Horses of the Bluegrass Country, Kentucky, U. S. A. SP-9064. Bellingrath Gardens—Mobile, Alabama, U. S. A. SP-9071. Tulip Time in Holland, Michigan, U. S. A. SP-9072. The Twin Cities and Southern Minnesota, U. S. A.

UNITED STATES OF AMERICA COLORADO Also, see National Parks Garden of the Gods Park of the Red Rocks Cave of the Winds Royal Gorge Pike's Peak Denver and Denver Mountain Parks

National Monuments

284. Death Valley I, California 91. Oregon Caves I, Oregon 176. Petrified Forest, Arizona

National Parks

257. Acadia, Maine 16. Bryce Canyon I, Utah 17. Bryce Canyon II, Utah 251. Carlsbad Caverns I, New Mexico

251. Carlsbad Caverns I, New Mexico
252. Carlsbad Caverns II,
New Mexico
253. Carlsbad Caverns III,
New Mexico
253. Carlsbad Caverns III,
New Mexico
21. Crater Lake I, Oregon
22. Crater Lake II, Oregon
46. Glacier I, Montana
47. Glacier II, Montana
48. Glacier III — Going-to-the-Sun
Highway, Montana
26. Grand Canyon—South Rim I,
Arizona
27. Grand Canyon—South Rim II,
Arizona
30. Grand Canyon—Bright Angel
Trail, Arizona
31. Grand Canyon—Kaibab Trail,
Arizona
32. Grand Canyon—Havasupailand,
Arizona
33. Grand Canyon—Horth Rim,
Arizona
34. Grand Canyon—North Rim,
Arizona
41. Grand Tetron I, Wyoming

36. Grand Canyon—North Rim,
Arizona
41. Grand Teton I, Wyoming
42. Grand Teton II, Wyoming
43. Graet Smoky Mountains I,
Tenn. and No. Carolina
37. Great Smoky Mountains II,
Tenn. and No. Carolina
39. Hot Spring, Arkannass
118. Kings Canyon, California
339. Mammoth Cave II, Kentucky
240. Mesa Verde II, Colorado
27. Mesa Verde II, Colorado
256. Mount Lassen Volcanic, Cal.
105. Rainier—Glaciers & Flowers,
Washington

256. Mount Lassen Volcanic, Cal.
105. Rainier—Glaciers & Flowers,
Washington
106. Rainier—Surrise Side, Wn.
107. Rainier—Paradise Side, Wn.
101. Rocky Mountain—Trail Ridge
Road, Colorado
102. Rocky Mountain—Lakes and
West Region, Colorado
115. Sequoia I, California
116. Sequoia II, California
126. Yelneandoah, Virginia
131. Yosemite II, California
132. Yosemite II, California
132. Yosemire III, California
134. Yosemire III, California
137. Yellowstone—Mammoth Area,
Wyoming
128. Yellowstone—Old Faithful
Area, Wyoming

128. Yellowstone—Old Faithful Area, Wyoming 129. Yellowstone—Lower Basin Area, Wyoming 141. Zion I, Utah 142. Zion II, Utah

Other U.S. Reels

ARIZONA

con Mat'l Darles & Manumante 174. Monument Valley, Arizona and Utah
175. Navajo Indians, New Mexico and Arizona
177. Painted Desert
178. Desert Scenes

ARKANSAS See National Parks

CALIFORNIA

Also, see Nat'l Parks & Monuments

111. Redwood Highway I
112. Redwood Highway I
113. Lake Tahoe
186. Palm Springs
198. San Francisco
201. Santa Catalina Island
219. Hollywood
220. Homes of Movie Stars—

LITHO IN U.S.A.

Hollywood
Homes of Movie Stars—
Hollywood

221. Los Angeles 289. Desert Cactus in Bloom 290. Desert Wild Flowers in Bloom 291. California Wild Flowers

CONNECTICUT 271. Rural Connecticut DISTRICT OF COLUMBIA Washington I Washington II

FLORIDA 160. St. Augustine 161. Silver Springs 162. Highway U.S. 1—Daytona Beach to Key West

163. Miami Beach 164. Cypress Gardens 165. Miami 166. Marine Studios—Marineland

GEORGIA 343. Roosevelt's Little White House, Warm Springs

IDAHO
206. Sun Valley—Winter
ILLINOIS
298. Abe Lincoln's New Salem and
Springfield
333. Chicago
IOWA
249. lowa, the Hawkeye State

KANSAS 365. Kansas, the Wheat State KENTUCKY See National Parks

LOUISIANA
331. New Orleans
332. The Mardi Gras, New Orleans

MAINE
Also, see National Parks
273. Maine Seacoast—York to Cape
Porpoise

MARYLAND

139. United States Naval Academy,
Annapolis

MASSACHUSETTS
275. Mohawk Trail
276. Cape Cod
278. Boston
280. Historic Plymouth

MICHIGAN 248. Upper Michigan MINNESOTA 205. Duluth and North Shore Drive

MISSISSIPPI
334. Natchez, "The Old South"
MISSOURI
Also, see Animal Reels
372. The Ozarks

MONTANA See National Parks

8. Hoover (Boulder) Dam—Powerhouse Tour
11. Hoover (Boulder) Dam—New ENGLAND STATES
277. Autumn Foliage of New England

NEW HAMPSHIRE 265. White Mountains NEW JERSEY 154. Atlantic City

NEW MEXICO Also, see National Parks

Arso, see National Parks
175. Navajo Indians, New Mexico
and Arizona
286. Indian Tribal Ceremonial,
Gallup
294. Indian Arts and Crafts

NEW YORK

81. Niagara Falls
82. Niagara Falls
82. Niagara Falls in Winter
86. Franklin D. Roosevelt's Home,
Hyde Park
156. New York City I
157. New York City II
158. Rockefeller Center & Empire
State Bldg., New York City

NORTH CAROLINA See National Parks

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OKLAHOMA 370. Oklahoma, the Sooner State MIDDLE EAST OREGON Also, see Nat'l Parks & Monuments

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(*) Starred Reels have story folders — the Mother Goose Reels have the rhyme in each picture. Each scene of a

Starred Reel is described or its story is told.

Scenic Coast of Oregon Columbia River Highway Mount Hood

PENNSYLVANIA Amish Country 349. Amish Country 350. Philadelphia 351. Historic Philadelphia & Valley

360. Historic Charleston

SOUTH DAKOTA
203. Black Hills of South Dakota
TENNESSEE
Also, see National Parks

338. Lookout Mountain— Chattanooga

TEXAS 328. San Antonio

Also, see National Parks
121. Salt Lake City
122. Mormon Temple, Tabernacle
and Grounds, Salt Lake City
174. Monument Valley, Arizona
and Utah

272. Vermont, the Green Mountain State

VIRGINIA
Also, see National Parks
76. Mount Vernon—Home of
George Washington
181. Colonial Williamsburg

WASHINGTON
Also, see National Parks
196. Grand Coulee Dam WISCONSIN 124. Dells of the Wisconsin River

See National Parks

U.S. POSSESSIONS

Alaska
304. Juneau and the Mendenhall

Glacier
Sitka
Mt. McKinley National Park
Ketchikan and Vicinity
Anchorage
The Eskimos

Hawaiian Islands

Hawaiian Islands
61. Hula Dancers I
62. Hula Dancers II
63. Honolulu, Island of Oahu
64. Oahu, the Capital Island
66. Hawaii, the Orchid Island
68. Flowers of Hawaii I
69. Flowers of Hawaii I
71. Hawaii National Park, Island of
Hawaii and Maui
73. Waikiki, Island of Oahu

NORTH AMERICA

Dominion of Canada

Mexico
501. Mexico City I
510. Paricutin Volcano
511. Acapulco
523. Mexican Bullfight
524. Charros, Costumes and
Dances of Mexico

Central America 530. Panama City, Panama 551. Guatemala City, Guatemala

West Indies West Indies
San Juan, Puerto Rico
Havana I, Cuba
Kingston, Jamaica
Island of Bermuda
Nassau, Bahamas

SOUTH AMERICA

Lima, Peru Santiago, Chile Buenos Aires I, Argentina Caracas, Venezuela Rio de Janeiro I, Brazil

SOUTH PACIFIC

5001. Sydney, New South Wales,
Australia
5010. The Great Barrier Reef
Queensland, Australia
5020. Kangaroo Hunt with
Aborigines of Australia
5261. The Maoris, Natives of
New Zealand
5301. The Southern Alps, South
Island, New Zealand
Dilliming Islands

Philippine Islands 5600.

AFRICA

4000* Jerusalem—"The Holy
City", Palestine
4006* Bethlehem, Judea, Palestine
4007* Nazareth, Galilee, Israel

4008. Tel Aviv, Israel 4008. Tel Aviv, Israel 4009* The Sea of Galilee, Israel 4050. The Arab Legion, Jordan 4055. Scenes of Jordan 4141. Damascus, Syria 4151. Scenes of Lebanon

EGYPT

ASIA 4300. Taj Mahal and Red Fort, Agra, India 4305. Calcultta, India 4307. New Delhi, India 4810. Hongkong Colony (China) 4820. Buddhist. Temples of Bangkok, Siam 4825. Siamese Dance Drama, Siam

EGYPT

3301* Cairo
3303* The Great Pyramids and
Sphinx, Giza
3304* The Tombs of the Kings,
Thebes
3306* The River Nile—Assuan to
Cairo
3308* People of the Nile Valley
3311* Ancient Thebes

England 1001. London I 1002. London I 1013. Windsor Castle—Royal Residence 1015. Dover, Kent 1022. Oxford, Oxfordshire 1025. Shakespeare's Stratford-onAvon, Warwickshire

France 1410. Palace of Versailles 1420. Battlefields of World War II, Normandy

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2722. Buildings and Swiss Guards
2723. Museums and Galleries
2726. Holy Year, 1950

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Elmer Fudd, the Hunter
810. Tom and Jerry in
The Cat Trapper
820. Woody Woodpecker in
The Pony Express Ride

Cartoon Characters

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* Mary and Joseph

* The Shepherds

* The Wise Men

The Easter Story The Resurrection
The Appearances of Jesus
The Ascension

Italy

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The Roman Forum, Rome
Holy Year, 1950—Rome
Venice
Florence

Naples The Riviera, Rapallo to Portofino

Switzerland
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FT-2* Hansel and Grete!
FT-3* Jack and the Beanstalk
FT-4* Snow White and the Seven
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FT-5* Cinderella
FT-6* Goldilocks and the Three Bears
FT-7* The Three Little Pigs
FT-8* Little Black Sambo
FT-9* The Ugly Duckling
FT-25* Rudolph, the Red-Nosed
Reindeer

Arabian Nights

FT-50A* Aladdin and the Wonderful Lamp—Part One FT-50B* Aladdin and the Wonderful Lamp—Part two FT-51* The Magic Carpet

Mother Goose Rhymes

Twenty Mother Goose Rhymes and one introductory picture are illustrated in three Reels.

MG-1* Miss Muffet to Jack and Jill MG-2* Little Boy Blue to King Cole MG-3* Bo-Peep to Cat and the Fiddle Adventures of Sam Sawyer

SAM-1* Sam Flies to the Moon SAM-2* Sam Finds a Treasure SAM-3* Sam in the Land of the Giants

Cowboy Stars 945. Roy Rogers, King of the Cowboys, and "Trigger"

950. Gene Autry and His Wonder Horse,"Champion"

955. Hopalong Cassidy (William Boyd) and "Topper" 960. Cisco Kid (Duncan Renaldo) and Pancho (Leo Carrillo)

Animal Reels

Animal Reels

901. Wild Animals in Natural
Habitats, Africa

910. Wild Animals of Africa I (In
Captivity), U.S.A.

911. Wild Animals of Africa II (In
Captivity), U.S.A.

912. Wild Animals of India (In
Captivity), U.S.A.

913. Wild Animals of North America
(In Captivity), U.S.A.

914. Wild Animals of South America
(In Captivity), U.S.A.

925. Performing Elephants, St. Louis
Zoo, Missouri, U.S.A.

926. Performing Chimpanzees,
St. Louis Zoo, Missouri, U.S.A.

927. Performing Lions, St. Louis
Zoo, Missouri, U.S.A.

The Passion Play Oberammergau, Germany, 1950 1550* Tableaux 1551* Part | 1552* Part || – Bible Story Reels

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CH-1* The Angel Gabriel Visits
Zacharias
CH-6A* The Birth of the Savior
(Part I)
CH-6B* The Birth of the Savior
(Part II)
CH-8* The Wise Men Find Jesus
CH-15* Jesus Turns Water Into
Wine
CH-37* Herod Kills John the
Baptist Jesus Answers the Prayer of a Mother

CH-47* The Good Samaritan

Dominion of Canada
311. Vancouver, British Columbia
313. Victoria and Victoriaty, British Columbia
313. Victoria and Victoriaty, British Columbia
316. Jasper Park, Canadian Rockies, Alberta
317. The Jasper Icefields, Canadian Rockies, Alberta
318. Banff, Canadian Rockies, Alberta
319. Lake Louise, Canadian Rockies, Alberta
310. Montrai, Canadian Rockies, Alberta
3110. Mexico
3110. CH-68* The Birth of the Savior (Pa

SP-88 New York's World Fair I
SP-89 New York's World Fair I
SP-99 New York's World Fair I
SP-9016 Crammore Mountain Skimobile Tramway, White Mts. N. H.
SP-9017 Cannon Mt. Aerial Tramway, Franconia Notch, N. H.
SP-9018 Ausable Chasm, New York
SP-9019 Mount Washington and Cog Road, N. H.
SP-9012 Howe Caverns I, New York
SP-9021 Howe Caverns II, New York
SP-9022 Howe Caverns II, New York
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SP-9013 Water Skiling—
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SP-9038 Mater Skiling—
Cypress Gardens, Florida
SP-9039 Water Skiling—
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SP-9037 The Everglades National
Sp-9040 Ballands National Monument, Candon Adiana National Monument, New Mexico
SP-9052 The Bok Tower and Florida Florida Florida Florida Florida Sp-9045 Ost Creek Canyon and Vicinity, Arizona
SP-9052 Poor Ticonderoga and Crown Poor Thomas Jefferson, Charlottesville, Virginia
SP-9018 Skyline Caverns of Luray II, Virginia
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SP-9033 Water Skiing—
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SP-9024 Beautiful Caverns of Luray II, Virginia
SP-9025 Robert Martha's Vineyard Island, Monument, Water Mexico
SP-9036 Monument, New Mexico
SP-9037 Morthal Molument, New Mexico
SP-9038 Home of Santa's Workshop Mountain, Tennessee
SP-9039 Morthal Molument New Mexico
SP-9030 Morthal Molumen

PACIFIC COAST

SP-58 Golden Gate International Exposition, 1940
SP-59 Golden Gate International Exposition, 1940—Night Scenes SP-92 Oregon Caves N. M. II, Oregon SP-117 Sequoia National Park III, California
SP-152 Bonneville Dam, Oregon SP-184 Monterey Peninsula, Cal. SP-188 Santa Barbara, California SP-189 San Juan Capistrano Mission, California
SP-285 Death Valley National

California
SP-285 Death Valley National
Monument II, California
SP-9002 Trees of Mystery, Requa,

SP-9002 Trees of Mystery, Reque,
California
SP-9013 Sanctuary of Our Sorrowful
Mother, Portland, Ore. I
SP-9014 Sanctuary of Our Sorrowful
Mother, Portland, Ore: II
SP-9015 The Seven Dolors, Sanctuary
of Our Sorrowful Mother, Portland,
Oregon
SP-9023 Timberline Lodge and
Mount Hood, Oregon

Mount Hood, Oregon
SP-9031 Petersen's Rock Gardens,
Redmond, Oregon
SP-9034 Sea Lion Caves, Florence, SP-9034 Sea Lion Caves, Florence, Oregon SP-9038 Ghost Town, Knott's Berry Farm, Buena Park, California SP-9039 San Diego, California SP-9056 Joshua Tree National Monument, California

Hawaii

SP-67 Maui, the Valley Island SP-72 Kauai, the Garden Isle Canada
SP-9003 Butchart Gardens, Victoria,

SP-9007 Indian Days—Banff, Alberta

Cactus Reels
C-1 to C-20 — These twenty Reels
illustrate the book, Succulent Plants
by W. Taylor Marshall. Wild Flower Reels

Wild Flower Reels
WF-1 to WF-10—These ten Reels
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