

Sawyer's VIEW-MASTER

—brings you Pictures that "Come to Life"

IN 3RD DIMENSION
FULL-COLOR KODACHROME

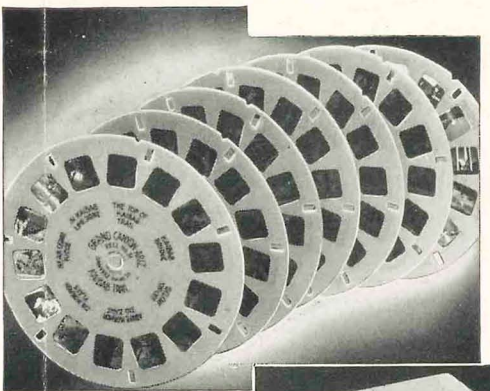
Remember the stereoscope of grandfather's day? Sawyer's View-Master is a modern stereoscopic device that brings you realistic, three-dimension photographs of famous scenic attractions in full color kodachrome. The View-Master is slightly larger than a pair of opera glasses. It is molded of durable plastic, equipped with accurately ground lenses, and comes to you perfectly adjusted for proper operation. Each View-Master is unconditionally guaranteed for a period of one year after purchase.

View-Master brings you thousands of third-dimension scenic views, precision-mounted on patented, easily changed reels. Each reel has seven sets of full color, stereoscopic photographs selected from one scenic area or attraction. Reels are tested and adjusted for proper stereoscopic effect. Each trip of the lever brings a new picture into focus to amaze you with its breath-taking color and realism.

View-Master scenic pictures actually cost you less than taking your own snapshots, and have added advantages of 3rd dimension, full color, professional photographic quality.

BUILD A LIBRARY OF STEREOSCOPIC SCENIC REELS

To increase the enjoyment you get from your View-Master, add regularly to your collection of scenic reels. Reels are on sale at Department Stores, Camera and Gift Shops throughout the United States and its possessions. They will soon be available in most of the countries of North and South America. By adding new reels you will soon have a library of stereoscopic scenic subjects which will be a source of never-ending pleasure and education for your family and friends.

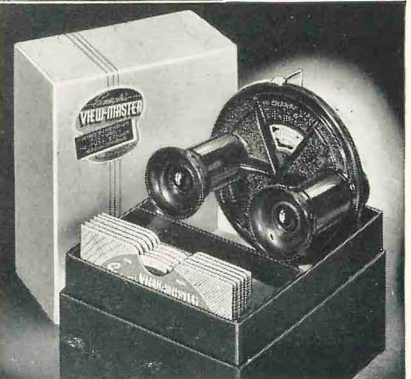


VIEW-MASTER REELS

Each containing seven pairs of stereoscopic KODACHROME PICTURES.

35c each
3 for \$1.00

VIEW-MASTER without reels \$1.50



Let us show you actual **VIEW-MASTER** pictures in natural full-color photographs

We are an authorized **VIEW-MASTER DEALER**

Printed in U. S. A.

Form A - 1

Sawyer's VIEW-MASTER

Natural Color STEREOSCOPICS



Revised July 1944

LET YOU *Re-live your vacation travels!*

Select your FAVORITE View-Master Subjects

from this extensive library . . .

WHEN ORDERING SPECIFY SUBJECTS
BY BOTH NUMBER AND TITLE

CALIFORNIA

- Reel No. TITLE
For California Nat'l Parks,
See National Park List.
- 284 Death Valley, Calif.
285 Death Valley, Calif.
58 Golden Gate Exposition
Flowers and Landscaping.
59 Golden Gate Exposition
Night Scenes.
219 Hollywood, California.
220 Homes of Hollywood Movie
Stars.
221 Los Angeles, California.
183 Lake Tahoe, California.
184 The Monterey Peninsula.
186 Palm Springs, California.
111 Redwood Highway.
112 Redwood Highway.
198 San Francisco, California.
188 Santa Barbara, California.
189 San Juan Capistrano Mission
201 Santa Catalina Island.
291 California Wild Flowers.

HAWAIIAN ISLANDS

- Reel No. TITLE
62 Hula Dancers.
63 Honolulu.
64 Island of Oahu.
65 Island of Hawaii, Kona Side
66 Island of Hawaii.
67 Island of Maui.
68 Hawaiian Flowers.
70 Hawaiian Flowers.
71 Hawaii National Park.
72 Island of Kauai.

COLORADO

- Reel No. TITLE
For Colorado Nat'l Parks,
See National Park List.
243 Broadmoor-Cheyenne
Mountain.
234 Cave of the Winds.
241 Cheyenne Canon.
246 Denver and Denver Mt.
Parks, Colorado.
51 Garden of the Gods.
236 Million Dollar Highway.
237 Highway 40 and Berthoud
Pass, Rocky Mountains.
53 Park of the Red Rocks, Colo.
245 Pike's Peak, Colorado.
238 Royal Gorge, Colorado.

CANADA

- Reel No. TITLE
314 Victoria, B. C.
Butcharts Gardens.
316 Jasper Nat'l Park, Canada.
317 Jasper Nat'l Park—
Ice Fields, Canada.
318 Banff Nat'l Park, Alberta,
Canada.
319 Banff Nat'l Park—
Lake Louise, Canada.

ALASKA

- 301 Alaska Bound.
302 Ketchikan, Juneau.
303 Skagway, White Pass,
West Taku Arm.

NATIONAL PARKS AND MONUMENTS

- Reel No. TITLE
257 Acadia Nat'l Park, Maine.
16 Bryce Canyon, Utah.
17 Bryce Canyon, Utah.
251 Carlsbad Caverns, N. M.
252 Carlsbad Caverns, N. M.
253 Carlsbad Caverns, N. M.
21 Crater Lake, Oregon.
22 Crater Lake, Oregon.
26 Grand Canyon, Arizona,
South Rim.
27 Grand Canyon, Arizona,
El Tovar to Yavapai Pt.
28 Grand Canyon, Arizona,
West Rim Drive.
29 Grand Canyon, Arizona,
East Rim Drive.
30 Grand Canyon, Arizona,
Bright Angel Trail.
31 Grand Canyon, Arizona,
Kaibab Trail.
32 Grand Canyon, Arizona,
River Trail.
36 Grand Canyon, Arizona,
North Rim.
41 Grand Teton Nat'l Park,
Wyoming.
42 Grand Teton Nat'l Park,
Wyoming.
336 Great Smoky Mt. Nat'l Park,
Tennessee.
337 Great Smoky Mt. Nat'l Park,
Tennessee.
46 Glacier Nat'l Park, Mont.
47 Glacier Nat'l Park, Mont.
48 Glacier Nat'l Park, Mont.
Going to the Sun Highway.
49 Glacier Nat'l Park, Mont.
Mountain Climbing.
118 King's Canyon Nat'l Park,
California.
339 Mammoth Caves Nat'l Park,
Kentucky.
- 227 Mesa Verde Nat'l Park,
Cliff Houses.
256 Mt. Lassen Volcanic Nat'l
Park, California.
91 Oregon Caves, Oregon.
176 Petrified Forest, Arizona.
101 Rocky Mountain Nat'l Park,
Colorado.
102 Rocky Mountain Nat'l Park,
Colorado.
105 Rainier Nat'l Park, Wash.
Glaciers and Ice Caves.
107 Rainier Nat'l Park, Wash.
Paradise Side.
108 Rainier Nat'l Park, Wash.
Paradise Side.
109 Rainier Nat'l Park, Wash.
Paradise Side.
115 Sequoia Nat'l Park, Calif.
116 Sequoia Nat'l Park, Calif.
261 Shenandoah Nat'l Park,
Skyline Drive, Virginia.
262 Shenandoah Nat'l Park,
Va., Autumn Scenes.
131 Yosemite Nat'l Park, Calif.
132 Yosemite Nat'l Park, Calif.
126 Yellowstone Nat'l Park,
Lakes and Canyon, Wyo.
127 Yellowstone Nat'l Park,
Waterfalls and Animals.
128 Yellowstone Nat'l Park,
Geyser Basins, Wyo.
129 Yellowstone Nat'l Park,
Geysers and Pools, Wyo.
141 Zion Nat'l Park, Utah.
142 Zion Nat'l Park, Utah.

BOULDER DAM

- Reel No. TITLE
8 Powerhouse Tour.
11 Boulder Dam.

ADDITIONAL SCENIC ATTRACTIONS

- Reel No. TITLE
194 Beautiful Caverns of Luray,
Virginia.
195 Beautiful Caverns of Luray,
Virginia.
151 Columbia River Highway,
Oregon.
152 Columbia River Highway,
Oregon—Falls.
153 Columbia River Highway,
Ore.—Bonnevile Dam.
177 Painted Desert, Arizona.
178 Desert Scenes, Arizona.
191 Lambert Gardens,
Portland, Oregon.
338 Lookout Mountain, Tenn.
Chattanooga, Tenn.
76 Mt. Vernon Home of George
Washington, Virginia.
79 Natural Bridge of Virginia.
96 Oregon Coast, Central
Section.
97 Oregon Coast, Southern
Section.
326 Rock City, Gardens,
Lookout Mt., Tennessee.
- Sanctuary of Our Sorrowful
Mother, Portland, Oregon.
146 The Grotto and Statues.
147 The Seven Dolors.
196 Grand Coulee Dam, Wash.
289 Desert Cactus in Bloom.
290 Desert Wild Flowers in
Bloom.
295 St. Louis Zoo, Missouri.
296 St. Louis Zoo, Missouri.
206 Sun Valley, Idaho—Winter.
211 Timberline Lodge and
Mt. Hood, Oregon—
Winter Scenes.
287 White Sands, New Mexico.
347 Gettysburg Nat'l Military
Monument, Penna.
203 The Black Hills, So. Dak.
292 Oak Creek Canyon and
Vicinity, Arizona.
293 Central and Southern
Arizona.
124 The Dells of the Wisconsin
River, Wisconsin.
294 Zuni and Navajo Indian
Arts and Crafts.
- 624 Ruins of Cajamarquilla,
Lima, Peru.
625 Ruins of Sacsahuaman
Fortress, Cuzco, Peru.
641 Santiago, Chile.
642 Valparaiso and Vina Del
Mar, Chile.
651 La Paz, Bolivia.
656 Buenos Aires, Argentina.
657 Buenos Aires, Argentina.
666 Santos and Sao Paulo,
Brazil.
667 La Plata, Argentina.
- 505 Taxco and Cuernavaca,
Mexico.
506 San Juan Teotihuacan
Pyramids, Mexico.
551 Guatemala City, Guatemala.
552 Chichicastenango,
Guatemala.
553 Antigua and Lake Atitlan,
Guatemala.
611 Quito, Ecuador.
612 Rural Life in Ecuador.
621 Lima, Peru.
622 Arequipa to Cuzco, Peru.
623 Ruins of Pachacamac,
Lima, Peru.

CENTRAL & SOUTH AMERICA

NEW YORK AND NEW

ENGLAND

- Reel No. TITLE
263 Adirondack Mountains,
New York.
264 Ausable Chasm, N. Y.
258 Cannon Mt., Aerial Tram-
way, Franconia Notch,
New Hampshire.
267 Cranmore Mt.
Skimobile Tramway,
White Mts., N. H.
260 Franconia Notch, White
Mountains, N. H.
270 Lake George, New York.
273 Maine Seacoast,
York to Cape Porpoise.
268 The Mohawk Trail, Mass.
275 The Mohawk Trail,
Autumn Foliage, Mass.
274 Mt. Monadnock,
Autumn Foliage, N. H.
277 New England, Autumn
Foliage.
88 New York World's Fair,
General Views.
89 New York World's Fair,
General Views.
156 New York City, Gen. Views.
81 Niagara Falls, New York.
82 Niagara Falls in Winter.
269 Old Covered Bridges of
New England.
265 White Mountains, N. H.

CITIES

- Reel No. TITLE
181 Colonial Williamsburg, Va.
278 Boston, Mass.
280 Historic Plymouth, Mass.
331 New Orleans, Louisiana.
180 Phoenix, Arizona.
328 San Antonio, Texas.
281 Santa Fe, New Mexico.
282 Fiesta—Santa Fe, N. M.
121 Salt Lake City, Utah.
122 Salt Lake City, Utah.
Mormon Temple Grounds.
283 Taos, New Mexico.
179 Tucson, Arizona.
13 Virginia City, Nevada.
136 Washington, D. C.,
Government Buildings.
137 Washington, D. C.,
Points of Interest.

FLORIDA

- 160 St. Augustine and Alligator
Farm.
161 Silver Springs.
163 Scenes of Florida.
164 Cypress Gardens and Bok
Tower.
166 Marine Studios, St. Augus-
tine, Florida.
168 Miami Beach.
174 Seminole Indians and the
Everglades.

SAWYER'S ● Box 490, Portland 7, Oregon