



# VIEW-MASTER® PRICE LIST

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MARCH, 1963

Supersedes Page 92, January, 1962

Sawyer's Stock Number	PRODUCTS	DEALER PRICE INFORMATION			
		DEALER COST	RETAIL	STD. PK.	SHP. WT.
2015	VIEW-MASTER STANDARD VIEWER — Model "G" in display wrap	1.05	1.75	10	4 lb. 6 oz.
2215	VIEW-MASTER SCENIC SET — Model "G"	1.77	2.95	10	5 lb. 12 oz.
2014	VIEW-MASTER STANDARD VIEWER — Model "G" in carton	1.05	1.75	10	4 lb. 3 oz.
2026	VIEW-MASTER LIGHTED STEREO VIEWER — Model "F" w/o batteries	2.37	3.95	10	9 lb. 14 oz.
2011	VIEW-MASTER FOCUSING STEREO VIEWER — Model "D" w/o batteries	4.17	6.95	5	6 lb. 8 oz.
2052	TRANSFORMER AND CORD	1 to 5 1.97 6 and over 1.77	2.95	6	3 lb. 2 oz.
2163	LIBRARY BOX	1.35	2.25	5	9 lb. 10 oz.
2162	REEL ALBUM	.60	1.00	10	3 lb. 2 oz.
2216	PRE-VIEW PAK	2.42	4.25	10	9 lb. 2 oz.
2117	REEL PAK	1.43	2.50	10	1 lb. 9 oz.
2235	DELUXE PAK	3.90	6.85	10	29 lb.
2425	THEATRE PAK	Excise Tax .19 8.49*	14.90*	5	26 lb. 13 oz.
2417	VIEW-MASTER PROJECTION THEATRE	Excise Tax .15 5.97*	9.95*	5	22 lb.
2421	STANDARD PROJECTOR	Excise Tax .24 6.20*	9.95*	5	12 lb. 9 oz.
2441	DELUXE PROJECTOR	Excise Tax .48 12.43*	19.95*	3	8 lb. 8 oz.
2487	300W DELUXE PROJECTOR	Excise Tax .48 24.61*	39.50*	1	8 lb.
2412	SCREENETTE	.57	.95	1	2 lb.
2531	VIEW-MASTER STEREO CAMERA, MARK II	1 and 2 3 and over 52.33 47.10	78.50	1	2 lb. 3½ oz.
2534	CASE, VIEW-MASTER CAMERA, MARK II	1 and 2 3 and over 5.67 5.10	8.50	1	9½ oz.
2533	FILM CUTTER, VIEW-MASTER, MARK II	1 and 2 3 and over 12.33 11.10	18.50	1	3 lb. ½ oz.
2515	VIEW-MASTER STEREO REEL MOUNTS — Package of 6	.60	1.00	36	1 lb.
2521	VIEW-MASTER STEREO REEL MOUNTS — Package of 50	4.00	6.25	50	14 oz.
2471	"STEREO-MATIC 500" PROJECTOR	Excise Tax 2.85 76.00*	119.50*	1	18 lb.
2474	"STEREO-MATIC 500" CASE	8.50	12.95	1	8 lb.
2475	STEREO VIEWING GLASSES — Polaroid 727-9, plastic lenses	6/1.98	6/2.94	6	½ lb.
2477	STEREO VIEWING GLASSES — Polaroid 717, glass lenses	3.03	4.55	3	1 lb.
2473	"STEREO-MATIC 500" PROJECTION LAMP — 500w T 10	3.07*	4.60*	1	8 oz.
2413	JR. AND STANDARD PROJECTION LAMP 30w T-7SC ASA Code—BVB	.67*	1.00*	1 10	5 oz. 1 lb.
2443	DELUXE PROJECTOR LAMP — 100w T-8 ASA Code—CDS	1.20*	1.80*	1 10	5 oz. 1 lb.
8911	TYPE 245 REPLACEMENT LAMP For Model "F" VIEW-MASTER Viewer	.10	.15		
8911	TYPE 14 REPLACEMENT LAMP For Model "D" VIEW-MASTER Viewer	.10	.15		
----- PRICE SCHEDULE "D" -----					
2112	3-REEL PACKETS	.75	1.25	any	
2111	PICTURE REELS, SINGLE	.25	.45 3/1.25	any	

FREIGHT PREPAID on all orders of \$200.00 or more (at cost) when sent in one shipment to one location.

TERMS: 2-10-E.O.M.

\*Tax Included

SAWYER'S INC. • PORTLAND 7, OREGON or 3500 NORTH KOSTNER AVE., CHICAGO 41, ILLINOIS

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# VIEW-MASTER PRODUCT PRICE LIST

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## REEL MOUNTING SERVICE

Encourage camera owners to mount their own pictures in Personal Reels, or you as a dealer may wish to offer this service. It can be done quickly and economically. Prices shown below include mounting and Personal Reels used and are subject to regular terms.

Processed film should be sent prepaid to your regular Sawyer's office in Portland or Chicago. Mark plainly with your name and return address and customer's name.

Remittance for mounting service must accompany order if you are not on open account. Dealer Cost on 20X roll is \$1.50 and on 36X is \$2.50. Six reels are usually required for mounting the Personal Camera pictures from a 20X roll. Ten reels are usually required from a 36X roll. For special handling add cost as shown below

Mounted film together with a copy of the completed invoice, will be returned to you by First Class Mail, unless special handling is requested, about two days after receipt of order

8921	VIEW-MASTER PERSONAL REELS STEREO MOUNTED	DEALER PRICE INFORMATION		
		QUANTITIES	DEALER COST	RETAIL
		Each PERSONAL Reel or part thereof Mounting charge includes reel	.25	.35

## PERSONAL REEL DUPLICATION SERVICE

Personal Reels to be duplicated should be forwarded to Sawyer's Inc., Portland 7, Oregon, Attn.: Dept. 153, along with an order letter containing the following information

1. Owner's name. If more than 1 order is included, please clearly identify the reels accompanying each order
2. Number of original Personal Reels to be duplicated without any revision whatsoever, and the number of duplicates required of each. On orders for 10 or more duplicates of any one Personal Reel, Sawyer's will send a test reel for customer's approval before completing duplication.
3. Special handling information. Air mail and/or special delivery return requests will be billed on invoice.

Remittance for duplication service must accompany order if you are not on open account.

Original and duplicated reels, together with a copy of the completed invoice, will be sent to you by First Class Mail unless special handling is requested, about one week after receipt of order in Portland.

Sawyer's Stock Number	STANDARD DUPLICATION PRICE SCHEDULE (Continental U.S. Only)	DEALER PRICE INFORMATION		
		QUANTITIES	DEALER	RETAIL
8925	First Reel duplicated from a single original Personal Reel	Each	\$1.37	\$1.95
8926	Additional identical duplicate reels	Each	1.05	1.50
8927	Additional duplicate Personal Reels	100 or over	.91	1.30

### Special Handling at Current Rate

**NOTE** If films and/or reels are lost, damaged or destroyed while in our possession, they will be replaced with unexposed film. Our liability, regardless of fault, is limited to such replacement. Sawyer's Inc. cannot be held responsible for losses in the mail.

**FREIGHT PREPAID** on all orders of \$200.00 or more (at cost) when sent in one shipment to one location.  
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# PANA-VUE® SLIDE VIEWERS

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MARCH, 1963

Supersedes Page 99, Jan., 1962

SAWYER'S STOCK NUMBER	SLIDE VIEWERS AND ACCESSORIES	QUANTITIES DEALER COST			RETAIL PRICE	STANDARD PACK	SHIPPING WEIGHT
		Less Than Standard Pack	Standard Pack	72 or More Assorted in Standard Packs			
6532	<b>PANA-VUE I ELECTRIC VIEWER</b> Wide-Screen viewer for all 2 x 2 slides. Transformer and Cord included. Can also be used with 2 "C" batteries (not included).	5.83	5.25	4.73	8.75	6	8½ lbs.
2573	<b>PANA-VUE I 2"x2" VIEWER</b> with "C" Batteries. Battery or Transformer illuminated. Accepts all 35 mm, Bantam and Super Slides.	3.97	3.57	3.21	5.95	6	7½ lbs.
<del>2574</del> 6577	<b>PANA-VUE II 2"x2" VIEWER</b> Accepts all 35mm, Bantam and Super Slides. Has folding desk stand handy light switch best quality optics. Oper- ates with Transformer and Cord or pen- light batteries (included). <b>NEW LOW PRICES — Batteries not included.</b>	1.63 <del>-1.97-</del>	1.47 <del>-1.77-</del>	1.32 <del>-1.59-</del>	2.45 <del>-2.95-</del>	12	5 lbs. 12 oz.
2575	<b>PANA-VUE III 2"x2" FOLDING VIEWER</b> Accepts all 35 mm, Bantam and Super Slides.	1.30	1.17	1.05	1.95	12	3 lbs.
2576	<b>PANA-VUE IV "35" mm VIEWER</b> with "C" Batteries. Battery or transformer illuminated. Accepts 35 mm Slides only.	3.30	2.97	2.67	4.95	6	7 lbs.
2571	<b>PANA-VUE V 2"x2" SLIDE VIEWER</b> Accepts all 35 mm, Bantam and Super Slides.	.67	.60	.54	1.00	12	3 lbs.
2572	<b>PANA-VUE BI-LENS 2"x2" VIEWER</b> with "C" Batteries. Battery or Transformer illuminated. Accepts all 35 mm, Bantam and Super Slides.	4.63	4.17	3.75	6.95	6	8¼ lbs.
2052	<b>TRANSFORMER AND 10' CORD</b> for Pana-Vue I, Pana-Vue II, Pana-Vue IV and Bi-Lens.	1.97	1.77		2.95	6	1 lb.
8911	<b>TYPE 245 REPLACEMENT LAMP</b> For PANA-VUE I, IV and BI-LENS	Any Quantity .10			.15		
8911	<b>TYPE 14 REPLACEMENT LAMP</b> For PANA-VUE II	Any Quantity .10			.15		

## SCHEDULE E

**IMPORTANT**—Quantity discounts apply to one shipment to one store or one central warehouse. Separate shipments to several stores and billed to one account cannot be combined for quantity discount purposes. Standard packs may be combined to obtain the most favorable dealer cost. 40% & 10% discount on all orders of 72 or more in standard pack assortments.

Sawyer's photographic products that may be defective due to faulty workmanship or materials will be replaced at no charge.

FREIGHT PREPAID on all orders of \$200.00 or more (at cost) when sent in one shipment to one location.

TERMS: 2-10-E.O.M.

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# PANA-VUE 2x2 SLIDE PRICE LIST

PAGE 99A  
MARCH, 1963

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Sawyer's Stock Number	OPEN STOCK	QUANTITIES			RETAIL PRICE	SHIPPING WEIGHT
		1-24 Sleeves	25-999 Sleeves	1000-2499 Sleeves		
<b>6414</b>	<b>OPEN STOCK PANA-VUE SLIDE SLEEVES</b> 4 slides per sleeve. Giant 2x2 slides with over 80% greater transparency area than regular 35mm slides. Available from open stock. (See current order form or Pana-Vue World Travel Slide Catalogue.)	.60	.50	.40	\$1.00	50 = 2⅞ lb.
<b>6413</b>	<b>EUROPEAN PANA-VUE SLIDE SLEEVES*</b> 3-slide sets of European subjects produced by Sawyer's Europe, S.A., a subsidiary of Sawyer's Inc. See Pana-Vue World Travel Slide Catalogue for complete listing.	1-24 .60	25 & Over .44		.75	50 = 2 lb.
<b>9172</b>	<b>PANA-VUE WORLD TRAVEL SLIDE CATALOG</b> Complete listing of all available Pana-Vue Slide Sets by set title and slide title. Free Pana-Vue Title Slide included along with mailing envelope and consumer order form.*	Any Quantity .12½			.25	100 = 8½ lb.

\*Dealers are advised to carry only subjects that will sell well in their locality and to make use of the Pana-Vue World Travel Slide Catalogue for occasional orders for other subjects. Catalogue includes order form with which consumer may make direct purchases from Sawyer's Inc. Order form has provision to "write in" dealer's name, in which case originating dealer will receive 25% of the value of the order by check. Checks for accumulated credits will be sent to dealers annually or more frequently if amount justifies. Dealer will also receive copy of individual shipping label showing consumer's name, address and total amount.  
NOTE! Dealer's name OR account number MUST appear on consumer order form to receive credit. Catalogue orders of 100 or over will automatically include consumer order forms imprinted with dealer's account number, thereby assuring him of credit resulting from these orders.

	CUSTOM		250-999 Sleeves	1000-2499 Sleeves		
<b>6431</b>	<b>CUSTOM PANA-VUE SLIDE SLEEVES</b> Produced to order from customer's originals or from Sawyer's Library. Pre-Priced, titled and perforated for hanging display. Quantity applies to each subject ordered. Allow four weeks for production. Subject to conditions listed below. NOTE: Write Sawyer's Inc. for Prices on Quantities in Excess of 2500 Sleeves.	250 ea. Min. → 500 ea. Min. →	.52  .50	.42  .40	\$1.00	250 = 10¾ lb. 500 = 20 lb. 1000 = 37¼ lb.
			250-3999 Slides	4000-9999 Slides		
<b>6432</b>	<b>CUSTOM PANA-VUE SLIDES</b> Same conditions as above, except not packaged in sleeves. NOTE: Write Sawyer's Inc. for Prices on Quantities in Excess of 10,000 Slides.	250 ea. Min. → 500 ea. Min. →	.13  .12½	.10½  .10	.25	250 = 5 lb. 500 = 10 lb. 1000 = 18 lb.

## CUSTOM ORDERS SUBJECT TO FOLLOWING CONDITIONS:

1. Pana-Vue trademark will appear on all Sawyer's Stock Slides and on slides made from customer's originals unless customer states to the contrary.
2. Open stock orders and orders processed from customer's originals may be combined for most advantageous net price.
3. Set-up charge \$5.00 per slide. This cost waived providing:  
Initial quantity per subject is 500 minimum and KODACOLOR negative is supplied. (Also EKTACOLOR not larger than 4"x5".)  
Should the transparency supplied be other than KODACOLOR (or EKTACOLOR not larger than 4"x5") there will be a charge of \$1.50 for producing a KODACOLOR negative. (Three identical negatives are made, two of which are standbys.)
4. Sawyer's does not have resale rights to customer's originals without customer's signed agreement.
5. If sleeved, 4-slide sleeves only will be supplied.
6. Quantity subject to plus or minus 5%
7. Originals must be acceptable to Sawyer's Inc. A technical bulletin is available on request.

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## 8mm MOVIE SCENES/TITLES PRICE LIST

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Sawyer's Stock Number	8mm MOVIE SCENES/TITLES	DEALER PRICE INFORMATION					
		DEALER COST			RETAIL PRICE	SHIPPING DATA	
		1-39	40-99	100 and over		STD. PACK	SHIPPING WEIGHTS
6451	<b>8mm MOVIE SCENES</b> Individual 8mm Movie Scenes of popular travel subjects for home-movie fans to splice into their own film. Projection time of each scene is 16 seconds. Individually titled and illustrated with large slide-size color transparency. Film is protected in "blister" pack. See current order form for list of scenes available.	.53	.47	.43	.79		25 = 24 oz.
6451	<b>8mm MOVIE TITLES</b> HUMOROUS—ANIMATED 8mm TITLES to splice into home-movie films. TITLE projects 16 seconds. Individually titled and illustrated with large slide-size color transparency. Film is protected in "blister" pack. See current order form for list of TITLES available.	.53	.47	.43	.79		25 = 24 oz.
6461	<b>8mm TITLE ASSORTMENT</b> Complete starting assortment of 8mm TITLES and display rack. Assortment includes balanced selection of 75 popular 8mm MOVIE TITLES plus PHDS-8 Lighted Display and 13 FREE 8mm MOVIE TITLES. Total retail \$69.52.	No. 6461 Asst. as Described \$45.25 ea.		No. 6461 Plus 25 or more 8mm Scenes/ Titles \$42.25		1	6 lbs.

## SCENIC VIEW PRICE LIST

Sawyer's Stock Number	SCENIC VIEW SETS	DEALER PRICE INFORMATION					
		DEALER COST			RETAIL PRICE	SHIPPING DATA	
		1-29	30 and over			STD. PACK	SHIPPING WEIGHT
6708	<b>SCENIC VIEW SETS</b> Colorful, plastic viewer with 7-scene film card plus 2 additional 7-scene film cards—21 scenes in full color. Packaged in self-demonstrating "blister" pack. See current order form for list of titles available. Order in multiples of 10 each title—	.67	.50		1.00	10 ea. Title	40 = 4 lb. 7 oz.
6708	<b>SCENIC VIEW CUSTOM PRODUCTION</b>	Write Sawyer's Inc. for information on Scenic View Custom Production in quantities of 2000 or more.					

FREIGHT PREPAID on all orders of \$200.00 or more (at cost) when sent in one shipment to one location.  
TERMS: 2-10-E.O.M.