

# VIEW-MASTER

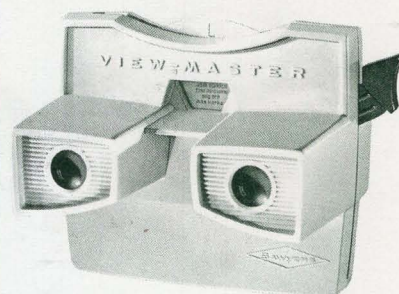
## Basic Product Line

### VIEW-MASTER STANDARD VIEWER

The low-cost stereo viewer that brings VIEW-MASTER pictures to life in three dimensions. Rugged, light-weight, shock-resistant plastic. Precision lenses. Packed various ways—see next page.

**MODEL G VIEWER, No. 2014**

**RETAIL \$1.75**



No. 2014

### VIEW-MASTER LIGHTED VIEWER

Slim, "hand tailored" design for stereo viewing with new brilliance, clarity, viewing ease. Built-in light gives constant illumination with the touch of a finger—anywhere on the big, ivory-colored light bar. Uses size "C" batteries or household current with Sawyer's transformer and cord. Case opens easily for battery or lamp replacement. In rich brown plastic, with ivory. Lamp size: 245.

**MODEL F VIEWER, No. 2026**

**RETAIL \$3.95**



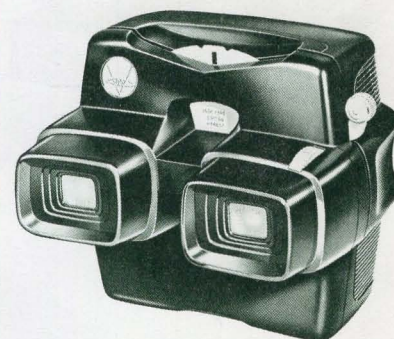
No. 2026

### VIEW-MASTER FOCUSING VIEWER

Offers deluxe stereo viewing pleasure, with larger picture windows and variable focus. Complete focusing range is controlled by single knob. Finger-touch light bar on back of Viewer. Light operates on batteries, or household current with transformer. Smooth plastic case, in dark brown color, is designed for easy handling. Lamp size: No. 14.

**MODEL D VIEWER, No. 2011**

**RETAIL \$6.95**



No. 2011

### VIEW-MASTER 3-REEL PACKET

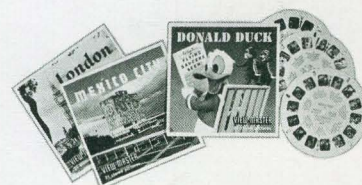
Each VIEW-MASTER Picture Packet holds three Reels (21 full color stereo scenes). Many have a folded booklet supplying the story of the pictures or facts about them. There are more than 220 different VIEW-MASTER Packets from which to choose.

**3-REEL PACKET, No. 2112**

**RETAIL \$1.25**

**SINGLE REELS, No. 2111**

**RETAIL .45**



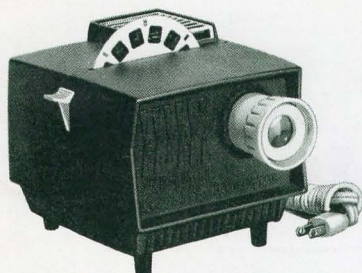
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# VIEW-MASTER

## Accessories



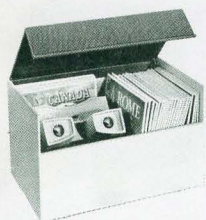
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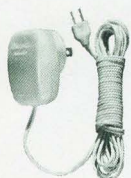
No. 2487



No. 2163



No. 2162



No. 2052

### STANDARD PROJECTOR

The handsomely designed Standard Projector is an ideal, inexpensive unit for all 'round family enjoyment of VIEW-MASTER "shows". It projects pictures, in two dimensions, from VIEW-MASTER Reels, and gives a brilliant, clear image up to 18 inches wide. Has convenient up-and-down scene change lever, six-foot plug-in cord, and works on standard 110-125 v. current. The two element f/3 lens, with three-inch focal length, slides easily to achieve correct focus. Rich brown plastic with red trim. U.L. and C.S.A. approved.

**STANDARD PROJECTOR No. 2421**

**RETAIL \$9.95**

### DELUXE PROJECTOR

For "big screen" picture projection—anywhere! The Deluxe Projector has the same compact styling as the standard model, with many deluxe features added. It projects pictures from VIEW-MASTER Reels, in vivid, two-dimensional images up to 3 feet wide. The combination handle-elevator swings down to hold projector at desired angle, swings up for easy carrying. Features include: three element, f/2.8 lens with 2 1/4 inch focal length, up-and-down scene change lever, electrical switch, 8-foot plug-in cord, non-slip feet, and serial number plate. Works on standard 110-125 v. current; is U.L. and C.S.A. approved. Rich brown with turquoise trim.

**DELUXE PROJECTOR No. 2441**

**RETAIL \$19.95**

### 300 WATT DELUXE PROJECTOR

Features extra brilliance for classroom or large group projection. 300 watt illumination with powerful cooling fan built into combination case and projector base. Has elevation adjustment.

**300 WATT DELUXE PROJECTOR No. 2487**

**RETAIL \$39.50**

### LIBRARY BOX

New—restyled Library Box. Provides storage for all models of VIEW-MASTER Viewers—stores either single VIEW-MASTER Reels or Packets. Attractive two-tone, high-impact plastic.

**LIBRARY BOX No. 2163**

**RETAIL \$2.25**

### ALBUM

Ideal for pocket or desk, this handsome book file holds 30 VIEW-MASTER picture reels, includes a convenient index page for quick selection.

**ALBUM No. 2162**

**RETAIL \$1.00**

### SAWYER'S TRANSFORMER AND CORD

Converts household current for use with Light Attachment, Focusing Viewer or Lighted Viewer. Complete with 10-foot cord that plugs into any household outlet.

**TRANSFORMER No. 2052**

**RETAIL \$2.95**

### SCREENETTE

Low cost, folding shadow-box screen, for table-top use; pictures up to 10 3/4 x 9 1/2. Ideal for use with Junior and Standard Projectors.

**SCREENETTE No. 2412**

**RETAIL \$9.95**

**JR. AND STD. PROJECTOR LAMP, No. 2413**  
30W, T7SC, ASA Code: BVB

**RETAIL \$1.00**

**DELUXE PROJECTOR LAMP, No. 2443**  
100W, T8SC, ASA Code: CDS

**RETAIL \$1.80**

**REPLACEMENT LAMP FOR MODEL "F" VIEW-MASTER**  
VIEWER TYPE 245, No. 8911

**RETAIL \$.15**

**REPLACEMENT LAMP FOR MODEL "D" VIEW-MASTER**  
VIEWER TYPE 14, No. 8911

**RETAIL \$.15**



# VIEW-MASTER

## Stereo Camera and Projector

### VIEW-MASTER STEREO CAMERA, MARK II

The new Mark II VIEW-MASTER Stereo Camera again makes it possible to take personal VIEW-MASTER Stereo Pictures. The Mark II is built to Sawyer's rigid specifications by one of West Germany's finest camera manufacturers.

VIEW-MASTER Stereo Pictures are easy to take there are no complicated settings. One easy-to-set dial controls exposure. No focusing is necessary.

The VIEW-MASTER Mark II Stereo Camera features sharp F:2.8 Rodenstock Trinar lenses double exposure prevention all metal body other modern features.

VIEW-MASTER Stereo Pictures cost less to make than ordinary black and white snapshots. Because of the unique film transport, the Mark II takes 40 stereo pairs on a standard 20 exposure, 35mm film.

Four color descriptive brochure available at a cost of \$2.00 per thousand. Please note camera and projector warranty on reverse side.

#### VIEW-MASTER STEREO CAMERA, MARK II

No. 2531

RETAIL \$78.50

#### CASE, VIEW-MASTER CAMERA, MARK II

No. 2534

RETAIL \$8.50

### FILM CUTTER, VIEW-MASTER, MARK II

Mounting stereo pictures is part of the fun of owning a VIEW-MASTER Camera. Film Cutter accurately cuts stereo pairs from roll of processed film. Identification marks on film match left and right picture to proper location in Reel Mount. Pictures are then inserted with a special type of tweezer provided with Mark II Film Cutter. Index knob advances film to next location for precise cutting.

PLEASE NOTE: Mark II Film Cutter CANNOT be used to cut stereo pairs made with the original VIEW-MASTER PERSONAL Stereo Camera. VIEW-MASTER Reel Mounts, however, are identical and interchangeable.

**FILM CUTTER, VIEW-MASTER MARK II, No. 2533 RETAIL \$18.50**

### VIEW-MASTER "STEREO-MATIC 500" PROJECTOR

Projects any VIEW-MASTER Reel in living stereo. Easy to operate one knob adjusts focus and register. Single, 500 watt light source assures even illumination brilliant projection up to 50" x 50" size. Metallic surface screen and Polaroid viewing glasses are necessary for stereo projection.

#### VIEW-MASTER "STEREO-MATIC 500" PROJECTOR

No. 2471

RETAIL \$119.50

#### CARRYING CASE, "STEREO-MATIC 500" PROJECTOR

No. 2474

RETAIL \$12.95

#### POLAROID VIEWING GLASSES, PLASTIC LENSES

No. 2475

RETAIL 6 for \$2.90

#### POLAROID VIEWING GLASSES, GLASS LENSES

No. 2477

RETAIL \$4.55

### VIEW-MASTER STEREO REEL MOUNTS

For mounting stereo pairs made with VIEW-MASTER Mark II or VIEW-MASTER Personal Stereo Camera. Durable lamination of die-cut aluminum, aluminum foil and Glassine paper stock. Assures precise registration for stereo viewing or projection. Storage envelopes included.

#### VIEW-MASTER STEREO REEL MOUNTS

Package of 6, No. 2515

RETAIL \$1.00

#### VIEW-MASTER STEREO REEL MOUNTS

Package of 50, No. 2521

RETAIL \$6.25



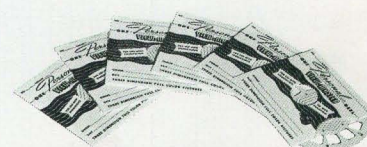
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No. 2533



No. 2471



No. 2515



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**WARRANTY COVERING VIEW-MASTER STEREO CAMERA, MARK II  
AND "STEREO-MATIC 500" PROJECTOR**

The VIEW-MASTER Stereo Camera and Stereo Projector are guaranteed to be free from imperfections in workmanship and material (except projector lamp and optical components) for one year from date of original purchase, provided the equipment has been operated according to instructions accompanying it and is returned transportation prepaid to Sawyer's Inc.

The guarantee is void:

- 1 If equipment has not been registered with Sawyer's Inc.
2. If equipment has been damaged by accident or mishandling.
3. If adaptations or accessories other than those made or suggested by Sawyer's Inc. have been made or attached to equipment

No liability is assumed by Sawyer's for film which is damaged or is unsatisfactory for any reason. No liability is assumed for interruptions in operation of either camera or projector

The foregoing is in lieu of all other warranties express or implied, and Sawyer's Inc. neither assumes nor authorizes any person to assume for it any obligation or liability in connection with this equipment.

**SAWYER'S INC., Portland 7, Oregon • 3500 N. Kostner Ave., Chicago 41, Ill.**

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PLEASE NOTE: Because of the specialized nature of Stereo Cameras, Projectors and accessories, dealers are advised to carry only a minimum inventory of these items. For this reason, Sawyer's Inc. will not accept merchandise in this category for ~~return~~ exchange



# VIEW-MASTER

## Promotional Packages

### VIEW-MASTER STANDARD VIEWER WITH DISPLAY WRAP

Basic VIEW-MASTER package colorful wrap holds Model "G" Viewer and special VIEW-MASTER Reel in self-demonstrating package. Punched for hanging on VIEW-MASTER displays or peg-board. Perforated price tag.

**VIEW-MASTER STANDARD VIEWER WITH DISPLAY WRAP, No. 2015**

**RETAIL \$1.75**



**No. 2015**

### VIEW-MASTER SCENIC SET

Special VIEW-MASTER package for scenic subjects. Custom packed with any 3-Reel Scenic Packet. First Reel is in viewer for "Pick up and Look" demonstration by customer. Set includes Model "G" Viewer, special Reel and any 3-Reel scenic subject. Order by title in multiples of 10.

**VIEW-MASTER SCENIC SET, No. 2215**

**RETAIL \$2.95**



**No. 2215**

### VIEW-MASTER PROJECTION THEATRE

Colorful, eye-catching theatre with big 10 1/2" screen forms its own display. Contains VIEW-MASTER Junior Projector and ten 14-scene Projection Reels 140 full-color pictures in all. Comes completely assembled in individual carton. Available in two popular versions Walt Disney's Cartoon Theatre or Bugs Bunny Cartoon Theatre.

**VIEW-MASTER PROJECTION THEATRE No. 2417**

**RETAIL \$9.95**



**No. 2417**







# VIEW-MASTER

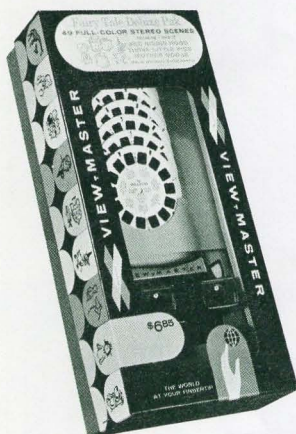
## Promotional Packages



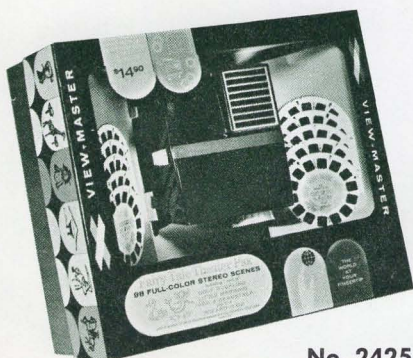
No. 2216



No. 2117



No. 2235



No. 2425

### PRE-VIEW PAK

Colorful, self-demonstrating package contains one model "G" VIEW-MASTER Viewer and seven VIEW-MASTER Reels. Various titles available—all Paks individually labeled—see current order form for selection. Shipped only in multiples of 10—any assortment.

**No. 2216**

**RETAIL \$4.25**

### REEL PAK

Bonus Reel Pak with 7 VIEW-MASTER Reels 49 full color stereo pictures. Reel Pak is 4 1/2" wide displays in all present VIEW-MASTER Packet merchandise racks. Also punched for hang-type displays or peg board. Big selection of subjects available see latest VIEW-MASTER order form. All Reel Paks are individually titled. Standard pack—any quantity

**REEL PAK, No. 2117**

**RETAIL \$2.50**

### DELUXE PAK

"Window" type package—contents easily visible but protected. Contains 1 model "F" lighted VIEW-MASTER Viewer, 2 batteries, and 7 VIEW-MASTER Reels. Various titles available—all Paks individually labeled—see current order form for selection. Shipped only in multiples of 10—any assortment.

**No. 2235**

**RETAIL \$6.85**

### THEATER PAK

Everything included for a VIEW-MASTER "Show" in beautiful gift box. Contains 1 Standard VIEW-MASTER Projector, 1 Screenette, 10 VIEW-MASTER Reels plus four Bonus Reels. Various titles available—all Paks individually labeled—see current order form for selection. Shipped in any quantity—standard pack is 5.

**No. 2425**

**RETAIL \$14.90**



## Displays

### DSC-3A PACKET DISPLAY

Revolving brass counter display. Designed for greatest utilization of limited counter area. Display has 8 hooks, each holding 2 VIEW-MASTER Viewers (total of 16). Has 48 pockets for Reel Packets, each holding 6 packets (total of 288). Stands 26" high, 17" diameter. Complete with sho-card.

PAYS FOR ITSELF! DSC-3A costs \$10.00—includes 6 VIEW-MASTER Viewers (retail value \$10.50) Shipped express or freight.

**DSC-3A DISPLAY, No. 9110**

**COST \$10.00**

### FLOOR DISPLAY (DSC-3A)

The VIEW-MASTER Floor Display can be made from two DSC-3A Counter displays (described above) and one DSC-3AB Floor Stand Section. Ideal for retailers who require additional display space for VIEW-MASTER Viewers and Packets but have limited counter space. The VIEW-MASTER floor display is 17" in diameter stands 5'9" high. Complete display holds up to 576 3-Reel Packets and 32 VIEW-MASTER Viewers. To make a VIEW-MASTER Floor display, order two DSC-3A Displays (\$10.00 each with self-liquidating merchandise) and one DSC-3AB Floor Stand Section (\$7.00 with self-liquidating merchandise). NOTE: Only DSC-3A Displays sold since October, 1962 are suitable for use on the Floor Stand.

**2 DSC-3A DISPLAY, No. 9110**

**COST \$20.00**

**1 DSC-3AB FLOOR STAND SECTION  
No. 9114**

**COST \$7.00**

### DSC-3B REEL PAK DISPLAY

Revolving counter display unit for VIEW-MASTER Reel Paks, Preview Paks and VIEW-MASTER Viewers. Holds 10 each of 12 different Reel Paks plus 4 each Preview Pak and VIEW-MASTER Viewers. Display stands 25" high and is 22" in diameter.

PAYS FOR ITSELF! DSC-3B costs \$7.00 includes 4 VIEW-MASTER Viewers (retail value \$7.00) Shipped express or freight.

**DSC-3B DISPLAY, No. 9115**

**COST \$7.00**

### FLOOR DISPLAY (DSC-3B)

A floor display can also be made, utilizing two DSC-3B counter displays plus one DSC-3AB Floor Stand Section. This floor display would hold twice as much merchandise as the DSC-3B display described above. It would stand 5'9" high by 22" diameter. Total cost of components would be \$21.00 and would include \$21.00 in cost-liquidating merchandise. Complete instructions included order as follows:

**2 DSC-3B DISPLAY, No. 9115**

**COST \$14.00**

**1 DSC-3AB FLOOR STAND SECTION  
No. 9114**

**COST \$7.00**



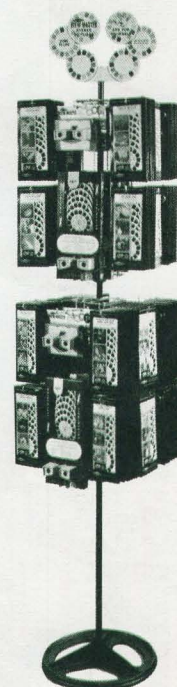
**DSC-3A**



**DSC-3A  
FLOOR STAND**



**DSC-3B**



**DSC-3B  
FLOOR STAND**



## Displays



DSC-4A



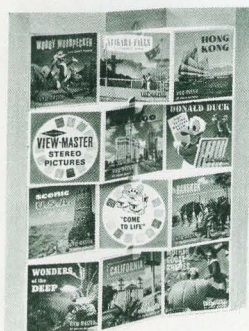
DSC-5



DS-W2



DS-38



DS-41

### DSC-4A PACKET DISPLAY

Stadium type display—use in groups for mass display or singly on counters and islands. Has 12 pockets for Reel Packets, each pocket holding 5 Packets (total of 60). Also displays 3 VIEW-MASTER Viewers. 15" high, 18" wide, 8 3/4" deep. PAYS FOR ITSELF! DSC-4A costs \$5.00—includes 4 popular VIEW-MASTER Reel Packets (retail value \$5.00).

DSC-4A DISPLAY, No. 9111

COST \$5.00

### DSC-4 PACKET DISPLAY

Same as DSC-4A display except for Packets only. Use with DSC-4A for mass display or singly on counters and islands. Has 18 pockets for Reel Packets, each holding 5 packets (total of 90). 15" high, 15" wide, 8 3/4" deep.

PAYS FOR ITSELF! DSC-4 costs \$3.75—includes 3 popular VIEW-MASTER 3-Reel Packets (retail value \$3.75)

DSC-4 DISPLAY, No. 9108

COST \$3.75

### DSC-5 PACKET DISPLAY

Revolving Packet display—has 15 pockets, each holding 5 Packets (total of 75). Stands 20 3/4" high, 7 1/2" diameter. Finished in brass with sho-card holder.

PAYS FOR ITSELF! DSC-5 costs \$3.50—includes 2 VIEW-MASTER Viewers (retail value \$3.50).

DSC-5 DISPLAY No. 9107

COST \$3.50

### DS-W2 PACKET DISPLAY

Wall display for Packets. Has 8 pockets, each holding 5 Packets (total of 40). Measures 33 5/8" high, 5" wide. Effective when used in groups for mass display of packets.

PAYS FOR ITSELF! DS-W2 costs \$1.25—includes one popular VIEW-MASTER Packet (retail value \$1.25).

DS-W2 DISPLAY No. 9105

COST \$1.25

### DS-38 GLOBE DISPLAY

An illuminated, revolving, translucent world globe with 4 VIEW-MASTER Viewers mounted for easy self-demonstration. Each Viewer features a special VIEW-MASTER Reel showing the beauty and wonder of VIEW-MASTER Stereo Pictures. Globe measures 15" diameter, 20" high.

PAYS FOR ITSELF! DS-38 costs \$17.50—includes 10 VIEW-MASTER Viewers (retail value \$17.50)

DS-38 DISPLAY, No. 9113

COST \$17.50

### DS-39 "LOOK-IN" WINDOW DISPLAY

Molded plastic unit attaches to outside surface of display window with heavy duty adhesive. Holds VIEW-MASTER Viewer in demonstration position. Good traffic stopper. Makes the "passer-by" a buyer. Price includes VIEW-MASTER Viewer.

DS-39 DISPLAY, No. 9144

COST \$1.50

### DS-41 DISPLAY KIT

Four-color, two-sided standing display for centerpiece. Kit also includes DS-7 Giant Reel, display topper and other pieces. Use for dramatic window or departmental display.

DS-41 DISPLAY KIT

NO CHARGE WITH \$200.00 NET ORDER

### DS-7 GIANT VIEW-MASTER REEL

A brilliant 4-color eye stopper 17" in diameter for use in window or as department marker.

DS-7 DISPLAY

NO CHARGE

### SHOW-103 DISPLAY TOPPER

Sho-card for VIEW-MASTER display racks.

SHOW-103

NO CHARGE

### DEMONSTRATION VIEWERS

Model "G" VIEW-MASTER Viewer with lock-in screw and 24" nylon cord. Also includes demonstration Reel.

DEMONSTRATION VIEWER, No. 9141

COST \$1.00