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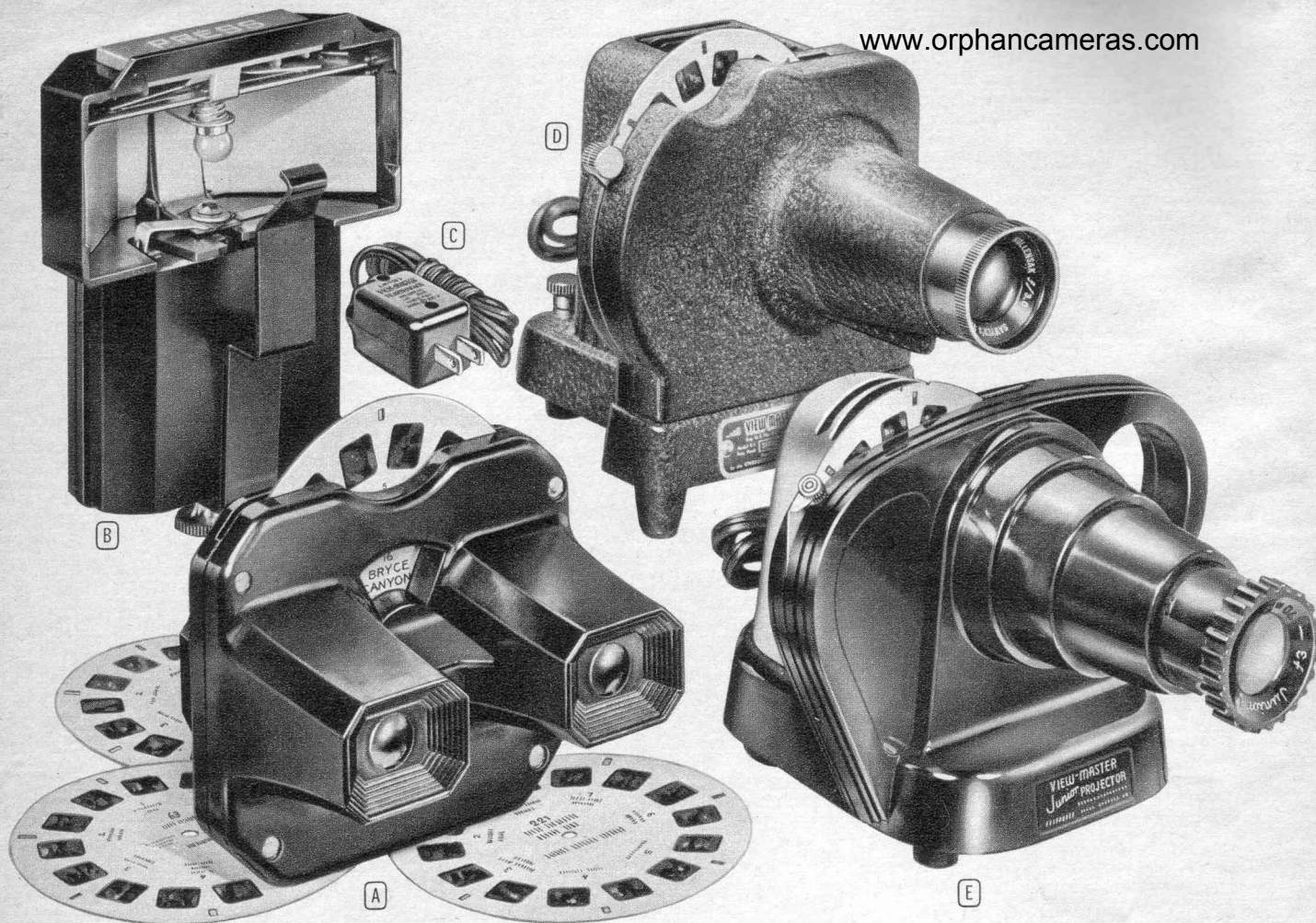
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Enjoy the Thrill of Three-dimension, Full-color

When you look at View-Master pictures in the View-Master Stereoscope it's like stepping into a new world, but a real world. Every object has the depth, the roundness of reality—you feel you can touch and even reach around and behind trees and rocks—you sit at home and get the very real illusion that you are in Hawaii, at the Grand Canyon, or in a magic fairland.

(A) VIEW-MASTER STEREO VIEWER. For View-Master reels. Two lenses match reel frames for three dimension viewing. Fingertip lever turns reel automatically to next frame. Black plastic body.

67 HN 3332—Postpaid.....2.00

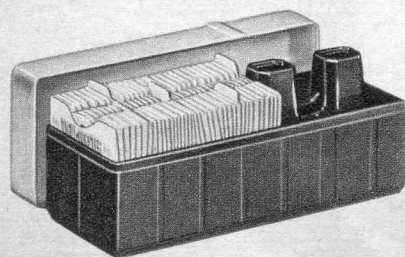
(B) VIEW-MASTER LIGHTING UNIT. Even, constant light for your viewer any time, any where. Plastic unit attaches to back of viewer. With bulb—order batteries separately below.

67 HN 3412—Postpaid.....2.00

67 HN 3228—Batteries. Ship. wt. 8 oz. Two for 30¢

(C) VIEW-MASTER TRANSFORMER. Plug into 115-V., 60-cycle, AC outlet and get steady, continuous light in your lighting unit (B) above. With 10-ft. cord. No batteries needed.

67 HN 3313—Postpaid.....3.00



The pictures are brilliant Kodachromes in reels of seven full-color, three-dimensional scenes—actually there are 14 pictures on each reel because each eye sees its own picture as in real life. There are more than 300 subjects for you to choose from, ranging from travel pictures and wild animals to dramatizations of fairy tales and cowboy classics—for both children and adults.

COMPLETE VIEW-MASTER OUTFIT. Includes stereoscopic viewer (A), lighting unit (B) and batteries, complete list of View-Master reels, plastic library box (shown below at left), and your choice of any three View-Master reels. Postpaid.

67HN3417—State reels by title and number 6.85

(D) VIEW-MASTER SENIOR PROJECTOR. A precision all metal instrument designed for View-Master pictures. Anastigmat f/3 coated lens projects View Master Kodachromes up to 40 inches square with full color and detail (no third dimension). Built-in pointer can project shadow to point out any part of picture. Identification is easy—titles reflect in small window at side of viewer. Flick of lever changes frames. Twin condensor system. For 110-120-volt, AC or DC. Postpaid.

67 HN 3419—No Credit Charge, this item. .47.50

67 HN 3421—Replacement bulb. Postpaid. .1.16

(E) VIEW-MASTER JUNIOR PROJECTOR. A low-priced metal and plastic projector for View-Master reels. No three-dimension effect, but throws brilliant image up to 18 inches square. Fine f/3 lens, and automatic film advance.

67 HN 3333—For 110-120-V. AC-DC. Postpd. 10.95

67 HN 3413—Replacement bulb. Postpaid. .61¢

For projection screens, see Page 27.

VIEW-MASTER LIBRARY BOX (at left). Plastic box holds stereoscope and up to 100 reels.

67 HN 3334—Postpaid.....1.85

VIEW-MASTER KODACHROME REELS

State Catalog Number, title, and reel number.

67 HN 3336—Postpaid.....Six Reels for 2.00

FAIRY TALES. Photographs of miniature molded and carved settings and figures.

FT-1 Little Red Riding Hood
FT-2 Hansel and Gretel
FT-3 Jack and the Beanstalk
FT-4 Snow White and the Seven Dwarfs
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-50A Aladdin and Lamp I
FT-50B Aladdin and Lamp II
FT-51 Magic Carpet

SAM SAWYER. The blonde-haired, apple-cheeked, boy adventurer. With printed story.

SAM-1 Sam Flies to the Moon
SAM-2 Sam Finds a Treasure
SAM-3 Sam in the Land of Giants
SAM-4 Sam in Darkest Africa
SAM-5 Sam in the Land of Ice
SAM-6 Sam and the Flying Saucer Pirates

CARTOON CHARACTERS. Molded figures of animated movie characters.

800 Bugs Bunny and Elmer in "The Hunter"
810 Tom and Jerry in "Cat Trap"
820 Woody Woodpecker in "Pony Express Ride"

CIRCUS REELS. Ringling Bros. & Barnum and Bailey Big Top Show.

701 A Day at the Circus I
702 A Day at the Circus II
703 A Day at the Circus III

WESTERN ADVENTURE.

945 Roy Rogers and his horse, Trigger
950 Gene Autry and wonder horse Champion
955 Hopalong Cassidy (Bill Boyd) and Topper
960 The Cisco Kid and Pancho



View-Master Pictures...or Take Your Own

Here's the outfit that you View-Master fans have been waiting for—the camera and kit to make your own full color, magical third dimension View-Master reels. And it's so easy to do—you just take your pictures, cut the developed strip into matching pairs, and slip them into the reels. It takes little effort and adds to your fun as you build up your View-Master library with personal pictures you have taken yourself.

The View-Master camera uses regular 35mm Kodachrome film so economically you get 37 pairs of pictures to a regular 20-frame roll. And it's so easy to use—its adjustments are practically automatic—you can be sure of getting perfect exposures every time... and with the flash unit you carry your own light source with you. The mounting kit is an editor-cutter that lines up your pictures for you and cuts each pair to the correct size.

F VIEW-MASTER PERSONAL STEREO CAMERA. Now you can take your own three dimension pictures, with all the depth and color of reality, just as easily as taking a snapshot, and more economically than taking black and white pictures. A built-in exposure calculator even makes the settings for you—just set the shutter speed you prefer to the type of day, marked on the dial, and you automatically get the correct lens opening; or, choose a lens opening, set dial and you get the correct shutter speed. And a built-in level assures perfectly aligned shots every time. The twin lenses are coated, f/3.5, anastigmats, perfectly matched for stereo pairs. There are five shutter speeds, from 1/10 to 1/100 second plus Bulb, and you won't spoil any pictures by double exposure because the shutter locks between shots. With two filter holder rings for Series V filters (see Page 41). No Credit Charge on these items.

67 HN 365 L—Postpaid. \$15 Down.....149.00
(G) 67 HN 366—Leather eveready case.....14.75

H VIEW-MASTER FLASH UNIT. Makes every flash shot good—no wasted flash bulbs or film. A built-in rangefinder eliminates guessing and calculating—all you do is focus your subject correctly in the rangefinder window and read off the correct lens opening to use. Flash unit screws securely into the top of the View-Master Stereo camera, disengages easily, and a transparent plastic guard snaps down over the front so there's no danger from accidental bulb explosion. A special outlet allows you to plug in auxiliary flash units for multiple flash shots (order (H), Pg. 33 separately). Sturdy plastic body, 5-in. reflector. Complete with batteries. Order SM flash bulbs separately. Postpaid.

67 HN 367—Do not order until July 15. 19.75
SM MIDGET FLASH BULBS for above.
67 HN 3175—Postpaid.....16 for 2.54

J VIEW-MASTER MOUNTING KIT. Everything you need to make reels of your own three-dimension View-Master pictures. You just run your developed film, right in the strip, through the editor-cutter where the frames are illuminated for easy editing. A finger-tip lever cuts them automatically into matching pairs, the exact size to fit into the Blank Reels (K) below. No binding necessary because pictures slide right into slots in the reels, and you can't mix them up because the slots are numbered in pairs so your pictures will line up correctly for the three dimension effect in the View-Master viewer. The editor-cutter plugs into any 110-volt outlet. With standard 15-watt bulb.

67 HN 3342—Complete Kit. Postpaid...20.00

K BLANK REELS. Each holds 7 pairs.
67 HN 3308—Postpaid.....Six for 1.00

TRAVEL PICTURES IN FULL COLOR, THREE-DIMENSION REALISM

State Catalog Number, title, and reel number.
67 HN 3336—Postpaid.....Six reels for 2.00

AMERICA. Kodachromes of our beauty spots.
220 California, Hollywood-Homes of Movie Stars
219 California, Hollywood
164 Florida, Cypress Gardens
161 Florida, Silver Springs
139 Maryland, U.S. Naval Academy, Annapolis
334 Mississippi, Natchez "Ol South"
156 New York City I
332 New Orleans, The Mardi Gras

349 Pennsylvania, Amish County
350 Pennsylvania, Philadelphia
337 Tennessee, Great Smoky Mts. II
137 Washington, D.C.—Points of Interest
63 Hawaii, Honolulu
61 Hawaii, Hula Dancers I

NATIONAL PARKS AND MONUMENTS
203 Black Hills of South Dakota
251 Carlsbad Caverns, New Mexico
51 Garden of the Gods, Colorado
26 Grand Canyon, South Rim I, Arizona

27 Grand Canyon, South Rim II, Arizona
81 Niagara Falls, New York
82 Niagara Falls in Winter, New York
177 Painted Desert, Arizona
245 Pike's Peak, Colorado
206 Sun Valley in Winter, Idaho
128 Yellowstone, Old Faithful Area, Wyoming
388 Gaspe Peninsula, Quebec
76 Mount Vernon, Home of George Washington
309 The Eskimos, Alaska

WRITE FOR FREE COMPLETE LIST OF TITLES