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**STEREOSCOPIC
PICTURES AT**

SNAPSHOT COST!



VIEW-MASTER
Personal
STEREO CAMERA

**DESIGNED TO
REVOLUTIONIZE
PERSONAL
PHOTOGRAPHY**

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THE SENSATIONAL

FEATURES AMAZING SIMPLICITY
AND ECONOMY OF OPERATION



TAKE THE PICTURE. It takes no photographic experience or special knowledge to make beautiful three dimension pictures with the View-Master Stereo Camera. Lens and exposure settings are so radically simplified even a child can operate the camera.



HAVE FILM PROCESSED. The View-Master Stereo Camera uses either 20 or 36 exposure standard 35mm color film...the most readily available of all color film. Takes 37 stereo pairs on 20, and 69 on 36 exposure cartridges.



CUT STEREO PICTURES. It's actually fun to cut stereo pictures with the illuminated, semi-automatic View-Master Film Cutter. Just fit proper film perforations on sprocket—press down—and an accurately die cut stereo pair falls from the Cutter. Turn knob and next pair is registered for cutting.



SLIP PICTURES IN REELS. It takes only a moment to slip stereo pairs into the proper pockets of a precision made, seven-scene View-Master Personal Reel. Reels are tough and durable. Space is provided for describing pictures and subject.



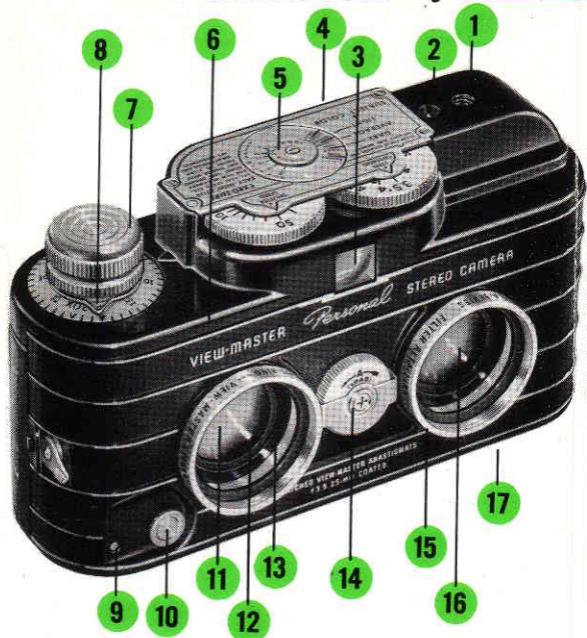
VIEW YOUR STEREO PICTURES. What a thrill you'll get when you see pictures of your family, friends, vacation travels "come to life" in the amazing realism of three dimensions! Pictures can be viewed in a View-Master Stereoscope or projected in two dimensions with a View-Master Projector.

*View-Master Stereo Pictures Cost Less
Than Black and White Snapshots*

AN INTEGRATED MEMBER O

New **VIEW-MASTER** Personal

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About the Camera:

- 1** **THREADED HOLE** for attaching View-Master Flash Unit.
- 2** **FLASH SWITCH.** Built-in automatic flash switch synchronized for speed type bulbs.
- 3** **DIRECT OPTICAL VIEW-FINDER.** Eye level, large view finder defines exact picture area. Negligible parallax. Has bubble to indicate when camera is level.
- 4** **SKY CONDITION "EXPO-SURE" CALCULATOR.** Coupled calibrated dials automatically adjust lens opening and shutter speed for correct exposure when set for existing conditions.

THE VIEW-MASTER FAMILY OF

mal **STEREO CAMERA**

- 5 FILM SPEED AND SEASONAL LIGHT ADJUSTMENT.** Single calibrated dial setting adjusts exposure to any film speed.
- 6 BODY CONSTRUCTION.** Sturdy, die-cast aluminum body completely seals inner mechanism against dust and lint. Genuine pressed leather cover. Finish: metal etching undercoat and enamel second coat.
- 7 SINGLE FILM WINDING KNOB.** One big, non-slip film winding knob does the work of two. Winds film out of and into cartridge, automatically cocks shutter as film is advanced, counts exposures. Eliminates rewinding.
- 8 FILM LENGTH INDICATOR.** Wire indicator tells whether camera is loaded with 20 or 36 exposure film. Reminds photographer when to stop taking pictures.
- 9 CABLE RELEASE SOCKET.** Seals itself against dust when cable is detached. Fits any standard cable.
- 10 SHUTTER RELEASE.** Squeeze-type release minimizes camera movement. Indented to prevent accidental release.
- 11 MATCHED LENSES.** View-Master Anastigmats, f/3.5, 25mm, coated, color corrected, and precisely matched within $\frac{1}{2}$ of 1% for image size. Lenses are similar to eye having 20/20 vision and full color appreciation. Being color corrected and coated, they are capable of seeing exact colors as they are.
- 12 UNIVERSAL FOCUS.** View-Master short focal length lenses eliminate out-of-focus pictures, give great depth of field, bring all subjects from 7 feet to infinity (at f/8) into critical focus. Lens opening stops from f/3.5 to f/16. Lens opening dial automatically shows depth of field at any setting.
- 13 VIEW-MASTER SHUTTER.** Synchronized, guillotine type, clock spring steel, before-the-lens shutter. Assure identical exposures and even illumination at all speeds. Normal range of practical stereoscopic shutter speeds from 1/10 to 1/100 of a second and bulb are provided.
- 14 SHIFT KNOB.** Shifts lenses up and down to split 35mm film. Permits taking of 37 View-Master stereo pairs on 20 exposure film, 69 on 36 exposure film. Reverses action of winding knob, converting it into re-wind knob.
- 15 FILTER RETAINING RINGS.** Series V filter retaining rings included in price of View-Master Personal Camera.
- 16 PROTECTIVE FILTERS.** Lenses, shutters and inner mechanism of camera sealed against dust, lint and moisture behind built-in, haze eliminating coated filters.
- 17 LOAD INDICATOR.** Small window on bottom of camera shows red when camera contains load of film.

VIEW MASTER PERSONAL STEREO CAMERA \$149.00 inc. tax

STEREOSCOPIC PRODUCTS



NOW, everyone can enjoy

Personal
"come to life" stereo pictures

The View-Master Personal Stereo Camera inaugurates a revolutionary system of three dimension photography! It opens exciting new fields of photographic enjoyment to economy-minded persons with limited photographic experience. It permits the taking and enjoyment of thrilling true-to-life stereo color transparencies costing *less* than ordinary black and white snapshots. The View-Master Stereo Camera is an ideal family camera because of its amazing simplicity as well as economy of operation. Ingenious mechanical innovations make the taking of stereo pictures simple and easy, eliminate complicated settings, cut film waste, and assure vivid stereo pictures every shot. Preparation of stereo pictures for viewing under the View-Master system becomes an exciting and enjoyable pastime. The View-Master Personal Stereo Camera is a compact, finely engineered instrument, built for a lifetime of trouble-free service. It uses 20 or 36 exposure rolls of readily available standard 35mm color film. Stereo pictures are quick and easy to cut with the precision, semi-automatic View-Master Film Cutter. Mounting is simply done by inserting stereo pictures in accurately aligned pockets of durable, seven-scene View-Master Personal Reels. Pictures may be viewed in three dimensions in low cost View-Master Stereoscopes or projected in two dimensions in View-Master Projectors. View-Master stereo pictures, mounted in View-Master Personal Reels, handle safely, are simple to identify, store in small space, are convenient to file and use.

Ask for demonstration

VIEW-MASTER *Personal* STEREO CAMERA ACCESSORIES

STEREOSCOPE. For viewing stereo color pictures mounted in View-Master Reels. Durable plastic and metal construction. Accurately ground and polished lenses. Light in weight, easy to operate, low in cost. Only **\$2.00.**

FLASH ATTACHMENT. Optical range-finder calculates correct exposure. One dial operation. Mirror finish 5-in. reflector. Flash guard. Wired for auxiliary flash units. Uses low cost midget flash bulbs. Available about July 1, 1952.

PERSONAL FILM CUTTER. Die cuts View-Master Personal stereo pairs to .001 inch accuracy. Film is registered by perforation. Knob advances film and re-registers stereo-pictures. Press and cut stereo pairs fall free. Illuminated. U.L. approved. **\$19.50.**

CAMERA CARRYING CASE. Finest light-tone, saddle-leather cowhide over spring steel form. Soft suede leather lined. Detachable front cover. **\$14.75**

VIEW-MASTER PERSONAL REELS. Patented, seven-scene Reels make stereo mounting an enjoyable pastime. Die cut pictures slip snugly into accurately registered pockets. Tough, durable laminated paper and metal. Space for identifying subject and pictures. 6 for **\$1**

VIEW-MASTER TYPE "A" FILTERS. Special density and color matched coated orange filters for correcting Type "A" or Tungsten color film for daylight use. **\$4.50** a pair.

LIGHT ATTACHMENT. Provides proper illumination for ideal viewing of View-Master pictures. Durable plastic and metal construction. Can be mounted on tripod. Uses flashlight batteries or View-Master Transformer and Cord. Light attachment without batteries, **\$2.00.**

VIEW-MASTER JUNIOR PROJECTOR. Uses View-Master full color picture Reels to project brilliant non-stereoscopic images up to 16 x 14 inches. Sturdy plastic and metal construction. f/3.0 Doublet lens. Simple to operate. Low-cost, durably constructed. 110-120 A.C. or D.C. current. U.L. approved. **\$10.95** inc. tax.

VIEW-MASTER S-1 PROJECTOR. For superior non-stereo projection of full color View-Master picture Reels. Projects image to 3 feet in width with brilliance and clarity. Simple to operate. Many exclusive features. 110-120 A.C. or D.C. U.L. approved. **\$47.50** inc. tax.

WE ARE AN AUTHORIZED VIEW-MASTER CAMERA DEALER