

VIEW-MASTER PAPER - PART I: THE REEL LISTS

By Scott Kemling

From the very start, I've enjoyed collecting all aspects of the View-Master product line. One very interesting and informative component of my collection are the Reel Lists/Order Forms. In addition to having neat graphics, they have become very useful in determining dates of availability for specific items and also for tracing the cost of the same items. Rarity of specific reels and packets can also be determined from these lists. For instance, if your friend comes up with an Astroworld packet and you go to your reel lists, you'll be hard pressed to find it anywhere. One can safely determine that these packets are as easy to find as hens teeth! In addition, if you turn up a hand lettered #172 Daytona Beach single reel and you can only find it on a couple of early lists, you can rest assured that your friends will be looking for a long time for one to add to their collection! If you don't already have a want list, you might find these lists very helpful in preparing one.

The following article will outline the lists I have or have personally seen. This list will only cover paper goods of non-talking single reels and/or packets which were intended for the U.S.A. market. Other forms of paper goods, and foreign reel lists will be covered in subsequent articles.

The covers of the reel and packet lists will be shown as folded and the folded size (fs) and opened size (os) will be given in inches. Other information will be included if it will help differentiate the list from a similar one. I've only included the major variations and the ones that are easy to determine. I'm sure there are many more subtle variations which will not be covered here.

The first type of list (shown at the top of the next page) is very interesting for a couple of reasons. First, the inventor of the View-Master system, William Gruber, is shown on the cover and on the inside of the list. Second, the reel shown on the inside of the list is a prototype reel (see Issue #2 & #3, of the 1991 *ReView*)

As always, there will probably be some I've omitted. Please write with any additions that you might have.

INSTRUCTIONS for Operating Sawyer's VIEWMASTER



• AND LIST
OF REELS

- No date, William Gruber with Model 'A' Viewer, 44 reel titles listed, 3.6" x 3.6" fs, 7.2" x 7.2" os, white paper, shows prototype reels and earliest version of the Model 'A' viewer. Also contains simple operating instructions

- No date, William Gruber with Model 'A' Viewer, 138 reel titles listed, 3.6" x 3.6" fs, 7.2" x 10.85" os, cream colored paper, shows prototype reels and earliest version of the Model 'A' viewer. Also contains simple operating instructions and advertises a *Library File Box*.



- No date on cover, black ink, shows gold centered reels and large lens version of the Model 'A' viewer, 3.4" x 6.0" fs, 13.45" x 6.0" os

- February 1942, blue ink, shows gold centered reels and large lens version of the Model 'A' viewer, 3.4" x 6.0" fs, 13.45" x 6.0" os, Form A-1

- May 1943, blue ink, shows buff reels, blue ring reels, and small lens version of the Model 'A' viewer, 3.4" x 6.0" fs, 13.45" x 6.0" os. Form A-1

- April 1944, black ink, shows buff reels, blue ring reels, and small lens version of the Model 'A' viewer, 3.4" x 6.0" fs, 13.45" x 6.0" os. Form A-1



- July 1945, yellow background, shows hand lettered reels, and two-tone S-1 projector, 3.55" x 4.4" fs, 10.5" x 8.0" os, Form No. A-2

- November 1945, same as above



- November 1945, yellow background, shows hand lettered reels, and two-tone S-1 projector, 3.55" x 4.4" fs, 10.5" x 8.0" os, Form No. A-2



- June 1946, yellow background, similar to above but now offering the DE LUXE VIEWER (Model 'C'), 3.5" x 4.3" fs, 10.5" x 7.9" os, Form No. A-2

- January 1947, same as above



- October 1946, yellow background, 3.5" x 4.3" fs, 10.5" x 7.9" os, Form No. A-2

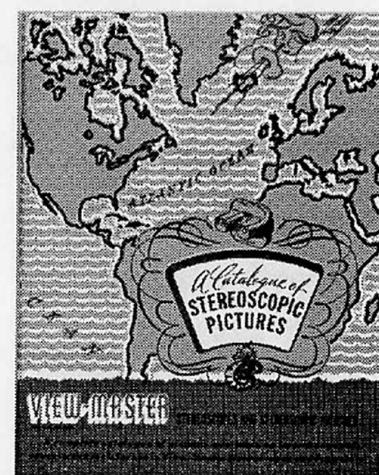
- November 1946, same as above

- January 1947, same as above



- May 1946, buff reels with blue background on cover, 3.5" x 4.3" fs, 76 page booklet listing reel titles and scene descriptions. Also covers View-Master reel sets, current viewers, instructions for use of viewers, short explanation of the stereoscopic phenomena, and several pages at the end to list reels you've purchased and when

- November 1946, same as above



- February 1947, same as above, green and golden map cover

- February 1947, same as above, blue and grey map cover

- February 1947, same as above, red and brown map cover

- September 1947, same as above, green and golden map cover

- January 1948, same as above, green and golden map cover

X - January 1948, same as above, red and brown map cover

+ May 49 catalog additions,
+ Sep 49 " " and changes



- April 1947, bright yellow background, 3.6" x 4.3" fs, 10.5" x 11.2" os, highlights the fairy tale reels, succulent plants book, wildflowers book, and the first style reel catalog shown above, A-3

- May 1947, same as above

- June 1948, same as above, except highlights map cover reel catalog

- August 1948, same as above



- May 1947, light green background, 3.5" x 4.4" fs, 10.5" x 11.2" os, highlights fairy tale reels, succulent plants book, wildflowers book, and reel catalog with hand lettered reel cover, A-4

✓ - August 1947, same as above, but with map cover reel catalog

- October 1947, same as above

- January 1948, same as above

- April 1948, same as above

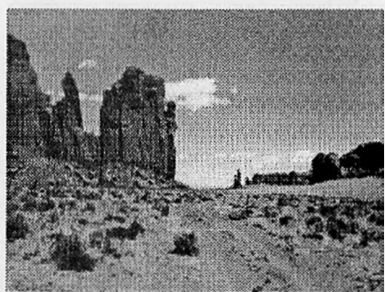
- August 1948, same as above



- October 1948, orange background, 3.5" x 4.4" fs, 10.5" x 11.2" os, highlights Bible reels, fairy tale reels, map cover reel catalog, projection screen, S-1 projector & case, library box, wildflower set, and succulent plants set, LT-1 A-5

- November 1948, same as above

- September 1949, same as above



- November 1949, yellow background, 3.5" x 4.4" fs, 10.5" x 12.5" os, highlights S-1 projector & case, library box, View-Master Theatre, scenic reels, wild animal reels, Bible reels, Christmas Story reels, wild flower reels, Junior projector, projection screen, wildflower & succulent plants set, LT 1 A-6

✗ - November 1949, similar to above, shows map cover reel catalog rather than the View-Master Theatre

- February 1950, same as first entry above

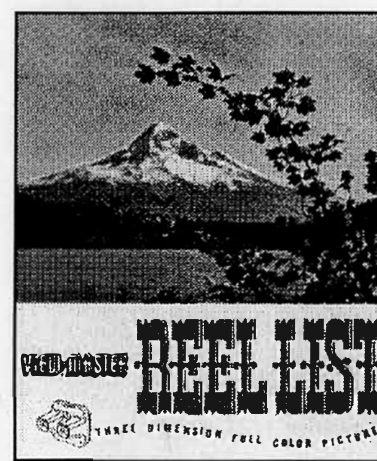
✗ - May 1950, same as first entry above

✗ - September 1950, same as first entry above

- September 1950, green background, similar to first entry above, shows Model 'C' light attachment rather than the succulent plants set (2 different)



- February 1951, green background, 3.5" x 4.2" fs, 10.5" x 12.5" os, bilingual list similar to previous list, highlights S-1 projector & case, projection screen, Junior projector, scenic reels, fairy tale reels, wild animal reels, Bible story reels, Christmas Story reels, wild flower reels, library box, View-Master Theatre, wild flower set, and Model 'C' light attachment, LT 1



- February 1951, white background, 3.5" x 4.2" fs, 10.5" x 12.5" os, highlights S-1 projector & case, projection screen, Junior projector, scenic reels, fairy tale reels, Mother Goose Rhymes reels, wild animal reels, Bible story reels, Christmas Story reels, cowboy stars reels, wild flower reels, Easter Story reels, Sam Sawyer reels, library box, View-Master Theatre, wild flower set, and Model 'C' light attachment, AD LIT 1 (2 different)

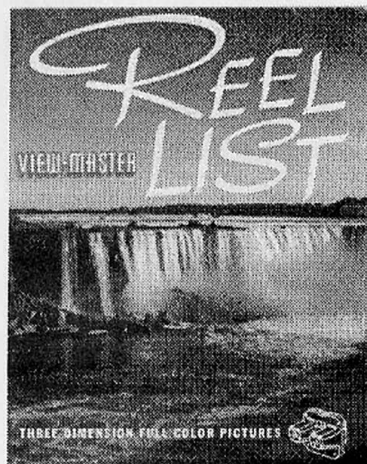
✗ - September 1951, same as above

- November 1951, same as above

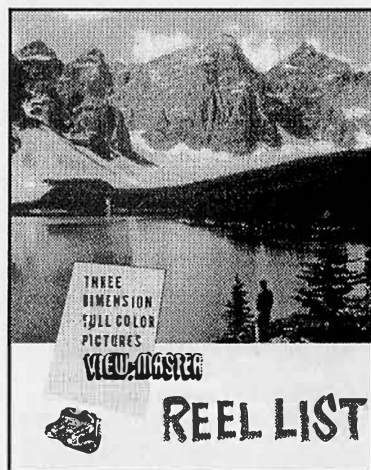
- March 1952, same as above



- September 1952, 3.5" x 4.4" fs, 10.1" x 12.8" os, highlights Model 'C' viewer, library box, S-1 projector & case, projection screen, Junior projector, View-Master Theatre, light attachment for Model 'C' and AC transformer, View-Master reels and packets, AD LIT 1 (2 different)

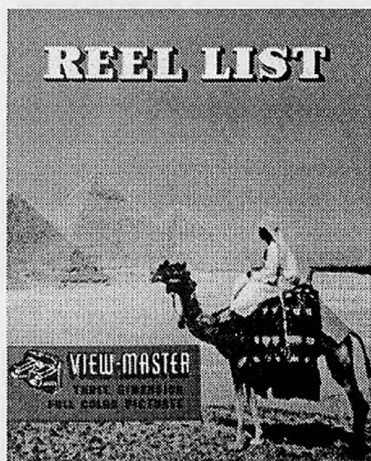


- **March 1953**, 3.4" x 4.3" fs, 10.1" x 12.8" os, highlights Model 'C' viewer, library box, S-1 projector & case, projection screen, Junior projector, View-Master Theatre, light attachment for Model 'C' and AC transformer, View-Master reels and packets



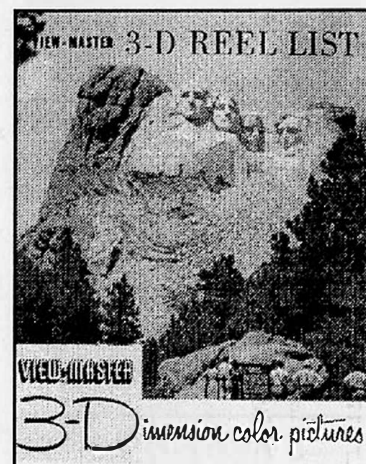
- **September 1953**, 3.5" x 4.3" fs, 10.1" x 12.8" os, highlights Model 'C' viewer, library box, S-1 projector & case, projection screen, Junior projector, Personal® Stereo Camera and accessories, light attachment for Model 'C' and AC transformer, View-Master reels and packets, AD.LIT-1

- **January 1954**, same as above, AD.LIT-1



- **March 1954**, 3.5" x 4.3" fs, 10.1" x 12.8" os, highlights Model C viewer, library box, S-1 & Junior projectors, Personal® Stereo Camera and accessories, Stereo-matic 500 3-D projector, light attachment for Model C and AC transformer, View-Master reels and packets, AD.LIT-1

- **April 1954**, same as above

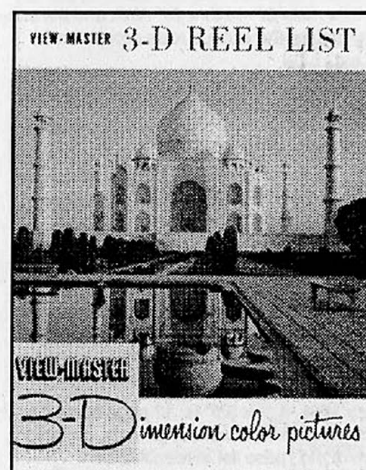


- **September 1954**, 3.5" x 4.3" fs, 10.1" x 12.7" os, highlights Junior & Stereo-matic 500 3-D projectors, View-Master Reel Album, View-Master single reels and packets, Model 'C' viewer & light attachment/AC adapter, and the Personal® Stereo Camera, AD.LIT-1

- **November 1954**, same as above

- **March 1955**, same as above, date on cover, no part number

- **May 1955**, same as above, AD.LIT-1, date on cover is *March 1955*



- **September 1955**, 3.5" x 4.8" fs, 10.1" x 12.7" os, highlights Junior & Stereo-matic 500 3-D projectors, View-Master Reel Album View-Master single reels and packets, Model 'E' & 'D' viewers, and the Personal® Stereo Camera, AD.LIT-1



- **November 1955**, 3.8" x 4.8" fs, 11.1" x 14.1" os, highlights View-Master single reels and packets, Junior & Stereo-matic 500 projectors, library box, Personal® Stereo Camera, Model 'D' viewer, and Model E viewer & light attachment, AD.LIT-1

- **September 1956**, same as above

- **March 1957**, 3.8" x 4.8" fs, 11.1" x 14.1" os, highlights View-Master packets, Junior & Stereo-matic 500 projectors, View-Master Theatre, library box, Personal® Stereo Camera, Model 'D' viewer, Model 'E' viewer gift sets, reel album, Bi-Lens viewers, and Nomad Cameras, AD.LIT-1

- **May 1957**, same as above, with AC adapter for viewers

- **September 1957**, same as above

A COMPLETE LIST OF

VIEW-MASTER

SPECIAL REELS



REELS OF SPECIAL LOCAL INTEREST
This list of View-Master Reels contains titles of Reels which do not appear on the General Reel List because their subject is relatively local. The photographs and prints themselves of these Reels differ in no way from other View-Master Reels.

ASK FOR GENERAL REEL LIST —
OVER 300 DIFFERENT REELS

VIEW-MASTER

SPECIAL REELS

SUBJECTS OF SPECIAL LOCAL INTEREST



ASK FOR GENERAL REEL LIST

View-Master Reel Packet List

Hours of fun for the whole family



with Sawyer's **VIEW-MASTER** pictures that "come to life" in three dimensions

View-Master Reel Packet List

SEE A WORLD OF WONDERS

in "come to life" realism



VIEW-MASTER three dimension pictures

- No date, black ink, 4.3" x 3.5" fs, 8.5" x 3.5" os, lists reels SP-9001 thru SP-9040, LT-6. The list also shows some older reel numbers have been replaced with "SP" designations. Sample entry: SP-9021 *Howe Caverns, New York, 1 (Formerly No. 344).*

X September 1950 purple SP-49
thru SP-9057

- September 1950, blue ink, 4.3" x 3.5" fs, 8.6" x 6.5" os, lists reels SP-49 thru SP-9070 and the cactus reels, and list the various reels groups and viewers etc., LT-6

- February 1951, purple ink, same as above

- January 1958, 4.3" x 3.5" fs, 12 page booklet listing the 3 reel packets, viewers, gift sets, projectors, and camera etc., price list in rear, AD Lit-1

- September 1958, 4.3" x 3.5" fs, 12 page booklet listing the 3 reel packets, viewers, gift sets, projectors, and camera etc., price list in rear, AD Lit-1

32825-40

FROM:

TO:

SAWYER'S, INC.
P. O. Box 444
Portland 7, Oregon

PLACE
STAMP
HERE

- No date, peach/black ink, 7.8" x 3.7" fs, 10.9" x 15.8" os, first envelope style mail order list, listing of reels, packets, viewers, and projectors etc., AD Lit 1A

- March 1959, same as above

- Nov. 1959, ©1959, Ad Lit 1A

- Nov. 1959, ©1960, same/above

- August 1960, same as above

- April 1961, green/black ink, same as above

- September 1961, same as above

FROM:

TO:

SAWYER'S, INC.
P. O. BOX 444
PORTLAND 7, OREGON

PLACE
STAMP
HERE

- March 1962, red/black ink, 8.0" x 3.6" fs, 16.2" x 10.8" os, listing of reels, packets, viewers, and projectors etc. Like the lists above, the packets are designated using the colored ink and the singles are designated in black ink. Ad Lit 1A

FROM:

TO:

054470-232000

SAWYER'S, INC.
P. O. BOX 444
PORTLAND 7, OREGON

PLACE
STAMP
HERE

7 WONDERS OF THE WORLD
INSIDE!
Great New
VIEW-MASTER
Release

- September 1962, red/black ink, 8.0" x 3.7" fs, 16.2" x 10.8" os, list of reels packets, viewers, projectors, and introduction of the Mark II© Stereo Color Camera. Same color coded listing of reel titles as above, 259-860-04

FROM:

TO:

SAWYER'S, INC.
P. O. BOX 444
PORTLAND, OREGON 97207

PLACE
STAMP
HERE

- April 1963, 8.0" x 3.7" fs, 16.1" x 16.3" os, 259-860-05

- January 1964, 259-860-06

- June 1964, 259-860-07

- Jan. 1965, 259-860-08 (2 diff.)

- October 1965, 259-860-09

- January 1966, 259-860-10

- January 1967, 259-860-11

- Jan. 1967, 259-860-12 (gaf on list)

- October 1967, 259-860-12

- January 1968, 259-860-13

From: _____

to: _____

1969 522513

GENERAL ANILINE & FILM CORPORATION
Consumer Photo Division
P.O. BOX 444
PORTLAND, OREGON 97207

PLACE
STAMP
HERE

- February 1968, 7.4" x 3.7" fs, 17.8" x 11.1" os, listing of reels and products. This group and the previous type continued to color code the single reels and packets. 259-860-13

- April 1968, same as above, 259-860-14

- ? , 259-860-15

From: _____

to: _____

GAF Corporation
Consumer Photo Division
P.O. BOX 444
PORTLAND, OREGON 97207

PLACE
STAMP
HERE

- January 1969, 7.5" x 3.7" fs, 17.7" x 11.1" os, 259-860-16

- March 1969, 259-860-17

X - April 1969, 259-860-18

- September 1969, 259-860-19

- February 1970, 259-860-20

- February 1970, 259-860-21

- June 1970, 259-860-22

- February 1971, 259-860-23

- September 1971, 259-860-24

- October 1971, 259-860-24

- February 1972, 259-860-25

- September 1972, 259-860-25



- No date, black ink, 3.8" x 3.8" fs, 11.0" x 15.0" os, this list marks the departure of the envelope style mail order form and color coding of single and three reel packets (although the single reels ceased to appear on the reel lists as of the list dated April 1969). First appearance of the talking View-Master, 259-850-01

X - July 1973, black ink, 259-850-01

- August 1973, blue ink, 259-850-02, 259-851-02

- June 1974, blue ink, 259-850-03

- ? 259-850-04

- April 1975, blue ink, 259-850-05



- No date, green ink, 4.0" x 3.8" fs, 7.9" x 17.0" os, final layout revision of the reel lists!, 250-850-06

- January 1977, brown ink, 259-850-07

- April 1977, brown ink, 259-850-08

- July 1978, blue ink, 259-850-09

X - November 1978, blue ink, 259-850-10

X - April 1979, blue ink, 259-850-11

- September 1979, blue ink, 259-850-12

- January 1980, blue ink, 259-850-13



- No date, green ink, 3.6" x 3.7" fs, 3.6" x 11.0" os, listing of packet titles (no numbers), small selection of single reels, Model 'D' viewer, Model 'E' & light attachment, Junior projector, and the View-Master Theatre, AD LIT 13C

X - No date, brown ink, same as above

- No date, purple ink, same as above



- April 1956, brown ink, 3.6" x 3.7" fs, 3.6" x 11.0" os, listing of packet titles (no numbers), small selection of single reels, Model 'D' viewer, Model 'E' & light attachment, Junior projector, and the View-Master Theatre, AD-LIT 13-C



X - August 1956, brown ink, 3.6" x 3.6" fs, 3.6" x 14.4" os, listing of packet titles (no numbers), small selection of single reels, Model 'D' viewer, Model 'E' & light attachment, AC transformer, Model 'E' Gift-Pak, Junior projector, and the View-Master Theatre, AD-LIT 13-C

- August 1956, blue ink, same as above



- April 1957, green ink, 3.5" x 3.6" fs, 3.5" x 14.4" os, listing of packet titles (no numbers), Model 'D' viewer, Model 'E' & light attachment, AC transformer, Model 'E' Gift-Paks, and the Junior projector, Ad Lit 13-C

- April 1957, blue ink, same as above

- September 1957, green ink, same as above



- January 1958, green ink, 3.5" x 3.6" fs, 3.5" x 14.4" os, listing of packet titles (with numbers), Model 'D' viewer, Model 'E' and light attachment, AC transformer, Model 'E' Gift-Paks, and the Junior projector, Ad Lit 13-C

- March 1958, green ink, same as above

That about does it! I hope you have a feel for the selection of reel listings that are available. Tune in next time for more paper items! ♦