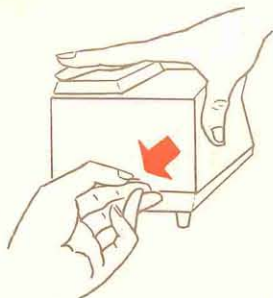


## TO TAKE CARE OF YOUR PROJECTOR



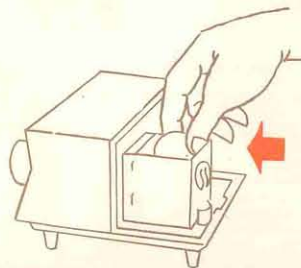
**OPENING AND CLOSING CASE:** Grasp projector with right hand. With left thumb, press down gently on metal latch near bottom of Case Back, at the same time lifting Case Back out and up with right hand. To close, set the Case Back at a slight angle against Case Front, tops together. Swing Case Back down into position, snap shut.

**CHANGING THE LAMP:** Your View-Master Standard Projector uses a #30T7SC, 30 watt, single contact, bayonet base lamp, available at your photo dealer's. To remove old lamp, grasp it firmly with thumb and forefinger, press down gently, and give lamp a slight, counter-clockwise twist. To insert new lamp, set it into socket, press down until you feel the contact spring "give", and twist lamp clockwise to lock it in place.

**CLEANING:** To clean the lens, wipe gently with soft cloth or lens cleaner.

**GUARANTEE:** *This Projector (excluding the Projection Lamp) is guaranteed against defective material and faulty workmanship for the period of one year after the date of purchase.*

SAWYER'S INC.



### FOR "SHOWTIME" ENJOYMENT



#### View-Master Picture Packets

Choose from hundreds of different subjects...travel, nature, children's stories and adventure. Each low-cost Packet holds 21, full color, three dimension pictures, on three Reels.

#### View-Master Screenette Screen

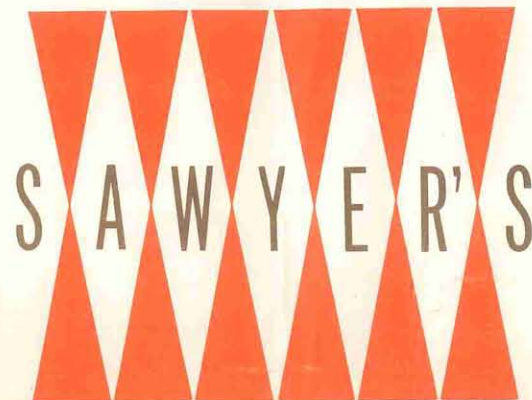
For use at home or away...it's easy to carry, easy to set up anywhere. Table-top shadow-box design. Shows a picture up to 10 $\frac{3}{4}$ x9 $\frac{1}{2}$ ".



® SAWYER'S INC. • Portland 7, Oregon

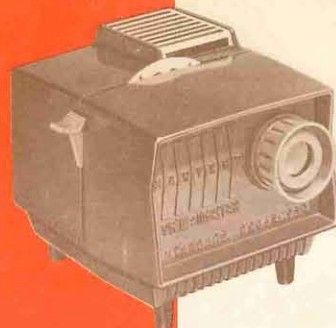
## OPERATING INSTRUCTIONS

*for your*



# VIEW-MASTER<sup>®</sup>

## STANDARD PROJECTOR



*for projection of  
View-Master reels  
in full color...  
two dimension*



# ABOUT YOUR VIEW-MASTER STANDARD PROJECTOR

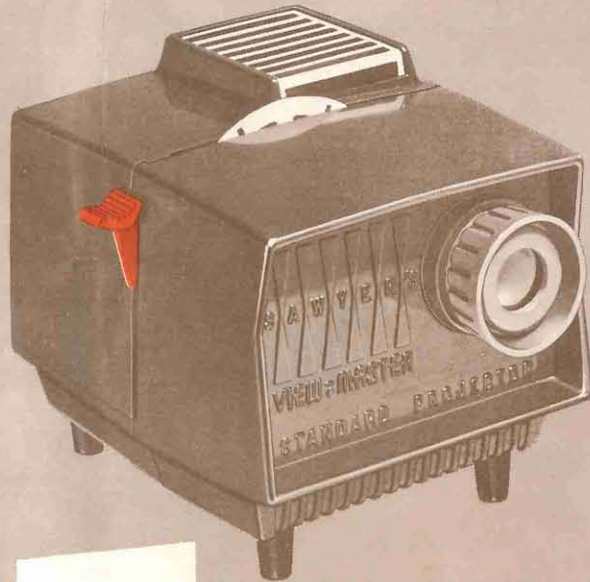
With your View-Master Standard Projector, you and your family can enjoy a new kind of color picture pleasure . . . easy, inexpensive, color "shows" not only with your View-Master Reels and Packets, but also with the View-Master Personal pictures you take yourself. Its modern

styling and new engineering advancements will make the Standard Projector part of your family fun for years to come. Works anywhere on standard (110-125 v.) current. Easy to carry, easy to operate, sturdily constructed; U.L. and C.S.A. approved, for years of trouble-free enjoyment.

**UP-AND-DOWN SCENE CHANGE LEVER** clicks each new scene quickly into view.

**SIX-FOOT PLUG-IN CORD**, folds into bottom of projector for storage.

**PROJECTION LENS** slides easily to get accurate focus for various projection distances.



**NON-SLIP, NON-MAR FEET** hold projector steady during use.

**TWO ELEMENT f/3 LENS**, three-inch focal length, projects clear, sharp pictures in two dimension.



## *New Picture Fun for the Entire Family!*

The View-Master Standard Projector is ideal for small viewing groups . . . for "at home" travelogues . . . for children's shows at home and in the classrooms . . . for entertainment and education in Sunday Schools, Scout meetings, and club functions.

## EASY OPERATION

1. Plug into any ordinary outlet (110-125 volt).
2. If it's necessary to tilt projector in order to center the picture on the screen, place a small book or other flat object under front feet of projector.
3. Holding Picture Reel with the letter "P" up, and printed side of reel facing back of projector, insert Reel in the slot on top of projector. Then, press scene-change lever down once. (If picture is not in focus, adjust by turning projection lens in or out.) Now you are ready to project seven continuous scenes.

## PROJECTION HINTS

*Projection distance.* This table gives the width of pictures which can be projected at various distances.

Projection Distance	Width of Picture
5 feet	8 inches
7 feet	12 inches
10 feet	18 inches
14 feet	22 inches

For average screens and light conditions, we recommend a maximum projection distance of about 10 feet. Of course, if you have a very bright screen, in a very dark room, it is possible to project clear, sharp pictures at longer distances.

## SCREEN

A flat white screen such as Sawyer's Screenette, or any beaded screen, is suitable.