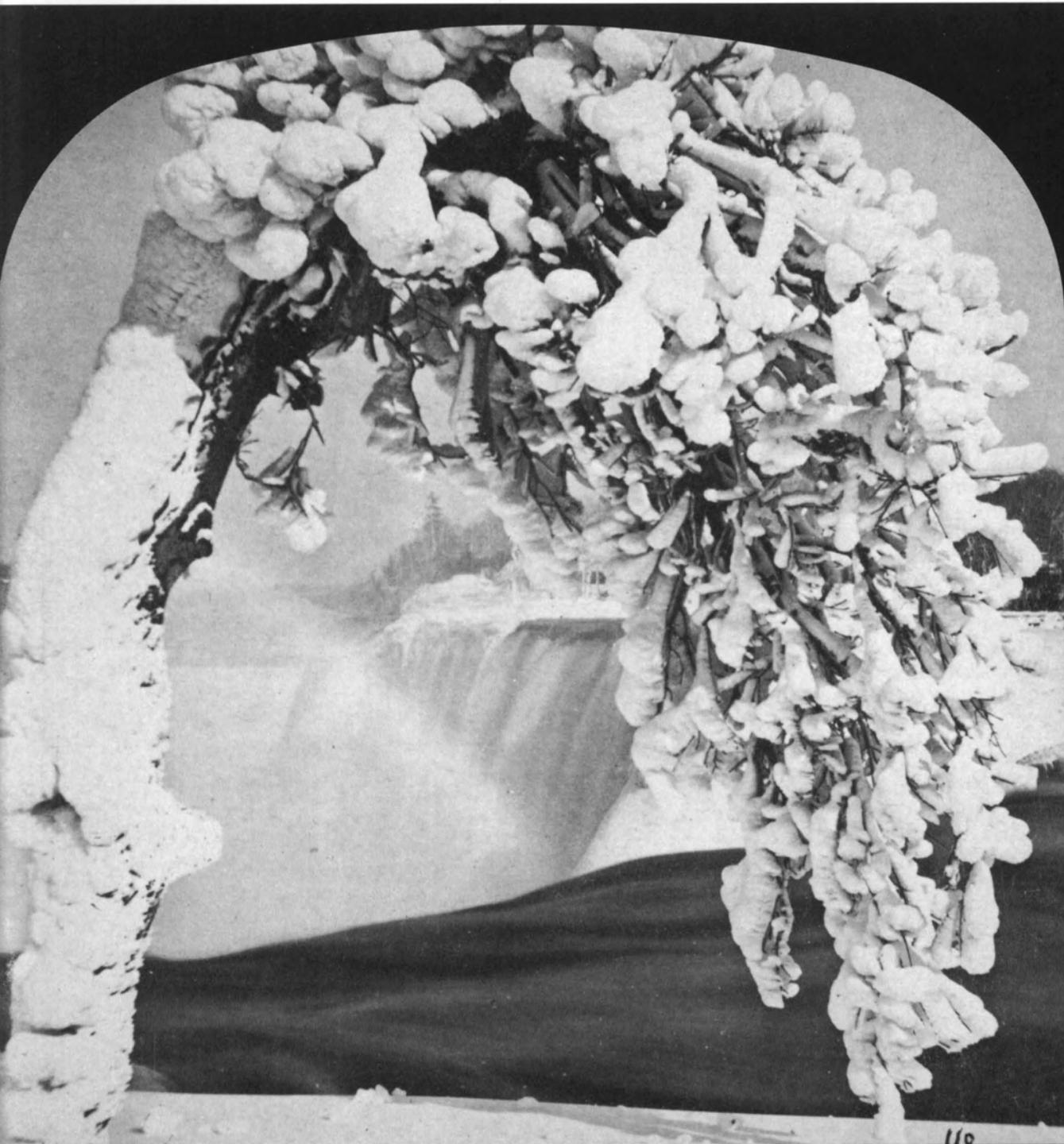


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# STEREO WORLD



*The Magazine of Stereo Photography*

*Vista Screen • Easter Island • Niagara Part 3*

**INFORMATION  
ON THE  
REEL WORLD**  
by Wolfgang & Mary Ann Sell

# View-Master

## Christian & Scenic Publications: A Great Source for View-Master Reels

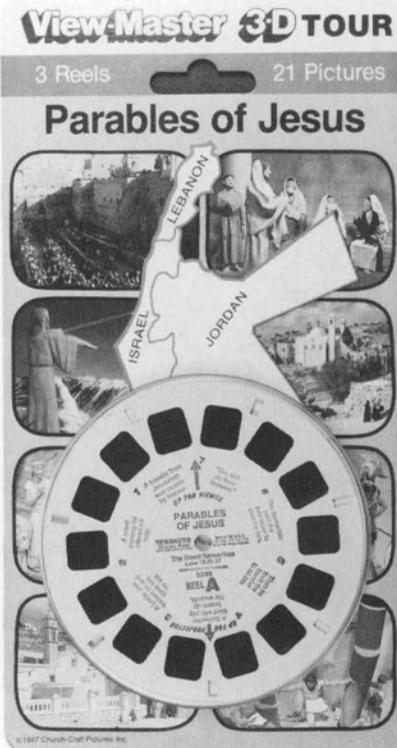
In the summer of 1984, Mr. Vernon Lambright toured the western United States scenic areas. Having always enjoyed the 3-D realism of View-Master reels, he bought as many as he could find as souvenirs of his trip.

Once home, many of his friends asked where they, too, could find similar reels and share in the wonderful world of View-Master magic. Encouraged by this, he ordered 1,000 reel sets in the fall of 1984 for some of his friends and neighbors. After they were distributed, several hundred sets were left over so he decided to offer them for sale in his Amish/Mennonite newspaper. To his surprise, the response was phenomenal, and he had to order an additional 5,000 packets!

Some requests received were for packets that View-Master no longer produced. In order to accommodate his requests he decided to have the desired reels reproduced; however, this created a new problem. Many of the reel sets he wanted to have manufactured showed a beach scene or a statue without clothes. In order to fill the needs of his clientele he had to make a decision – drop the whole project or try to get some of the pictures changed. Luckily he was able to have the scenes changed and his business has been thriving ever since. Because of his success, he now has a mail order business offering these special View-Master packets.

Christian & Scenic Publications had picture changes made on thirteen different packets. They are:

- Australia
- Italy
- Austria
- Mexico
- England
- Sweden



One of the packets available from Christian & Scenic Publications. While the scenic packets bear View-Master copyrights, some of the religious packets are copyright to Church-Craft Pictures, Inc. 1947. This was the publisher of Stori-views, the little single-scene 16mm transparency cards featuring scenic and Bible views duplicated and mounted by View-Master. Many scenes on the new reels probably first appeared on Stori-view cards.

- Lake Louise
- France
- Germany
- Hawaii
- Norway
- Columbia River Gorge
- Switzerland

There are also twelve older titles that Christian & Scenic Publications had converted into blister style packaging. They are:



Reverse of current blisterpack distributed by Christian & Scenic Publications.

- Easter Story
- Birth of Jesus
- China
- Holland
- Heidi
- Russia
- Butchart Gardens
- Iceland
- Henry Ford Museum
- Ozark Mountains
- The Holy Land
- Scenic USA

A complete list of packets available can be obtained by writing to: Christian & Scenic Publications, Rt. 8, Bloomfield, IA 52537. ☐



















































































