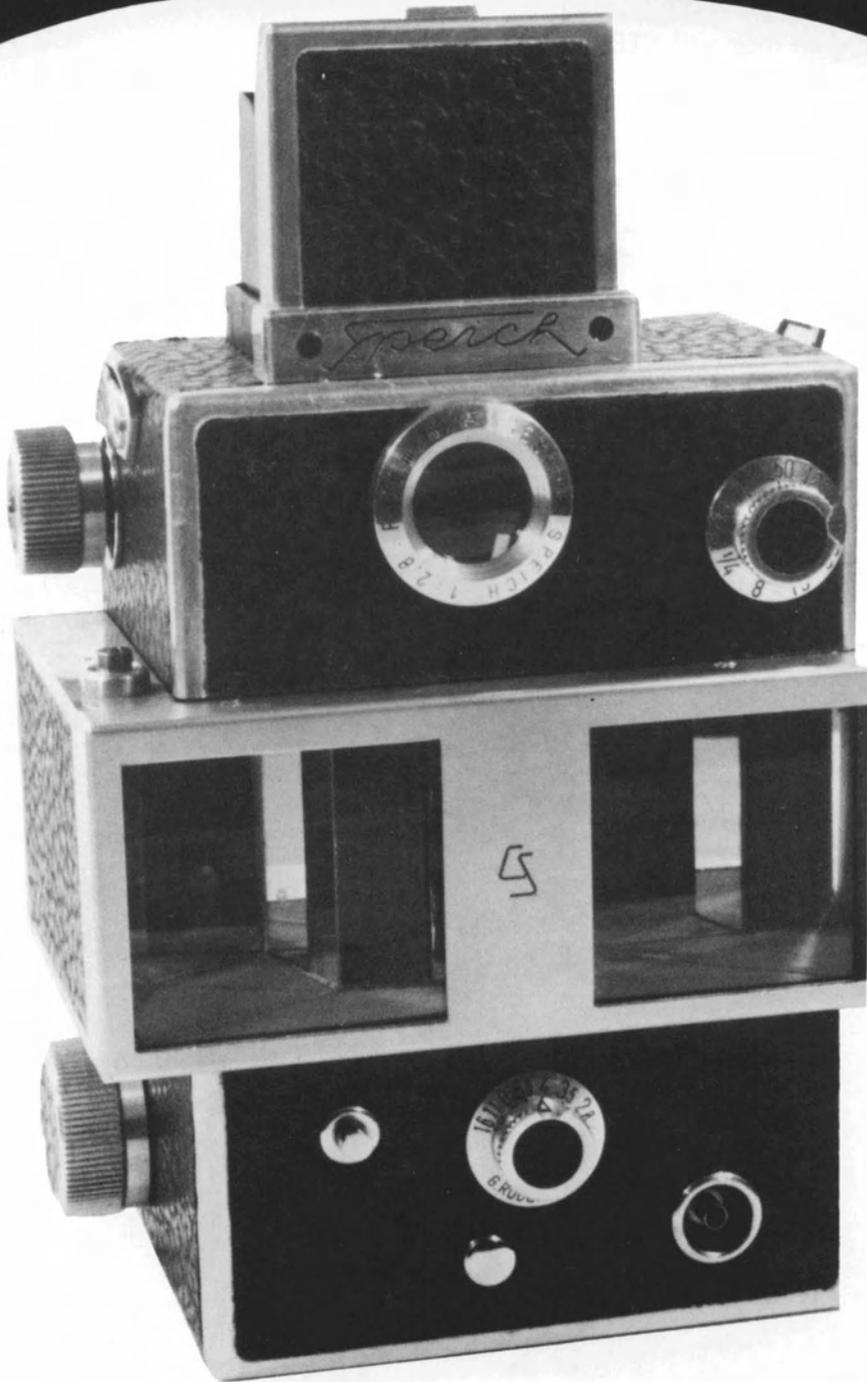


JANUARY/FEBRUARY 1986

# STEREO WORLD



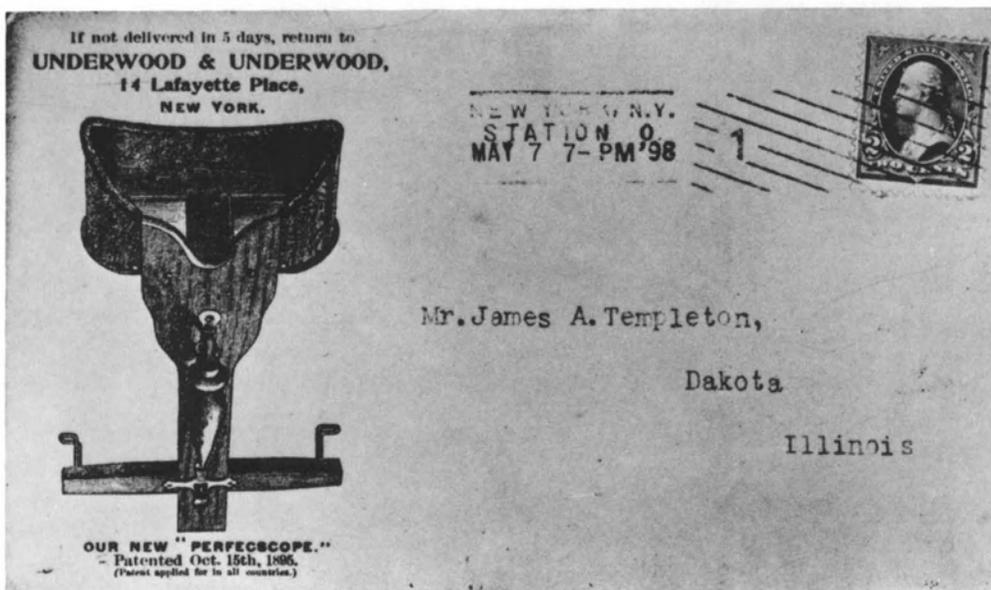
★ The Birth of Burlesque in America  
★ ISU Revitalized in D.C.

NATIONAL STEREOSCOPIC ASSOCIATION

## STEREO ADVERTISING

Manufacturers of stereo cameras, views and viewers of the 19th century seldom went for artsy or subtle logos on their letterheads or envelopes. They often used bold illustrations of their products—as illustrated by these two letters sent in 1898 and 1899. These are fine examples of “crossover” collectables—items that would delight stereo collectors, stamp collectors (they call these “covers”) and advertising art collectors.

NSA member J. Fred Rodriguez found these gems a couple of years ago in a large collection of American illustrated covers. Those who might have similar items of stereo interest (especially from the smaller publishers and manufacturers) are invited to share them with STEREO WORLD readers.





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COVER: This issue's Newsviews Column slips in a bit of history with a look at the never marketed Stereo Speich Camera. Only 15 were manufactured before the Italian company abandoned the innovative idea. The illustrations and text are from an article in the BULLETIN of the Swiss Stereoscopic Society by Marc Fontannaz.

