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NATIONAL  
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# STEREO WORLD

*The Magazine of Stereo Photography*

*NSA Portland 89 • Stereo Mystery*

# View-Master

## View-Master 3-D Toy?

When View-Master was first introduced it was sold by photo stores and gift shops around the country as a 3-D scenic souvenir. Everywhere they were on display little blue and white envelopes invited the purchaser to view "7 More Wonders of the World." Over the years, this principle changed and, as a result of GAF marketing techniques and sales trends, View-Master has turned from the serious 3-D souvenir it once was into an educational child's toy.

The toy aspect of View-Master, nevertheless, doesn't take anything away from the product and it is, without a doubt, the finest mass marketed 3-D item in the world today.

View-Master employees use the latest technology in photographing images and editing film in order to

produce the fine stereo effects of the reels and the 3-D cartoons are absolutely wonderful, done by superb artists.

With such great subjects as Mickey Mouse, Cinderella and the rest of the Disney gang, the serious 3-D fan should not overlook View-Master.

As the 3-D craze of the 50's started to die down and movie film took over, View-Master was the only company with enough foresight to look for a new audience for their products and thus, while most of the other 3-D companies went out of business, View-Master did quite well with its new direction and is still sold in countries throughout the world.

View-Master celebrates its 50th birthday this year and, if William Gruber were here today, he could certainly be proud of his fine inven-

tion that has given pleasure to so many people. We can only hope that, due to the renewed interest in 3-D, the scenic packets and special event packets will again be produced and made available in small souvenir shops all over the country.

We, as collectors, feel that View-Master is, by no means, only a toy but a unique 3-D collectible with 50 years worth of intriguing items already produced and, hopefully, another 50 years worth of ideas waiting for production.

This column will be a regular feature commencing with this issue of *Stereo World*. We invite anyone with an interest in View-Master to feel free to write to us with ideas for future articles: Wolfgang & Mary Ann Sell, 3752 Broadview Drive, Cincinnati, Ohio 45208 USA. ■

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## 3 STEREOGRAPHERS IN SHOW

The PhotoZone Gallery in Eugene, Oregon will be exhibiting the fine art 3D photography work of Ron Paul Finne (NSA), Jonne M. Goeller (NSA), and Mike Taylor. A variety of experimental as well as traditional work will be shown. For those of you who live in Oregon, or who anticipate being on the west coast between March 31 and April 26, Eugene is located along the I-5 freeway corridor 2 hours south of Portland, Oregon. The gallery address is 411 High Street, Eugene, Oregon 97401. Hours are Tuesday through Sunday from 12-5. An opening reception will be held at the gallery on Saturday evening, March 31 at 7:30 P.M.

Ron Paul Finne uses 3-D imagery to explore natural spaces, landscapes and close-up details within land-

scapes. He uses Nimslo/Nishika prints to construct collages as spheres, panoramas, and other compositions. Some create shimmering light as the viewer moves past them. He also uses standard print film for stereo "panoramas"; horizontal sequences of stereo pairs adjacent to each other all in the same view. His work was recently exhibited at NSA PORTLAND 89 and at Portland Community College's Rock Creek Gallery.

Jonne Goeller will be exhibiting traditional Holmes style b&w Realist views, as well as several large Nimslo/Nishika multi-panel prints. Her Holmes prints feature historical architectural views with an "old west" flavor, landscapes of the Northwest, and some dramatic departures. A few delicate images are

hand oil tinted. Small 3-D viewers will be available.

Mike Taylor is a Eugene-based professional and fine-art photographer who uses the Stereo Realist format to aid him in his "in-depth" exploration of how we perceive our world in a visual sense. He is currently exploring this process in both found objects and contrived situations including multiple exposures overlaid on the same stereo pair.

This show will be available for touring. If NSA members have contacts with galleries in their area and would like to have the show come to their city, send Ron, or Jonne a note in care of the PhotoZone Gallery with your gallerie's name, address, phone number, and director's name. The only cost will be for round trip shipping and insurance. ■



















































































