

3-D Imaging Past & Present

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'50s Flavored Finds

A taste of the late '40s through the early '60s found in amateur stereo slides

by Mark Willke

Driving into the '60s

Our first view this issue was submitted by Joseph Hohmann in PA, who has been collecting amateur stereo slides now for a year or so. He described his frustration of finding only about 2% of the slides he has purchased to be "great stuff," while about 48% are "okay to save and view once in a while," and 50% are "pure junk!" Boy, does that sound familiar!

Joseph says that this particular view combines "the cars, clothing (love the glasses!) and just plain fun." He believes it was shot in Michigan, late in the summer of 1959, although the processing date stamped into the white Kodak heat-seal mount is Feb 1960. "The convertible is a GM make, '59 or '60. At first I thought it might be a '60 Chevy, but am not sure. The station wagon is a '57 Ford, and at the [distant] stop sign, a '55 Ford." Thanks, Joseph, for the fun view.

Our second view (by a different photographer) was mounted in an unlabeled EMDE aluminum mask in an EMDE stiffener. Other slides in the same collection were labeled, revealing that they were photographed by a man who lived in the Los Angeles area. I'm going to assume this view was shot in that area—it looks like southern California to me—but there's really no way of knowing for sure.

That looks like quite a selection of cars at this dealer's lot, and with bank financing for only \$5 per week, who could pass up driving one home? I don't know my car makes and models very well from this era, but since this appears to be a used car lot, I would think that there would be something here for everyone! (All that's missing are some high-pressure salesmen running out to greet you!)

Beyond the closest dealership are several other car lots and automotive-related businesses, and even an "American" gas station with its red, white and blue sign. 🚗



This column combines a love of stereo photography with a fondness for 1950s-era styling, design and decor by sharing amateur stereo slides shot in the "golden age" of the Stereo Realist—the late 1940s through the early 1960s. From clothing and hairstyles to home decor to modes of transportation, these frozen moments of time show what things were really like in the middle of the twentieth century. If you've found a classic '50s-era slide that you would like to share through this column, please send it to: Fifties Flavored Finds, 5610 SE 71st, Portland, OR 97206.

As space allows, we will select a couple of images to reproduce in each issue. This is not a contest—just a place to share and enjoy. Please limit your submission to a single slide. If the subject, date, location, photographer or other details are known, please send that along too, but we'll understand if it's not available. Please include return postage with your slide. Slides will be returned within 6 to 14 weeks, and while we'll treat your slide as carefully as our own, Stereo World and the NSA assume no responsibility for its safety.

