

3-D Imaging Past & Present

# STEREO WORLD

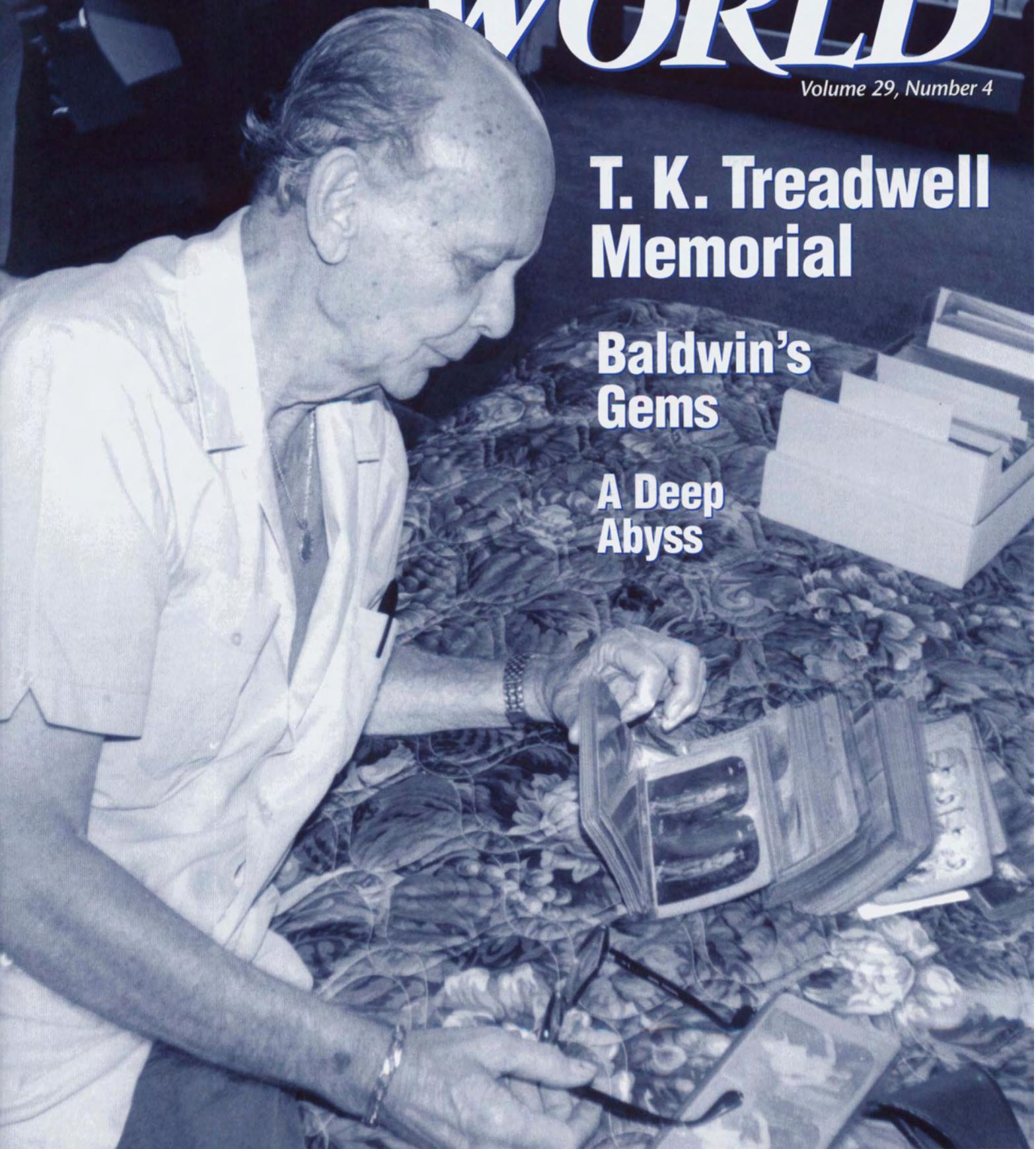
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## T. K. Treadwell Memorial

Baldwin's  
Gems

A Deep  
Abyss

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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

## Vacation Stereos

I always enjoy road trips—they usually seem to offer many opportunities for making stereo views along the way. I also enjoy stereo slides taken on vacations in the 1950s and 60s. Such views allow me to accompany other families on their own road trips decades ago. (I especially enjoy finding vacation slides from that era showing destinations I have visited myself, so that I can compare them with my own slides and see what has changed!)

Our first slide this time shows the Mo'Mart Motel (or at least its sign and pool area). There are some notes on the slide mount, but unfortunately they do not include any clues about the motel's location—just the names of some of the vacationers in the photo. The hills in the background appear very dry and brown, so I'm guessing it's hot there. Shot on some sort of non-archival film like Anscochrome, this slide has faded to mostly magenta overall, and is mounted in a cardboard "Visumount"

Our second view is mounted in a cardboard Kodak Kodachrome mount, which is stamped July of '65. "World's Fair 1939" is handwritten on the mount, but obviously this is not a photo from 1939, so I had guessed that maybe the fairgrounds from that original event still existed in 1965. However, our editor and world's fair scholar John Dennis informed me that this view is from the '64-65 New York World's fair, Flushing Meadows, NY, which was held on the site of the '39-40 World's Fair. While the location was the same, he tells me that all the exhibits for the '64-65 fair were new or completely rebuilt—and few survived, just like in the 1940s.

The area shown appears to have had quite an automotive flavor, with the Sinclair building on the left and the (hysterically funny, in my mind!) U.S. Royal Tires ferris wheel on the right. "Ride the U.S. Royal Giant Tire and get a bird's eye view of the fair" reads the sign at its base. I wish I could have!



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.



































































































