

3-D Imaging Past & Present

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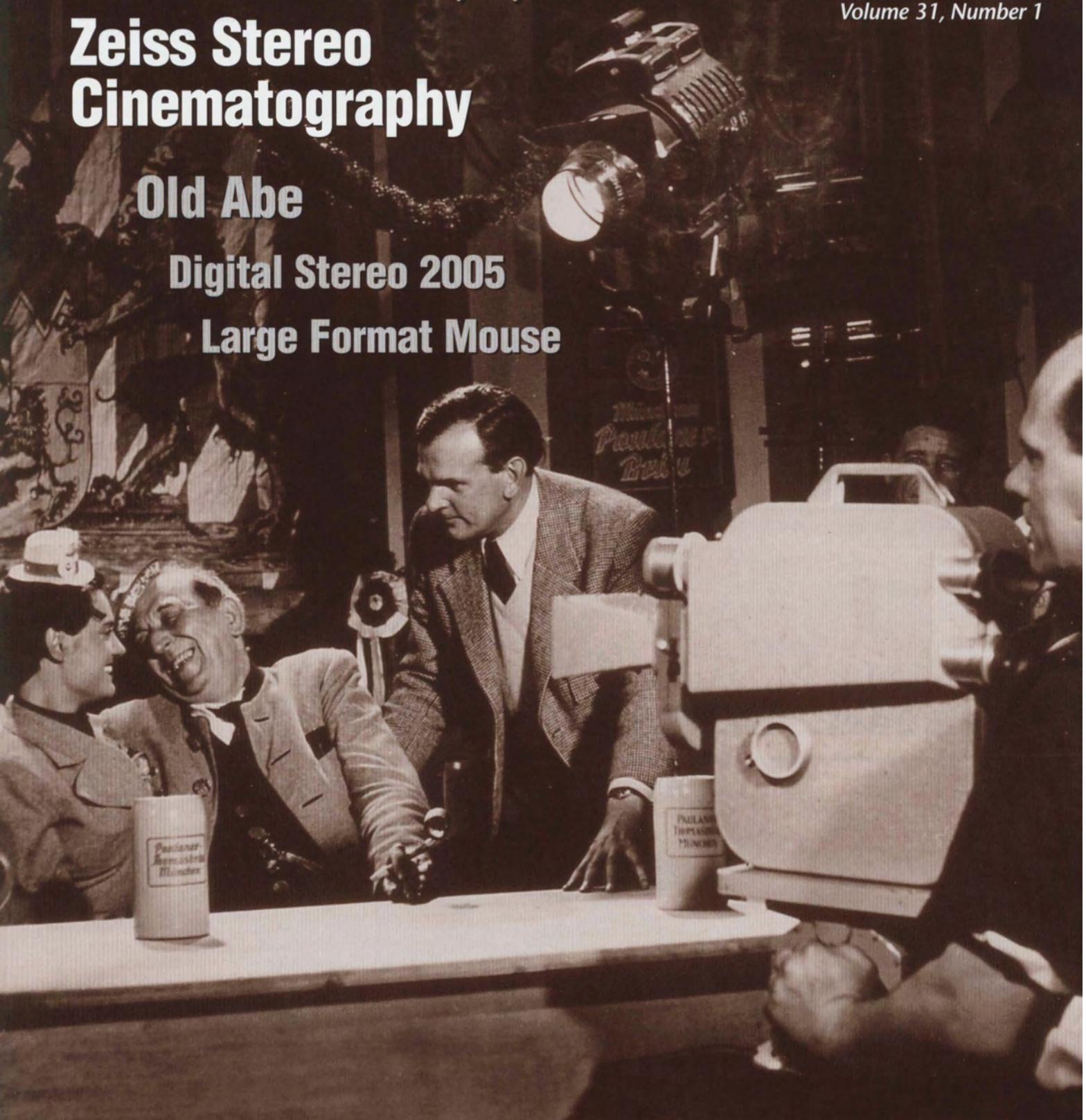
Zeiss Stereo Cinematography

Old Abe

Digital Stereo 2005

Large Format Mouse

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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

Views from a Grocery Store

Until now, this column has never included images that were made with a View-Master Personal or Mark II stereo camera. The absence of such images has not been an intentional exclusion, however, but was entirely due to the fact that no View-Master images had yet been submitted for use in this column by readers.

Actually, this lack of submissions is still true, as I came across the images reproduced below myself at a local photographic swap meet. The find consisted of seven or eight View-Master Personal reels bundled together as a group, and all of the images were of interiors

or exteriors of supermarkets. There were several different bracketed exposures of most scenes, which reduced the total number of individual scenes to not all that many, and even with the bracketing, many scenes still had no properly exposed stereo pair!

Most of the images did not include any people, and while it is fun to see 1950s-era store shelves full of light bulbs or canned fruit, it is so much more enjoyable if an employee or customer is also included in the scene.

Still, a few gems were evident mixed in with the duds, so I purchased the set and have selected the two best views for reproduction below. Unfortunately, most of the reels were unlabeled, and the

few images that were labeled included only the name of the store (like IGA or Piggly Wiggly), so I am not even sure if these images were taken locally or not.

The first view shows a store's meat department, and includes a butcher posing in his blood-stained apron. Some prior planning was apparently done for this shot—it doesn't appear that the photographer just walked in with an on-camera flash and snapped the shutter. Judging from the various shadows on the walls, and the fact that there were several other exposures of the same scene, I suspect that the photographer had set up a tripod and several off-camera lights or flash units.

The other view shows a woman who I believe was an employee (judging from her outfit) in the produce department proudly holding a cellophane-topped package of some unidentifiable item. Some Christmas decor is visible in the background, so I am assuming this shot was taken around then. 📷



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.

