

3-D Imaging Past & Present

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STEREO WORLD

**Swimsuit
Encore
2007**

**Stereographer
Carl Balcomb**

G.A.F. Tissues

3-D
Cover!
Front
and back
can be
cross-eye
pre-viewed

'50s Flavored Finds

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

by Mark Willke

The Work of Professionals

I have to confess that I'm bending the rules of this column a little bit in this issue. Although the heading above specifies "amateur stereo slides," both images pictured here are from sets that appear to have been commercially produced, or at least produced with the purpose of commerce in mind.

Our first view, submitted by Lee Laney of California, was part of a set of 11 Realist format slides

showing homes and businesses with various styles of aluminum awnings. These slides were tucked into a small leatherette-like box that also holds a small steal-the-light viewer, apparently for use as a kit for awning salesmen to show prospective customers. The slides are in unlabeled heat-seal mounts, and appear to be some type of non-Kodachrome dupes (which explains the slight softness of the images). Although it's a bit distant, I couldn't resist this image that

includes some nice old cars parked around some sort of store. The sky-writing is an unexpected bonus, but with only the last four letters "REST" visible, I'm not sure what the whole message in the sky is.

The second view also comes from a group of slides that was used as a salesman's tool, this time showing what must have been the latest fashions at the time in dresses. Art Whitehead of Utah submitted this slide, and says that all the slides in the set showed the same model in different dresses and room setups. The set came in a box with a Kodak Kodaslide lighted stereo viewer.

This slide, which also appears to be a dupe that is slightly softer than what I would expect from an original shot, is mounted in a Realist heat-seal paper mask and then taped inside glass. It is labeled "A 'Realife' Photo by Barbizon Studio, Flushing, New York".

These are some fun '50s images, even if they weren't created by amateurs! 📷



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.

