INTIMATE THIRD-DIMENSION

Views of

A CENTURY OF PROGRESS

CHICAGO'S 1933 WORLD'S FAIR
Pictorial Realism Through the Magic Glasses

One of the most striking achievements in this century of progress is Macy-Art Third Dimensional Printing. It raises above the accomplishments of ordinary photography and engraving. It enables two human eyes to pick up from a flat, printed page, an effect which, in depth separation, projection, and distance, is the equivalent of that realized in ordinary vision.

This is a book of pictorial realism. The intimate close-ups which you will find here exist as actually and realistically as if you were viewing them with the naked eye. Your memory impressions of the glories of 19th Century of Progress need never die as long as you possess this book. These pages will always bring home to you a renewal of your pleasant associations with places and things—not as flat and unnatural pictures, but as a remodelling in the imagination of those features of beauty with a graphicness that would lead you to believe you could reach out and gather them in.

These effects are obtained, first, by a human style of camera—two lenses or two eyes for binocular vision. Next, they are printed in complementary colors, orange and blue, and the use of an orange and blue scope also intensifies the image for the retina of each eye. It is a natural effect—another triumph of the scientific mind back of printing.
ALLOW YOUR EYES TO ADJUST THEMSELVES TO THIS MACYSCOPE

Hold in
RIGHT HAND

Manufactured by
American Colortype Co.
Patent No. 1548262
August 4, 1925
PARADING PAST THE EXECUTIVE OFFICES OF THE ADMINISTRATION BUILDING

SPANNING THE FAIR AT THE 200-FT. LEVEL OF THE SKY RIDE
SOUTH ENTRANCE TO BELGIAN VILLAGE VIEWED FROM OLD HEIDELBERG INN

THESE BABY INCUBATORS SAVE MANY TINY LIVES DAILY
THE MIDWAY—PRINCIPAL AMUSEMENT CENTER OF THE EXPOSITION

THE MIDGET VILLAGE—A COMPLETE CITY IN ITSELF
REMARKABLE SKILL WAS REQUIRED TO PRODUCE THIS CHINESE PAGODA

STREET SCENE IN THE ORIENTAL VILLAGE
OUT OF THE WEST COMES THIS REALISTIC REPRODUCTION
OF THE DAYS OF '49

LOG ROLLERS IN ACTION—A GREAT NORTHWESTERN SPORT
THE U. S. 49—FIRST SUBMARINE TO BE EXHIBITED ON THE GREAT LAKES

THE CASINO; WHERE THREE FAMOUS ORCHESTRAS ENTERTAIN DAILY
FLORIDA REALISTICALLY PORTRAYS A SECTION OF MIAMI BEACH. THIS EXHIBIT IS TYPICAL OF MANY OTHERS TO BE SEEN IN THE VARIOUS STATE EXHIBITS

THESE TWO PICTURES ARE REPRESENTATIVE OF MANY DISPLAYS REDUCED IN PERFECT SCALE TO MINIATURE DIORAMIC FORM. EACH DIORAMA OCCUPIES A SPACE OF LESS THAN TEN FEET SQUARE

AT RIGHT:—A SALMON CANNERY OF THE NORTH-WEST REPRODUCED IN THE FOOD AND AGRICULTURAL BUILDING
AT THE DOG SHOW—THIS HUGE IRISH WOLFHOUND AFFORDS A CONTRAST

ON NORTHERLY ISLAND APPROACHING THE RENOWNED ENCHANTED ISLE
CLOWNS BALLYHOO FOR THE CHILDREN'S THEATRE

FOUR OF THE MOST ENTERTAINING AMUSEMENTS
A GENERAL VIEW OF THE CHILDREN'S PARADISE

INSIDE THE BEAUTIFUL BELGIAN VILLAGE
INTERIOR VIEW OF THE PERFECT REPRODUCTION OF THE HISTORIC LAMA TEMPLE OF JEHOLO

THESE MAJESTIC TOWERS AT THE FEDERAL EXHIBIT MARK THE ENTRANCE TO THE COURT OF STATES
IN THE STREETS OF PARIS

A CANE GIRL PAUSES IN THE ARTISTS' COLONY
OLYMPIC STARS PERFORM AT THE PARIS POOL

AT THE ENTRANCE TO OLD MEXICO