

224
INTIMATE THIRD-DIMENSION

Views **OF**

A CENTURY OF PROGRESS

**CHICAGO'S 1933
WORLD'S FAIR**

KEEP THE
COLORED GLASSES
IN THIS ENVELOPE

✦
If they become lost or damaged a new pair
will be sent free of charge

AMERICAN COLORTYPE CHICAGO - NEW YORK

SCOPE

Hold in
RIGHT HAND

—o—
Manufactured by
American Colortype Co.
No. 1548262
1925

Pictorial Realism Through the Magic Glasses

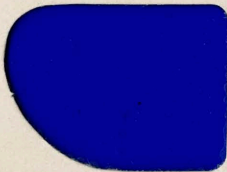
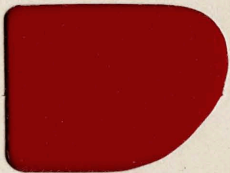
•
Intimate scenes at A Century of Progress actually stand out in bold relief on the printed page, exactly as your eyes see the originals.

One of the most striking achievements in this century of progress is Macy-Art Third Dimensional Printing. It rises 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 A 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 one 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

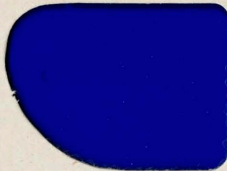
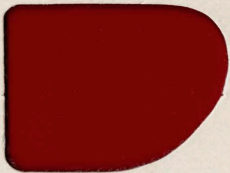
—o—

Manufactured by
American Colortype Co.

Patent No. 1548262

August 4, 1925

ALLOW YOUR EYES TO ADJUST THEMSELVES TO THIS MACYSCOPE



Hold in
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Manufactured by
American Colortype Co.

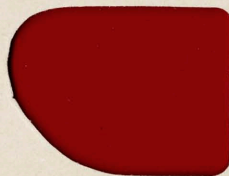
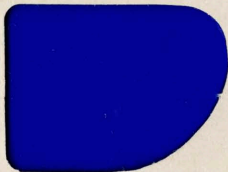
Patent No. 1548262

August 4, 1925

MACYART THIRD DIMENSION PICTURES

Printed exclusively by


AMERICAN COLORTYPE  CHICAGO-NEW YORK

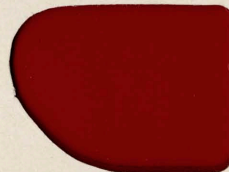


(OVER)

MACYART THIRD DIMENSION PICTURES

Printed exclusively by

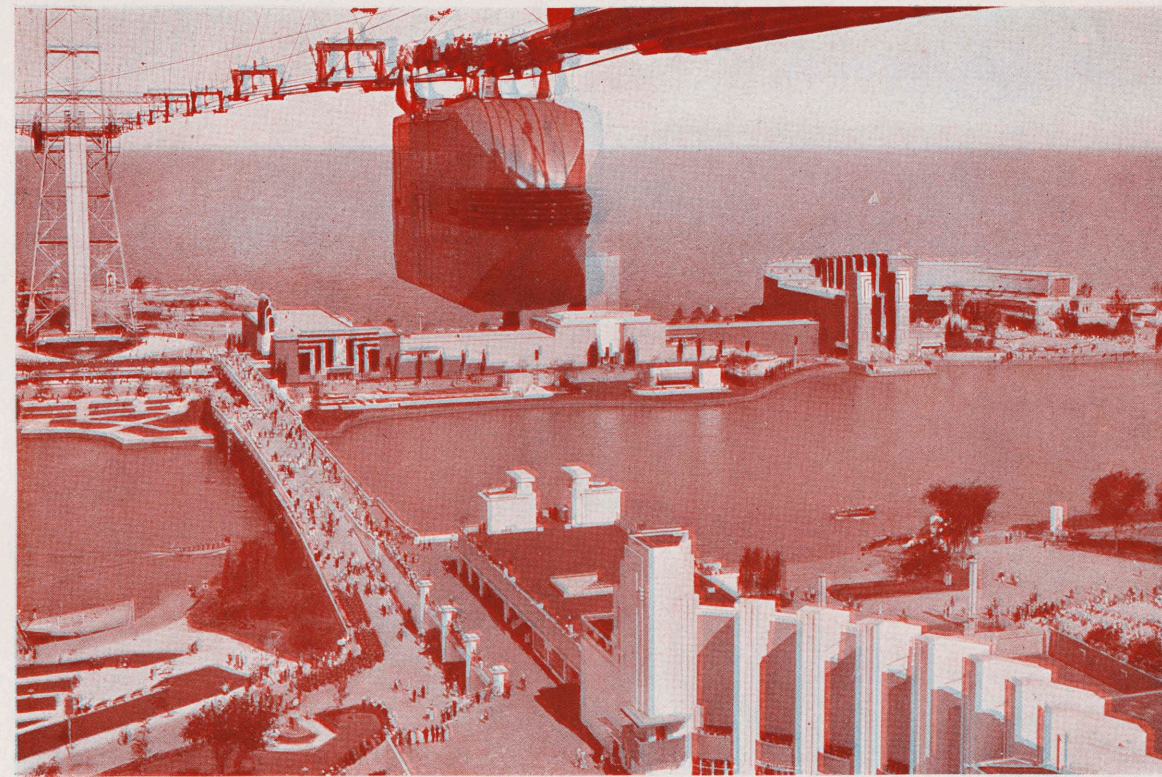
AMERICAN COLORTYPE  CHICAGO-NEW YORK



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PARADING PAST THE EXECUTIVE OFFICES OF THE
ADMINISTRATION BUILDING



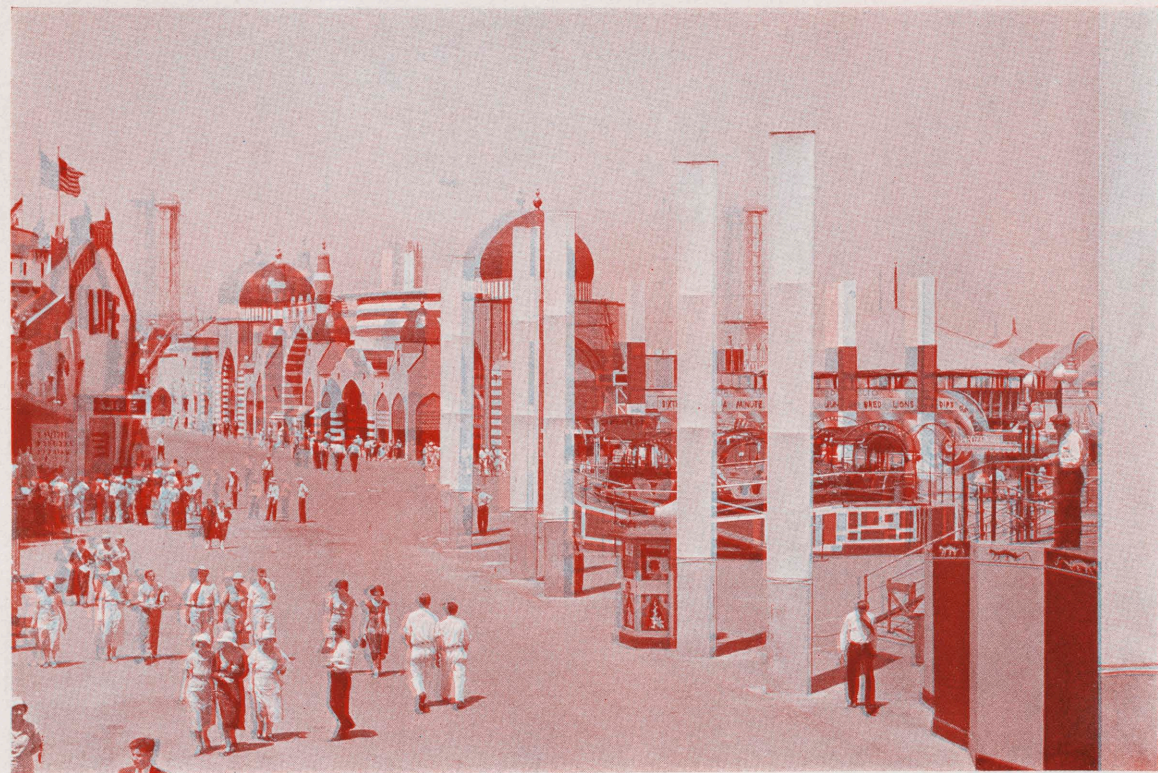
SPANNING THE FAIR AT THE 200-FT. LEVEL OF THE SKY RIDE



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



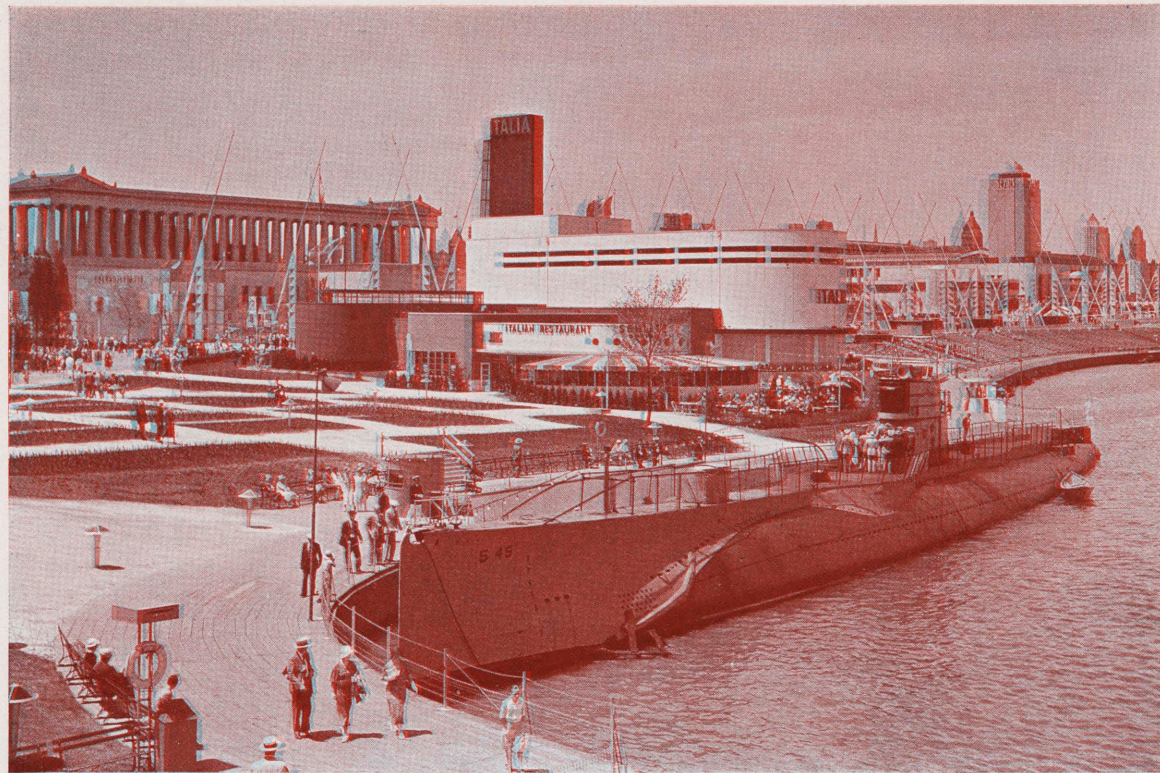
STREET SCENE IN THE ORIENTAL VILLAGE



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



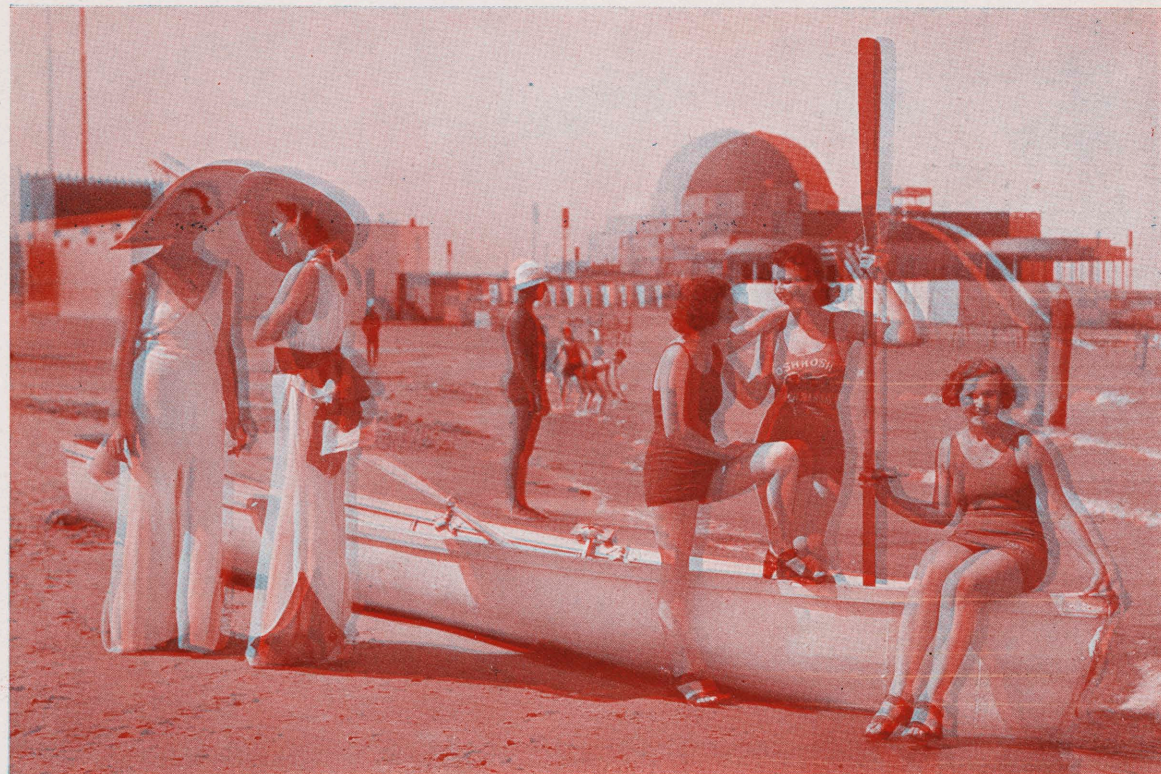
FLORIDA REALISTICALLY PORTRAYS A SECTION OF MIAMI BEACH. THIS EXHIBIT IS TYPICAL OF MANY OTHERS TO BE SEEN IN THE VARIOUS STATE EXHIBITS

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

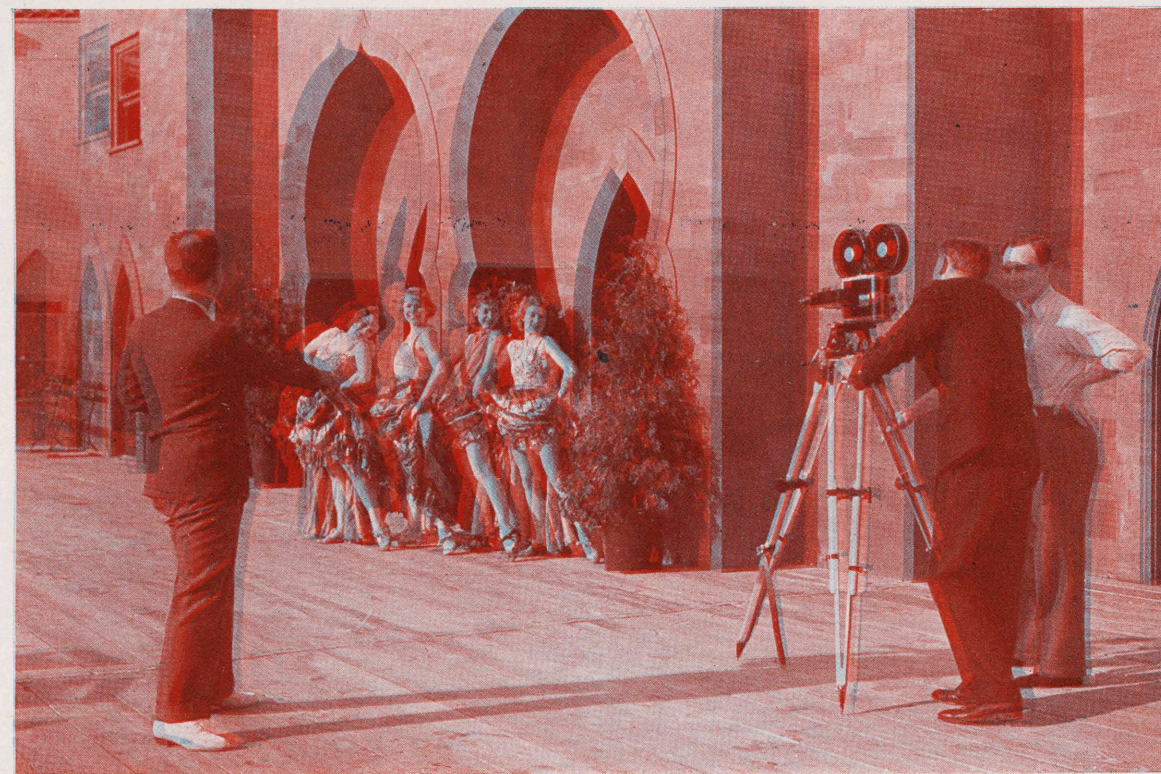


AT RIGHT:—A SALMON CANNERY OF THE NORTH-WEST REPRODUCED IN THE FOOD AND AGRICULTURAL BUILDING





ALONG JANTZEN BEACH—ADLER PLANETARIUM IN THE BACKGROUND



MOVIES IN THE MAKING ON A POPULAR SET IN HOLLYWOOD



AT THE DOG SHOW—THIS HUGE IRISH WOLFHOUND AFFORDS A CONTRAST



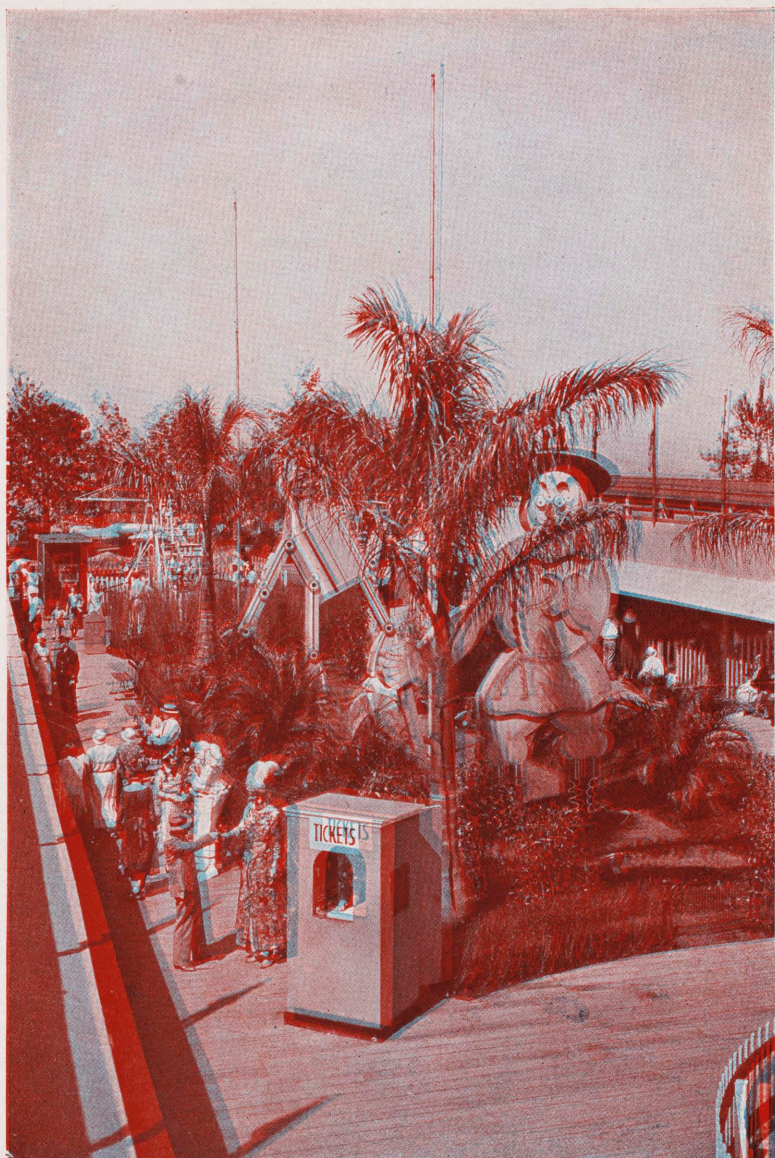
ON NORTHERLY ISLAND APPROACHING THE RENOWNED ENCHANTED ISLE



CLOWNS BALLYHOO FOR THE CHILDREN'S THEATRE



FOUR OF THE MOST ENTERTAINING AMUSEMENTS



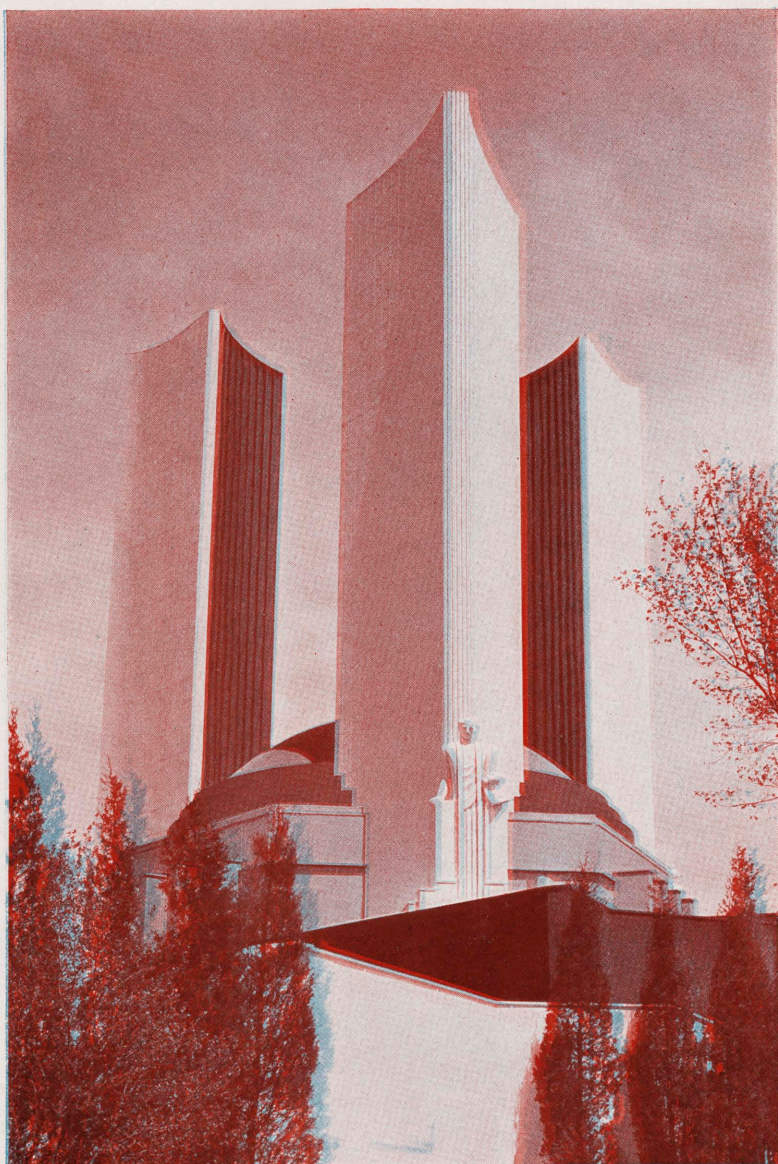
A GENERAL VIEW OF THE CHILDREN'S PARADISE



INSIDE THE BEAUTIFUL BELGIAN VILLAGE



INTERIOR VIEW OF THE PERFECT REPRODUCTION
OF THE HISTORIC LAMA TEMPLE OF JEHOI



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



FIVE TRIBES LIVE IN HARMONY IN THE INDIAN SECTION



PART OF THE TRAVEL AND TRANSPORT GROUP

Printed by

AMERICAN COLORTYPE COMPANY

Macyart Printing Process, Patented August 9, 1921

1151 Roscoe St., Chicago

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