

# LENTICULARS

*This LOOK picture is a parallax panoramagram—the first three-dimensional photograph ever reproduced in mass quantities by any publication anywhere. It was made by Arthur Rothstein, LOOK's technical director of photography. It is the product of 13 years of research and development by Rothstein and Marvin Whatmore, general manager of LOOK. The bust of Thomas Edison is surrounded by five of his inventions: In front, the first electric lamp, the first stock ticker. Behind the bust, left to right, the first home motion-picture projector, the first phonograph and, top right, the fluoroscope.*



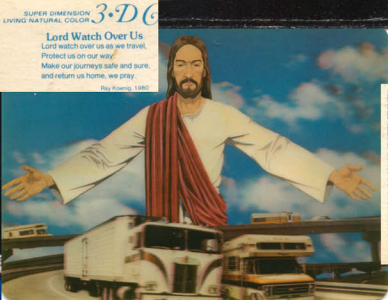
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