



Reduced reproduction of Diorama
PEARY AT THE NORTH POLE

Developed with 'TABLOID' 'RYTOL' DEVELOPER
Toned with 'TABLOID' BLUE TONER

PHOTOGRAPHY AT THE CHICAGO EXPOSITION

Photography plays an important part in the
BURROUGHS WELLCOME & CO. EXHIBIT

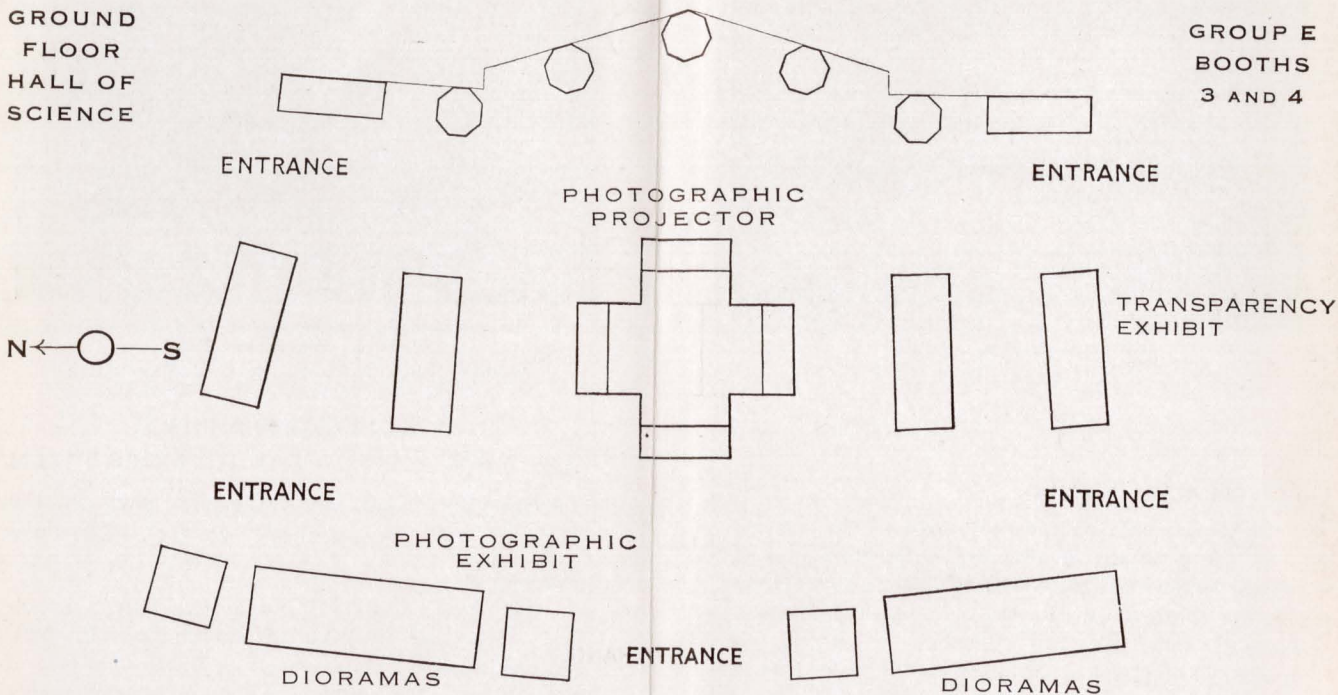
Dioramas

TWENTY-FOUR dioramas, illustrating outstanding incidents of pioneer travel by land, sea and air, etc., are arranged on the western side of the Exhibit. The scenes depicted are built up mainly from actual photographic records, in many cases those taken by the travellers themselves and developed with 'TABLOID' PHOTOGRAPHIC CHEMICALS. Notable amongst these are the official photographic records of Scott's South Polar and the Mount Everest Expeditions. No greater tests for permanence and dependability have been imposed on photographic chemicals than during these Expeditions. 'TABLOID' DEVELOPERS, etc., gave perfect results in the most extreme latitudes and at the greatest heights at which photography has been carried out.

KEY PLAN—BURROUGHS WELLCOME & Co. EXHIBIT

GROUND
FLOOR
HALL OF
SCIENCE

GROUP E
BOOTHS
3 AND 4



Four Ways Automatic Photographic Projector

THIS fitment is situated in the centre of the Exhibit, and presents an entirely original method of projecting simultaneously on four screens four different photographs and changing them automatically and continuously. The subjects shown appeal to all interested in First-Aid, Medicine, Travel and Photography. All the photographs are developed with 'TABLOID' 'RYTOL' DEVELOPER and coloured with 'TABLOID' TONERS and 'SOLOID' STAINS.

Photographic Exhibit

AN exhibit of 'TABLOID' PHOTOGRAPHIC CHEMICALS, with specimens of work produced with them, will be found in one of the cases below the dioramas.

Here also is shown

The Wellcome Photographic Exposure Calculator, Handbook and Diary

THIS pocket-guide to photography, which tells all about exposure, development and other photographic processes, provides the most reliable and simple instrument for calculating correct exposure. Visitors should ask for a demonstration.



Reduced reproduction of Diorama
BYRD LANDING IN FRANCE AFTER HIS
TRANSATLANTIC FLIGHT

Developed with 'TABLOID' 'RYTOL' DEVELOPER
Toned with 'TABLOID' GREEN TONER

Transparency Exhibit

ON the case on the south side of the Exhibit is a screen of illuminated transparencies of subjects demonstrating the striking colour effects obtainable by the use of 'TABLOID' PHOTOGRAPHIC TONERS and 'SOLOID' STAINS. Attention is directed particularly to the photograph of the French Liner "L'Atlantique" on fire in the English Channel, exhibited by courtesy of the "Daily Mirror," London. 'TABLOID' PHOTOGRAPHIC CHEMICALS are used by pressmen, travellers and artists, as well as by leading amateurs and professionals in all parts of the world.

Sold by Druggists and Photographic Dealers everywhere

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J. 2068