

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

**T**WENTY-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.



THE BURROUGHS WELLCOME & CO. EXHIBIT AT THE CHICAGO EXPOSITION, 1934



(Print developed with 'Tabloid' 'Rytol' Developer)

VIEW OF WEST FRONT SHOWING LOCATION OF DIORAMAS

### Colour Photography

THE attention of amateur and professional photographers is especially directed to the display which demonstrates the striking colour effects that can be obtained with 'Tabloid' Toners and 'Soloid' Stains.

An excellent example of the realistic and natural results that it is possible to achieve through the use of these products is the photograph entitled "The Ducks". The various stages in the toning and staining of this picture are shown and each separate process involved, commencing with a black-and-white print of the subject through to the finished colour work, are clearly explained and illustrated.

### 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.

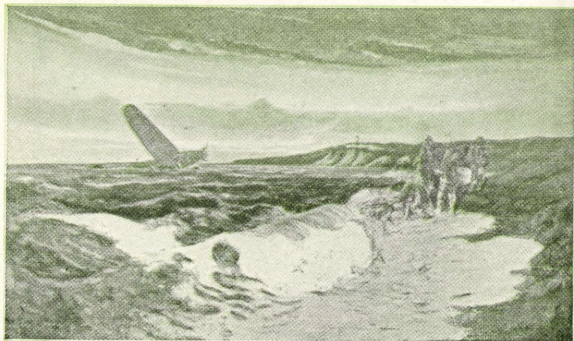
Here also is shown

### 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.

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