



Announcing a set of
DIFFUSING STOPS
for use with the
VERITO
in the making of
PICTORIAL ENLARGEMENTS



BEAUTIFUL PICTORIAL ENLARGEMENTS with a rare quality of diffusion not to be duplicated by any other method known are now easily within the reach of both professional and novice.

THE PROFESSIONAL PHOTOGRAPHER has by the advent of these diffusion stops placed within his hands a tool enabling him to give to his trade a quality enlarged print commanding a much higher price than the ordinary enlargement, whether it be through the straight anastigmat or by the various attempts at diffusion.

THE AMATEUR FINISHER likewise has opened to him a brand new field into which he can put his effort, feeling certain that he can by using these stops with a Verito Lens "deliver the goods."

THE CAMERA CLUB is benefited by being given a device whereby they can transfer to a large print that individuality and softness, yet retaining the detail beneath it all that they have worked so hard to get in their original negatives.

THE HARSHTEST, SHARPEST, MOST WIRY AND CONTRASTY NEGATIVES are made to breathe a softness of quality, yet not losing the detail of the original through VERITO DIFFUSING STOPS to the enlarging paper resulting in an enlarged print, the beauty of which cannot be described, as there is no parallel with which to compare it.

The use of these stops is the simplest part of them.

They are three in number. Only one is used to make an enlargement, each stop governing a different degree of diffusion, stop No. 1 a minimum degree, stop No. 2 a medium, and stop No. 3 a maximum degree of softness.

TO USE. Focus the enlargement through the Verito at F:32 then having it sharp open lens diaphragm to F:4 (the full aperture) then insert the stop desired, either 1, 2 or 3, and expose. That is all there is to it. The scientifically calculated openings in the stops coupled with the quality of the Verito Lens control the softness even from the sharpest negatives.

YOUR OLD VERITO that you may now be using can be adapted to use Verito Diffusing Stops or you can order a new lens so fitted. The price is the same in either case, only \$7.50. Send your present Verito to your dealer to be fitted for \$7.50, or let us send you a new lens for trial fitted with diffusing stops at \$7.50 above the catalog list prices.

Diffusing Stops do not effect the using of the Verito for Pictorial Portraiture or Landscape Work. They are an additional asset for use in enlarging only.

"Let the User Judge."

WOLLENSAK OPTICAL COMPANY

ROCHESTER, N. Y.