

VERITO

The Money Maker *and* Money Saver





INCE its introduction some few months ago the VERITO Diffused Focus Lens F.5. the latest addition to the Wollensak family of lenses, has met with a most welcome reception by the best known workers in Artistic and Pictorial Photography, because of the fact that it is a practical tool for the worker desiring a lens that will give him the opportunity of putting individuality into his work.

C The VERITO is a distinctive Lens isolated from single lenses sold for soft or diffused work inasmuch as it is a specially designed double lens made on an original formula which, while it gives the desired diffused or soft effect shows no distortion, double lines or other optical imperfections. The VERITO is rectilinear and therefore gives an even diffusion over the entire plate.

C The owner of a VERITO can make Portraits, Groups, Landscapes, etc., "as the eye sees", or when stopped down to F.16 or smaller the VERITO can be used the same as a Rapid Rectilinear or Symmetrical Lens.

C Note reproductions of VERITO Prints on following pages for proof.



¶ Obtain a VERITO on 30 days trial and give it the most severe tests in your studio, etc. "We know you will keep it."

PRICES, SPECIFICATIONS, ETC.

No.	Size	Equivalent Focus	Diameter of Lens	Price with Studio shutter
1	5 x 7	9 inches	2 $\frac{1}{4}$ inches	\$25.00
2	6 $\frac{1}{2}$ x 8 $\frac{1}{2}$	11 $\frac{1}{2}$ "	2 $\frac{1}{2}$ "	32.50
3	8 x 10	15 "	3 "	45.00
4	11 x 14	19 "	3 $\frac{9}{16}$ "	60.00

¶ The VERITO will more than pay for itself the first week, if a display is made of the prints from negatives made in your tests.

¶ If at the end of 30 days you decide that it won't answer your purpose, whatever the reasons may be, return it to your dealer or direct to us, and the incident will be considered closed.

¶ Fill in the attached postcard and return to us and the request will be given immediate attention. This will place you under no obligation to purchase the VERITO unless it satisfies you in every respect.



Stop F-5.

From
unretouched
Verito
Negatives

Stop F-6.



Reduced
from
8 x 10 prints



Stop F-6.8.

Prints
were not
worked-up

Stop F-11



Prints and
Negatives by
B. C. Golling Studio
St. Paul, Minn.

The Verito Will--

C Save practically all retouching, even on large heads, thereby preserving facial character.

C Make landscape negatives that have a perspective and delicacy about the modeling as satisfactory as could be made with a brush and pencil.

C Make groups and at home portraiture negatives that require no working up or retouching.

C Give a wonderful depth of focus even with the largest diaphragm apertures.

C Enable the worker in color Photography with the Lumiere Autochrome and other processes to obtain work with a wonderful brilliancy and roundness not possible with any other objective.

The Verito Will Not--

C Make sharp negatives with wiry definition unless stopped down to F. 16 or smaller.