

CABLE ADDRESS
"PALKO"TELEPHONE
HAYMARKET 0617

MANUFACTURERS OF
PAL KO CAMERAS

817-825 WASHINGTON BOULEVARD

CHICAGO, ILL.
U.S.A.OUR ADVERTISING CAMPAIGN FOR PAL KO OWNERSHIP IS ON!Mr. S. J. Block
667 Madison St.
Syracuse, N.Y.DO NOT MISS YOUR OPPORTUNITY!

Dear Sir:

The PAL KO Camera literature which you requested, and received explained to your satisfaction, we trust, the desirable and exclusive features of this supreme achievement in camera design and construction.

NOW, WE HAVE A MESSAGE OF VITAL IMPORTANCE FOR YOU!

We have found that PAL KO Camera Ownership is our best advertisement; therefore, we are willing to sacrifice our profit on a RESTRICTED NUMBER OF THESE BRAND NEW AND FULLY GUARANTEED CAMERAS, so that the excellence of PAL KO Cameras and their pictures will be a well-known quality among camera enthusiasts everywhere. We are distributing now a very limited number of these cameras DIRECTLY among camera enthusiasts, and strictly FOR ADVERTISING PURPOSES.

NEW AND

This offer will extend up to and not including May 1, 1932, with special prices of PAL KO Cameras as follows:

<u>Lens Equipment</u>	<u>Shutters</u>	<u>Original</u>	<u>Special</u>
B. & L. TESSAR, Ser. 1c F:4,5	#3 Acme, 1 to 1/300 sec.	\$122.00	\$87.50
Ilex PAL KO Anastigmat F:4,5	2 " 1 to 1/300 sec.	98.00	72.00
Ilex Paragon " F:6,3	1 Univ. 1 to 1/100 sec.	70.00	46.75
*PAL KO Dbl. Anst. Polyx. F:4,5	Compur, 1 to 1/200 sec.	110.00	77.50
*PAL KO Dbl. Anst. Dial. F:4,5	" 1 to 1/200 sec.	95.00	68.25
*PAL KO An. Dialyt. Ser. T. F:4,5	" 1 to 1/200 sec.	90.00	66.50

All these special prices are F.O.B. Factory.

DIFFERENT

A fine \$5.00 velvet-lined leather carrying case, specially made for PAL KO Cameras, will be given you free of charge with a camera ordered before May 1, 1932.

Please bear in mind that this is a special and unusual manufacturer's offer. THESE CAMERAS ARE NOT PROCURABLE FROM ANY OTHER SOURCE AT THESE SPECIAL PRICES.

We urge you to act immediately. Order early, as prices will revert to their former levels on May 1, 1932. Mail your order and remittance to the above address.

Yours very truly,

ANG:NH

PAL KO, Inc.

By

AUTO-WINDING
GROUND GLASS FOCUSING
ROLL FILM CAMERA.

*Models recently added to our line.

MORE AND BETTER PHOTOGRAPHS TO ANY STANDARD ROLL FILM.