



Heiland

RESEARCH CORPORATION

PHOTOGRAPHIC DIVISION

130 EAST FIFTH AVENUE • DENVER, COLORADO

PHOTOGRAPHIC SALES AND
SERVICE REPRESENTATIVES

August 31, 1951

HERE IS THE FINEST FLASH EQUIPMENT
SELLING TOOL YOU'VE EVER HAD!

SEP 5 1951

SANTA FE BOOK & STATIONERY CO.

Mr. Dealer:

This is the catalog you've been waiting for!

Here, in one attractive, 20-page book, is the entire Heiland line of flash synchronizers and accessories -- the most complete quality line ever offered.

These are just a few of the features which make this the most outstanding flash equipment publication ever offered:

For easy reference, each Heiland unit is featured on a page, or in a section, by itself.

Each Heiland unit is related directly to the type of photography for which it is designed.

Each unit is described in detail, with all components listed.

All important sales points are given.

Over 30 different cameras are illustrated.

The catalog is packed with good, human-interest type flash pictures.

There is a complete list of popular cameras which can be fitted with Heiland equipment.

These and many other important features make this new catalog one of the most valuable selling aids you have ever received. Properly used, it can lead you to more sales and more profits from Heiland Flash Equipment than you have ever had before.

Put it to work for you by showing it to every customer who comes into your store!

Yours very truly,

HEILAND RESEARCH CORPORATION

Robert L. Pennock, Jr.

Robert L. Pennock, Jr.
Manager, Photographic Sales

RLP:tm
Enc.