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ROUTE 4 BOX 33
7 August 1979

Braun North America
55 Cambridge Parkway
Cambridge, Mass. 02142

Dear Sirs:

A few days ago I received a brochure from you offering gifts and rebates to customers for purchases of Hasselblad equipment between July 1 and October 31, 1979.

I have been a Hasselblad user since shortly after they were first marketed. My first Hasselblad was the first focal plane model. I have owned three others since then and at present have a 500 C/M and a 500 EL. I have the 80mm, 150mm, 250mm, and 500mm lenses, three magazines A12 and one magazine for 70mm film, and the NC-2 Prism Viewfinder, extension tubes and bellows, and other lesser accessories.

Last winter thieves stole my 500 C/M camera, 80mm, 150mm, 250mm lenses, three A12 magazines, and the NC-2 prism viewfinder. In May of this year I repurchased all of these items.

I have used the Hasselblad on numerous expeditions which have taken me to some of the more remote places on the earth. I have photographed with this camera in the canyons of the Colorado River, in Baja California, in the Galapagos Islands, in the three countries of East Africa, in Greece and Turkey and Egypt, in Iceland, and lastly in two austral summers in Antarctica. Many of the photographs taken on these expeditions have been published in books which I have authored, the first being In Wildness is the Preservation of the World and the last Antarctica.

What I wonder is why the Hasselblad Company rewards only recent purchases of its products in commemoration of "10 Years On The Moon" and does not recognize the contribution of long standing users of its equipment who's work has received world-wide recognition.

Sincerely,