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LIFE

ATLANTIC

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ISSUE

THE WILD WORLD

A bull elephant
in Kenya bush country

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FEBRUARY 5 • 1968



Join the Hasselblad Family!

An alert family—spread over 70 countries. But a family held together across all boundaries by an affection rooted in the family home. And the family home is right in the Hasselblad factory in Göteborg, Sweden. Here we keep our family tree—the records in our files—chock-full with the names and addresses of Hasselblad camera-owners around the world. We go through these records at least four times a year, for that's when we write to the entire Hasselblad family.

Letters packed with information—about exciting new accessories, new models and technical advances—letters containing the latest know-how—a newly-written "course" on close-up photography, a new booklet on lenses—letters crammed with news, piping hot, from the great wide world, often with the Hasselblad camera as a "reporter" in a spacecraft or at a hummingbird's nest in the Amazonian jungles.

A torrent of family correspondence—a veritable airlift of valuable mail—which keeps the family together in spite of all boundaries, year after year. A Hasselblad camera-owner is never left out in the cold. He is one of us. **Join the family!**

The Hasselblad—the world's first 2¼" × 2¼" single-lens reflex camera, with interchangeable lenses and magazines. It has frequently been copied but never equaled.

H A S S E L B L A D

For booklets and catalogues write to
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