

Dear Emergency Response Officers:

I am the President of Schonstedt Instrument Company, Inc. That probably doesn't mean much to you as our main products, magnetic locators, are intended for use by land surveyors and others who need to find 'ferrous' (iron-containing) items underground and elsewhere.

But Schonstedt recently received a letter from Tony Petelos, Mayor of Hoover, Alabama, that I would like to share with you. Here it is, quoted in its entirety (the added emphasis is mine):

Gentlemen,

Recently, a tragedy occurred in the City of Hoover, Alabama involving a mother and her two children. The mother lost control of her car, left the road and plunged into a river. The mother was able to evacuate the vehicle. Unfortunately, the car was submerged before the children could be rescued. We spent many hours trying to locate the vehicle in the river. We were contacted by a local surveying company and with their help using a device manufactured by your company, we were able to locate the submerged vehicle.

We wanted to make you aware of our experience, in hopes should a tragedy of this magnitude occur in the future, you can reference our success with your device.

Sincerely,

Tony Petelos, Mayor

Schonstedt also received a letter from Keith Vining, the land surveyor who supplied the locator and actually used it to find the submerged car. He said, in part:

"Within 15 minutes from the time we boarded the rescue boat, we had precisely located the vehicle in 15 feet of water, about 300 feet downstream from the point of entry. The locator performed 100 times better than I could have imagined. From the low idle of the locator in open water to a high pitched scream as we came over the edge of the vehicle was like turning on a light switch. After the rescue divers went down and verified that it was the vehicle, skepticism quickly turned to relief. Regrettably the children had probably died within minutes of the vehicle going under. After pondering these events, I am convinced that lives could be saved if rescue groups had these locators on hand."

All of us at Schonstedt have been strongly affected by this news. We are deeply saddened by the children's death, and we aren't sure how to feel about the part our product played. We certainly wish it had led to a happier ending.

As President of Schonstedt, I have been trying to decide how to respond. I admit that I was a little reluctant to have our company associated with such a tragedy, and I certainly want to avoid any appearance of opportunism. On the other hand, Mr. Vining and Mayor Petalos have a point; our locators may have a role to play in emergency situations and might even save lives.

Magnetic locators are not 'metal detectors'; they only detect metals that will attract a magnet. But they are many times more sensitive than metal detectors, and have been used in extreme conditions around the world. They are routinely used to find rusted remains of metal pipe under many feet of dirt, to find fire hydrants under 6-10 feet of packed snow, they are used by the U.S. Military to detect certain types of land mines and, as the letters above show, they can quickly find metal objects submerged in muddy water.

I believe that our locators might be useful in several kinds of emergency situations. We know from letters received that they have been used to find discarded weapons in rough country, and they should also be useful when searching for victims in landslides, collapsed buildings, or snow drifts. Probably other uses will suggest themselves to experienced professionals.

Schonstedt Instrument Company, Inc. invented the magnetic locator and I believe we still make the best available, with warranties to match. If you would like to try one out, we want to make it easy for you. **DETAILS OF SPECIAL OFFER HERE**

If you would like more information about our locators or this offer, please call. Everyone here will be more than happy to answer any and all of your questions. We hope that we can work with you to bring about happier endings than the one described above.

Sincerely,

Mike Head

Mike Head, President
Schonstedt Instrument Company, Inc.