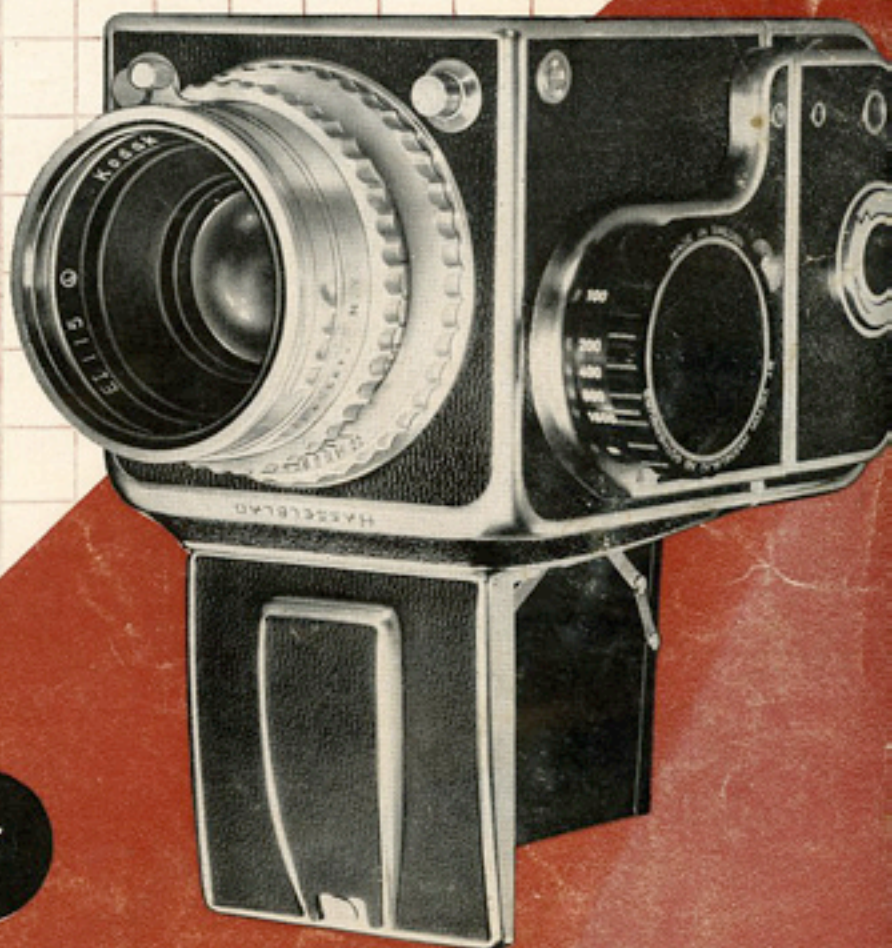


STRAND CAMERA SHOP  
9 Second Street North  
St. Petersburg 1, Florida

Every few years a new camera really makes history. Such a camera is the new 2 1/4 x 2 1/4 HASSELBLAD, the Swedish "reflex". Truly a camera for the photographic perfectionist, a few of its key features are noted here. Full appreciation of the refinements of design that give this camera unprecedented built-in flexibility must, of course, await your personal inspection.

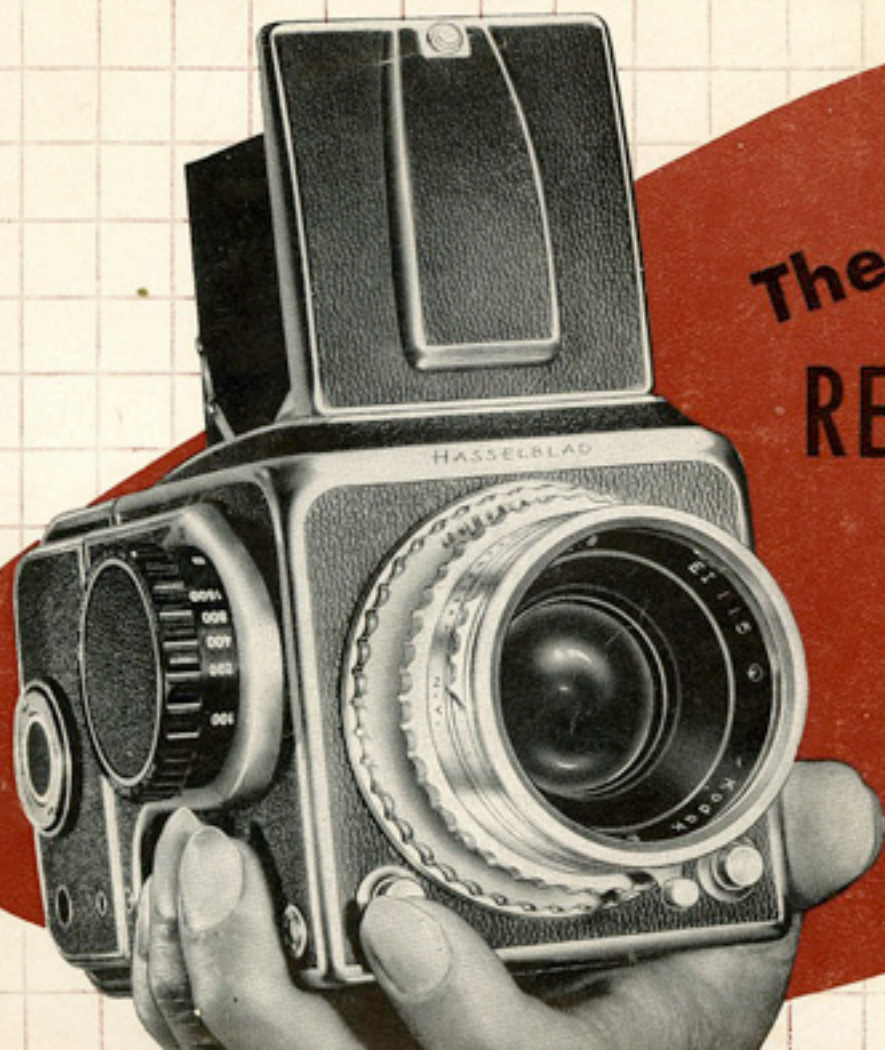


HASSELBLAD

The Famous Swedish

2 1/4 x 2 1/4

REFLEX CAMERA



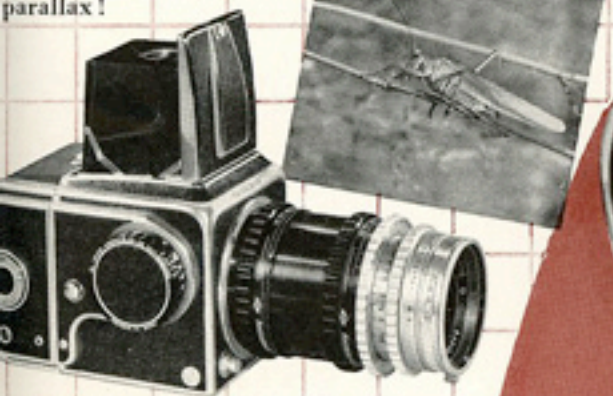
HASSELBLAD

THE WORLD'S MOST  
FASCINATING CAMERA



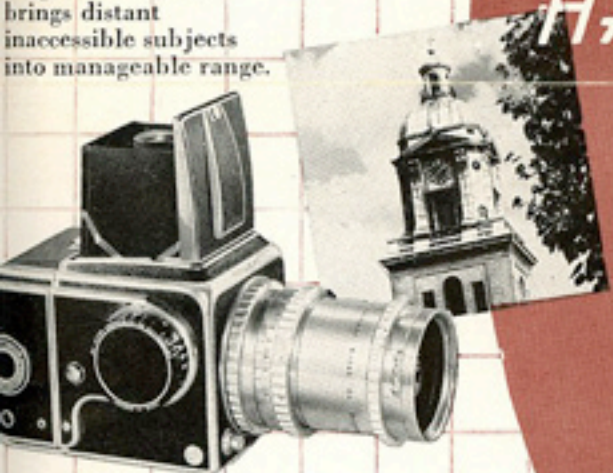
### CLOSE-UP EXTENSION TUBES

By adding one or both tubes to the standard lens, you are able to record tiny subjects in any scale desired, up to actual size... and with no worry about parallax!



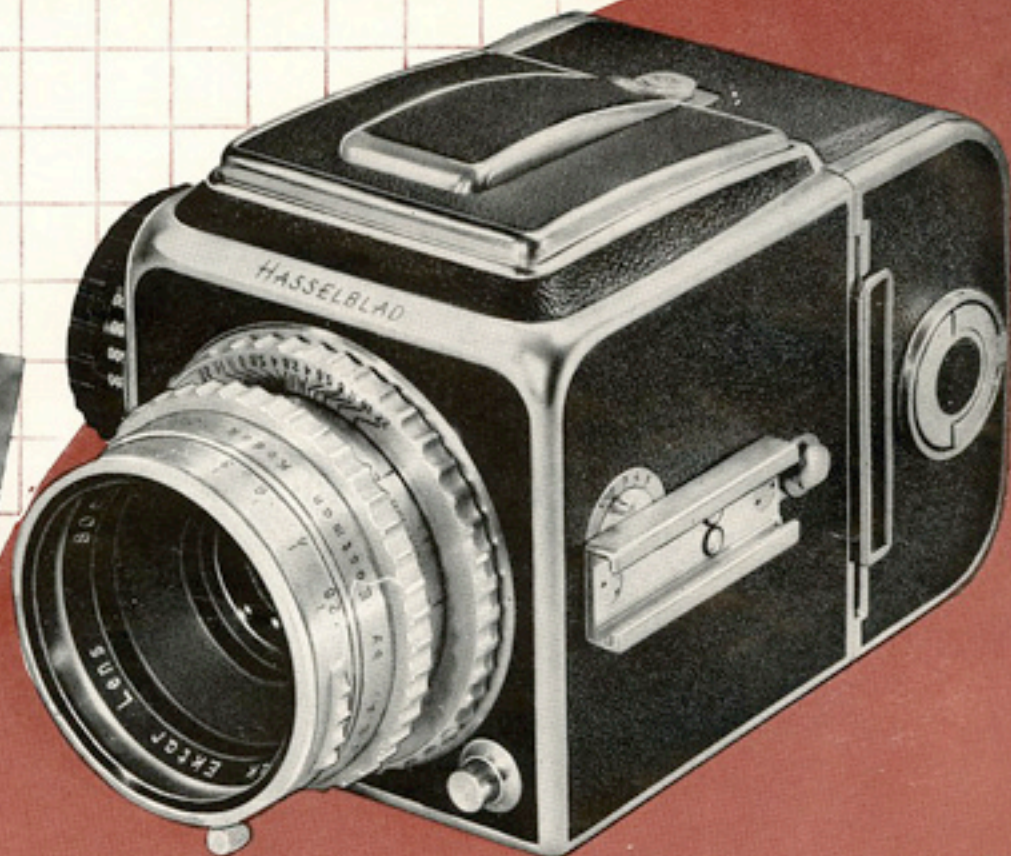
### KODAK EKTAR 135 mm (5 1/4) f/3.5 LENS

Sportsmen will thrill at the reach of this long-focus lens that brings distant inaccessible subjects into manageable range.



### ZEISS SONNAR 250 mm (10 in.) f/4 LENS

Just marvelous for naturalists. This lens is finished in black to avoid unnecessary reflections. Accepts Zeiss filters, placed between lens and sunshade



## *HASSELBLAD* the versatile camera offers many interesting features

- **CRITICAL FOCUSING**

A magnifier in the hood cover, snaps into position by pressing hood release button.

- **BUILT-IN INDICATORS**

Always tell you at a glance whether the shutter is wound and the film advanced.

- **AUTOMATIC CONTROLS**

One complete turn of the same knob and the shutter is set, the film is spaced one frame, the exposure counter advanced one step—and you are ready to go!

- **BUILT-IN FLASH**

Use focal plane type flash bulbs at any shutter speed or use a strobe.

- **INTERCHANGEABLE FILM MAGAZINES**

Change in a moment from color to black and white. 12 pictures 2 1/4 x 2 1/4 on 120 film.

- **INTERCHANGEABLE LENSES**

Standard 80 mm Lumenized Ektar f/2.8 is quickly interchangeable with long focus 135 mm Ektar f/3.5 or the 250 mm Zeiss Sonnar f/4.

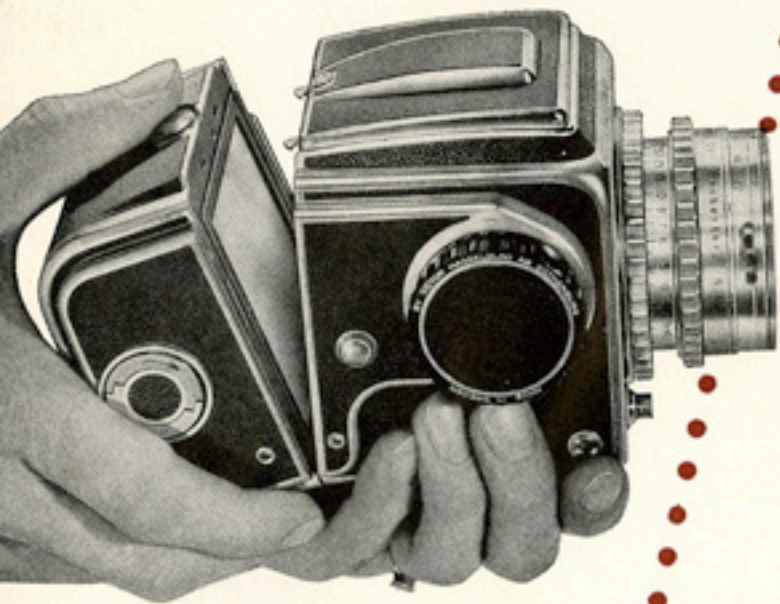
- **SHUTTER SPEEDS UP TO 1/1600th SECOND**

The climate proof stainless steel focal plane shutter, revolving on ball bearings offers a wide range of speeds.



# HASSELBLAD

## BRINGS GRAND NEW SCOPE TO REFLEX PHOTOGRAPHY



### INTERCHANGEABLE FILM MAGAZINES...

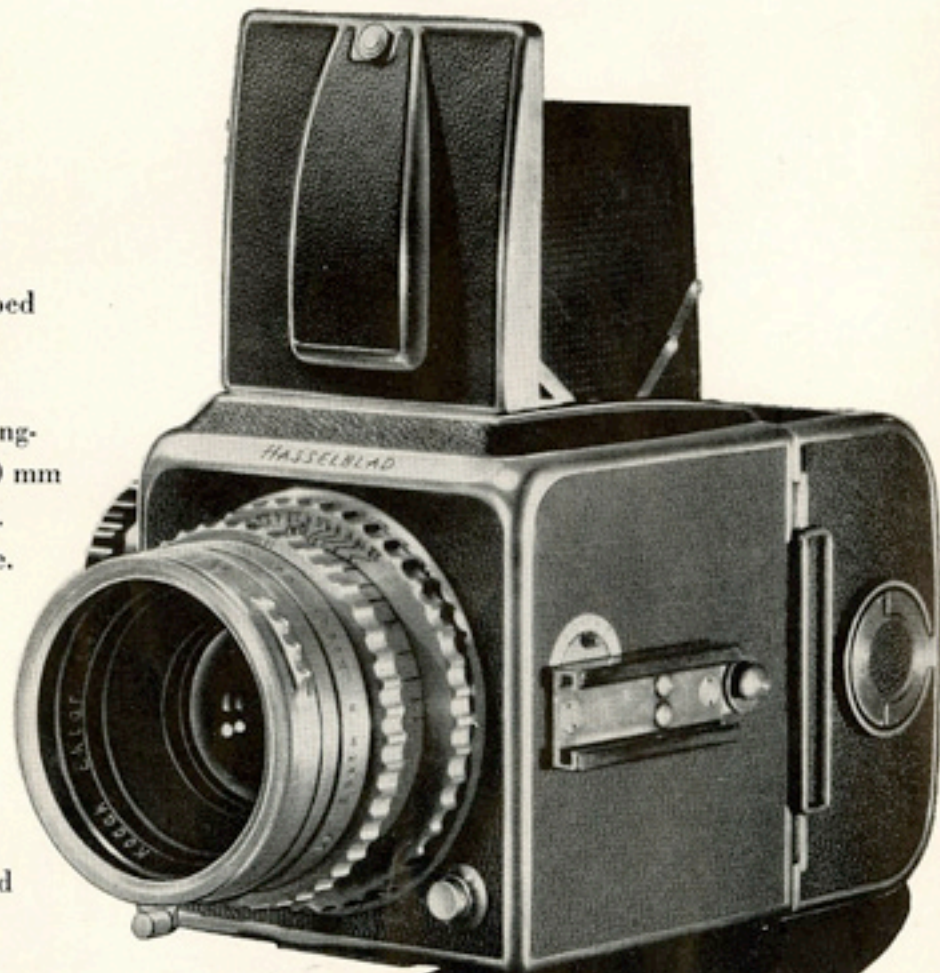
You load roll film in interchangeable magazines each with its own exposure counter . . . Switch films as you wish. And you can use different film emulsions, color or black-and-white, in *one* camera.

### INTERCHANGEABLE LENSES...

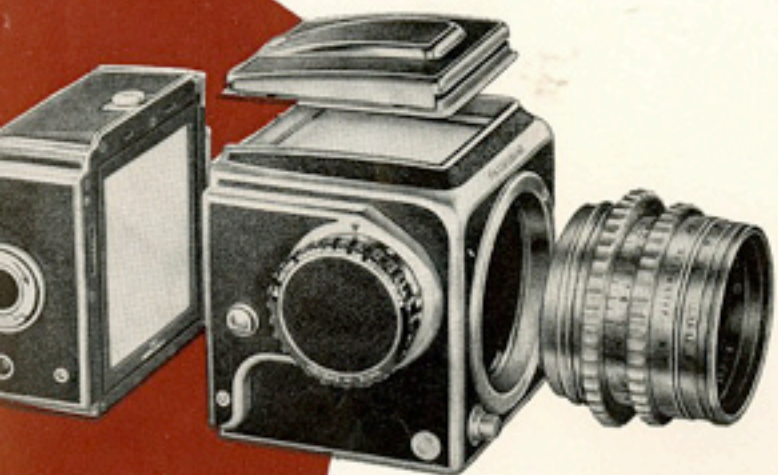
The HASSELBLAD comes equipped with the matchless Kodak Ektar Lumenized f/2.8 Lens 80 mm. Available as an accessory is the long-focus 135 mm Ektar Lens and 250 mm (10 in.) Zeiss Opton Sonnar Lens. They are quickly interchangeable.

### AUTOMATIC OPERATION WITH SPEEDS TO 1/1600...

A single knob controls shutter settings and the automatic interlocking of the film wind. Built-in safeguards minimize possibility of error. The focal-plane shutter has a range of 11 speeds from  $\frac{1}{2}$  to 1/1600 and built-in sync for flash and strobe.







#### REMOVABLE HOOD

Slides off for easy cleaning of the ground glass.

#### KODAK EKTALITE FIELD LENS

Increases the overall brightness of the image by 250% and corner brightness by more than 1/1000%.

#### PATENTED APERTURE PRE-SELECTOR

A flick of your finger stops down the lens just before shooting.

*In the HASSELBLAD—as in no other reflex—maximum ease is combined with maximum operating range.*

## ACCESSORIES



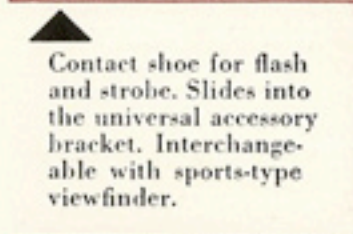
Leather combination carrying case for the Hasselblad, 135 mm lens, extra magazine, filters, remote control, flash shoe and extra film.



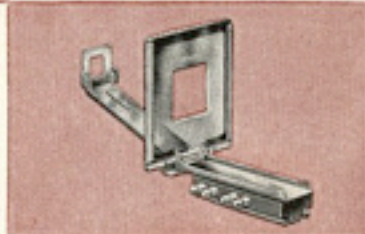
Hasselblad revolving top—A useful gadget of precision quality. Locks safely and securely in any position.



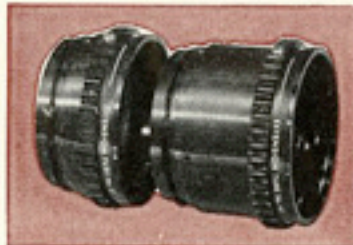
Sports-type viewfinder to be used with 80, 135 and 250 mm lenses. Contacts for flash and strobe are built-in. Folds to minimum size when not in use.



Contact shoe for flash and strobe. Slides into the universal accessory bracket. Interchangeable with sports-type viewfinder.



Extension tube #20 combined with the standard 80 mm lens is for distances from 20 in. to 14.4 in. The #40 tube is used for close-ups from 14.4 in. to 12.8 in. By adding both tubes to the standard lens, actual size pictures can be obtained.



Mechanical remote control to release camera from a distance by pulling a thread. The reel contains 50 yards of thread. Ideal for shots of wildlife.

