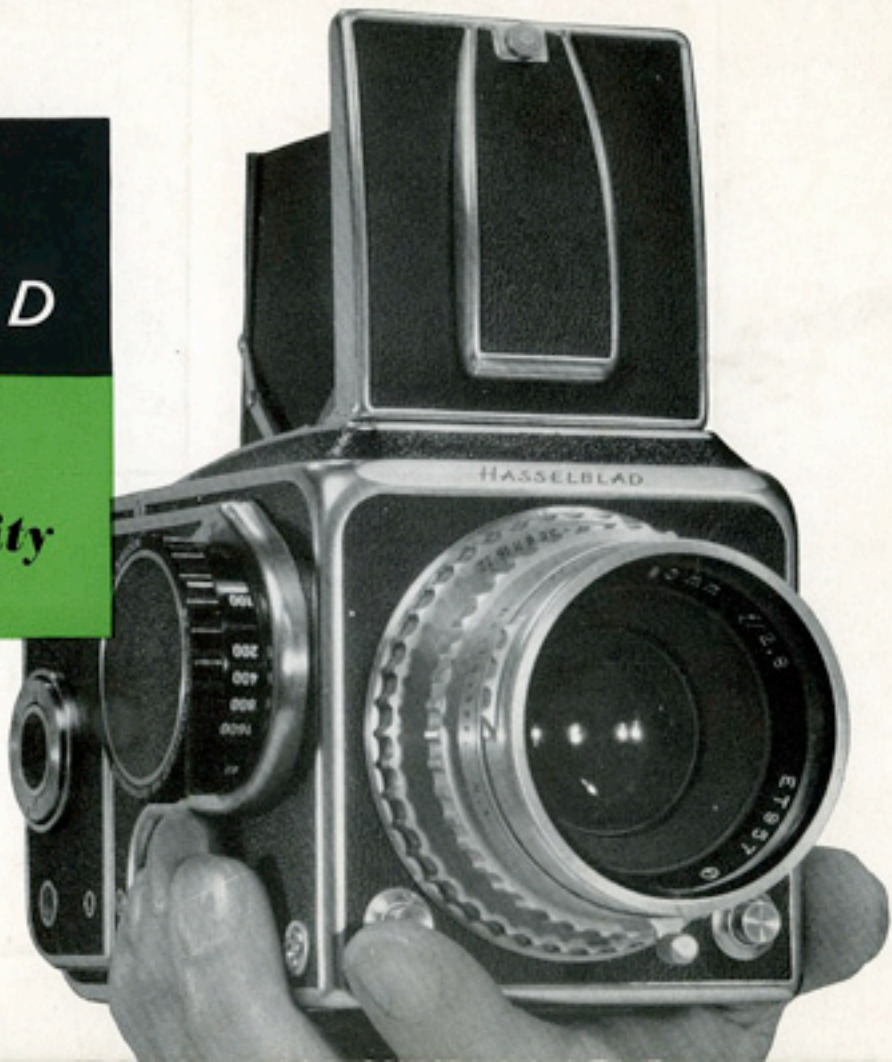


meet the



HASSELBLAD

*a masterpiece
of versatility*





*the famous
Swedish
all-purpose
reflex camera*

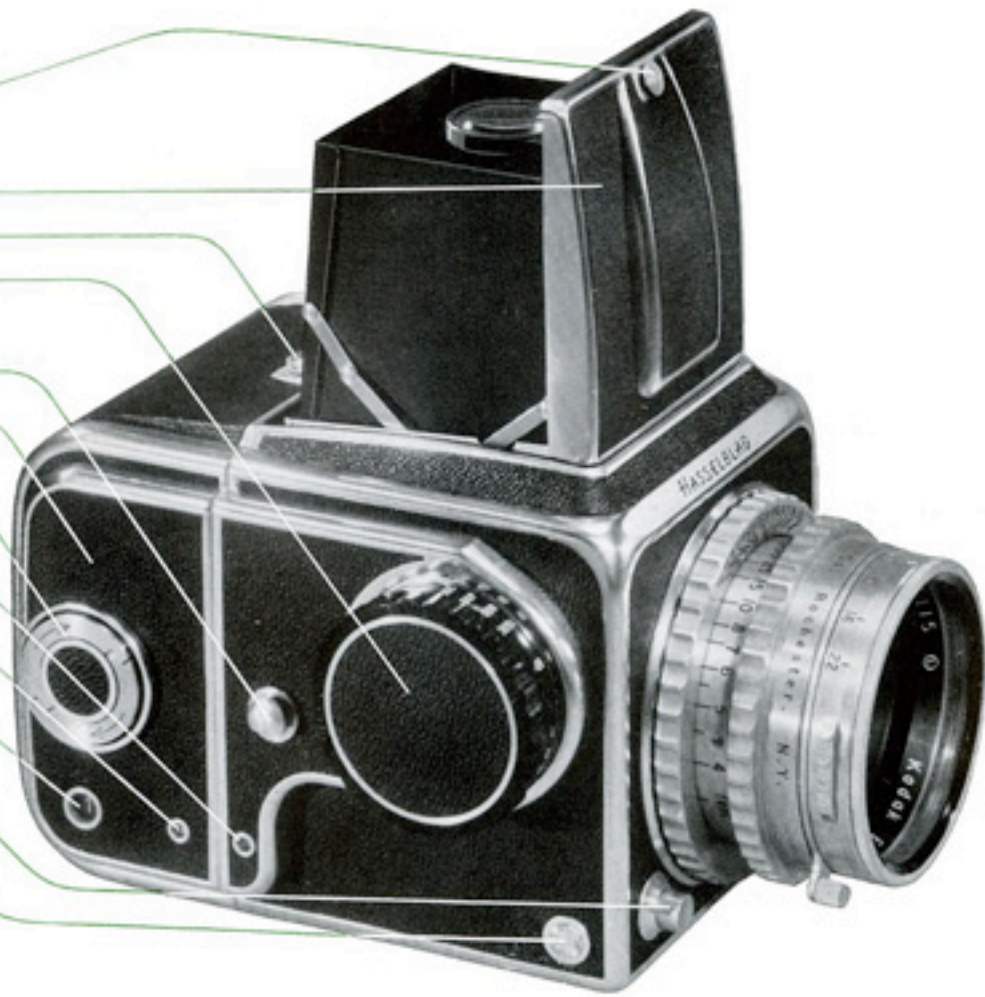
Produced in Sweden by **VICTOR HASSELBLAD**
Hasseblad
GÖTEBORG • SWEDEN

one Camera – many uses!

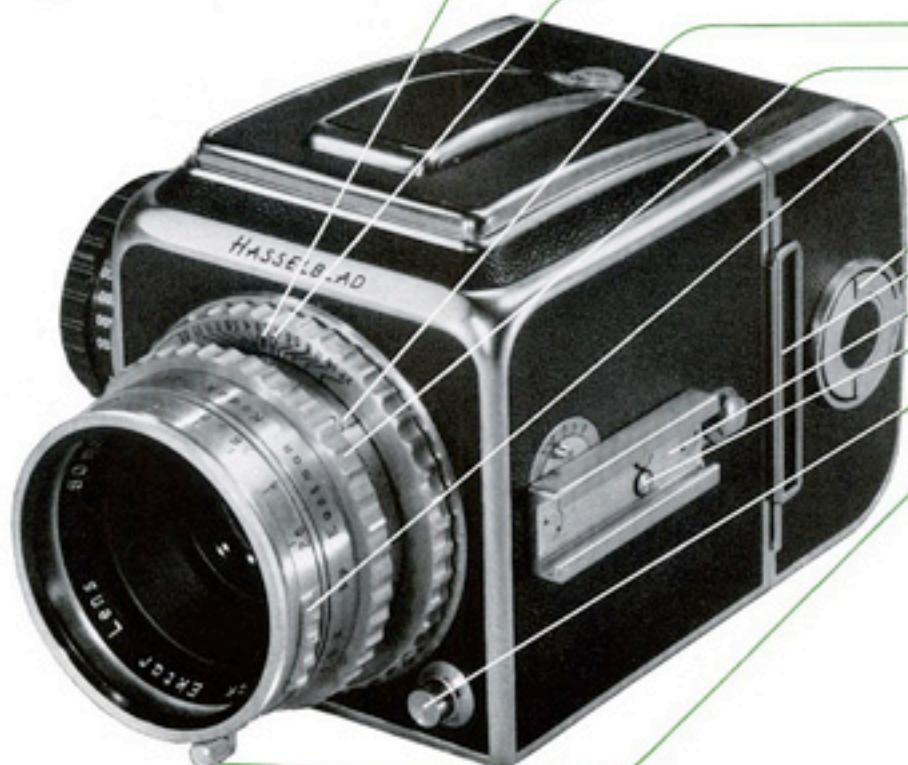
For many years, professional and amateur photographers alike have been looking for *one* camera... one camera capable of meeting their needs in work or hobby... one camera flexible and versatile enough to deal with a wide variety of photographic subjects... one camera designed to do so many things that they'd need to carry only — ONE CAMERA! They wanted . . .

- a negative large enough to produce sharp enlargements of considerable size, yet small enough to be relatively inexpensive;
- a reflex system capable of producing a clear ground glass image — single lensed to insure accurate composition and to eliminate problems of parallax;
- an accurate shutter with an adequate range of slow speeds and high speeds, fast enough to stop any action;
- easily interchangeable lenses, firmly mounted, that enable special effects or dealing with special situations;
- internally synchronized systems for flash and speedlight photography;
- AND, more than anything, the ability to shift rapidly from one film or emulsion to another.

- Hood and magnifier release
- Removable hood
- Magazine release button
- Shutter winding knob,
Shutter setting B, 1-1/1600 sec,
Automatic film transport
- Neck strap lug
- Interchangeable roll film magazine
- Loading key
- Shutter release signal
- Exposed film signal
- Exposure counter
- Shutter release button
- Cable release socket



*only the versatile HASSELBLAD
has all these features ... plus
many more!*



- Depth of field scale
- Infra-red focus calibration
- Distance scale
- Focusing ring
- Pre-selection of aperture
- Roll holder lock
- Magazine slide
- Universal accessory bracket
- Flash synchronizer connections
- Lens release button
- Trigger



By ERIK FISCHER Sveden

the best size negative

Without question, the most popular film size in use today is roll film in the $2\frac{1}{4} \times 2\frac{1}{4}$ size... Every national magazine, every topnotch photographer, has demonstrated the technical excellence of pictures (even from only a small portion of the negative!) produced by film of this size... And getting 12 shots on a single low-cost roll offers real economy!



what you see... you get!

With the single lens reflex, the image you see on the ground glass is exactly the same as that placed on the film... There is no displacement or distortion to correct, no need to guard against cutting off feet or heads... And you *can* see it!

The grainless ground glass gives the superb definition that makes fine focusing easier... In addition, beneath it there is the wonderful Kodak Ektalite field lens... This amazing light gathering element increases the image brightness by 250% and the corners by more than 1000%!... You'll never need to rock your head from side to side in order to see the corners when composing your pictures... It's all right in front of you.

More light comes in to aid your picture-taking because the lens is the Kodak Ektar $f/2.8$ which gives 57% more light than the $f/3.5$ lenses that are standard for cameras of this size... All this means better pictures and, of course, greater versatility since you can work in less light.

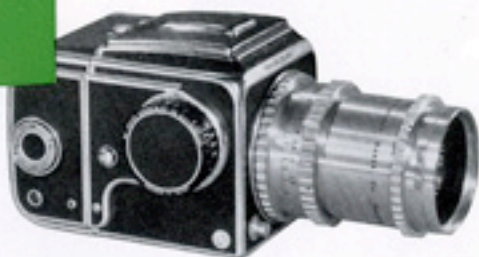
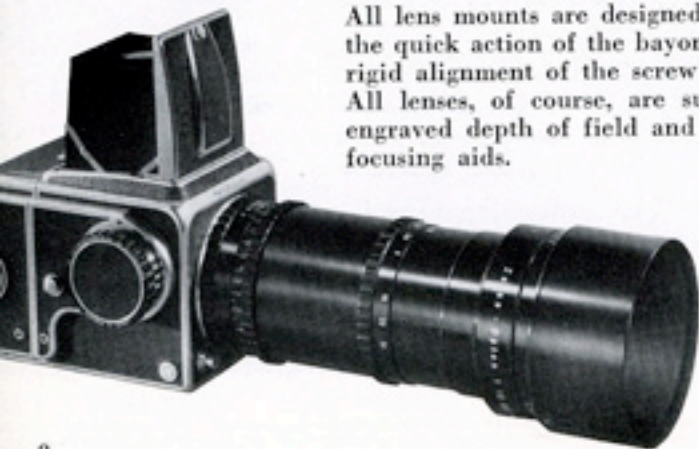
As an additional aid in focusing, there is a magnifier built into the easily removable focusing hood... And, as an exceptional additional feature, a pre-selector on the diaphragm enables you to focus at full opening, then with the flick of a finger, stop down to any predetermined aperture!

bring them up close!

Quickly interchangeable lenses give wide flexibility to your Hasselblad... And with your standard Kodak Ektar 80mm coated lens - a superb optical achievement - you can work as close as twenty inches; a foot and a half closer than most lenses of this type.

The Ektar 135 mm f/3.5 lens produces an image of almost twice the standard size... With the Zeiss-Opton Sonnar 250 mm lens, the image you'll get will be more than three times that of your standard lens!

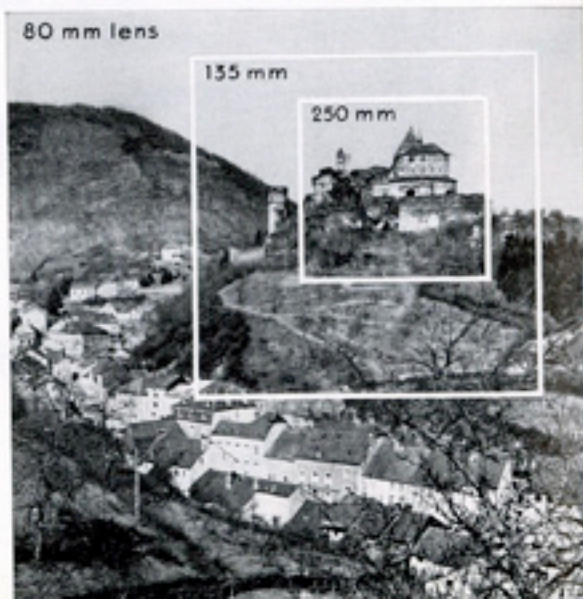
All lens mounts are designed to combine the quick action of the bayonet and the rigid alignment of the screw mount... All lenses, of course, are supplied with engraved depth of field and infra-red focusing aids.



80 mm lens

135 mm

250 mm



By SIXTEN SANDELL
Sweden

you can get even closer!

Extension tubes (there are two sizes) will enable you to blow up small objects to almost any scale - even up to actual size!

Scientists, doctors, collectors, naturalists - all can make adequate photographic records important to their professional work or hobbies.

Because the single lens reflex gives you what you really see, there is no need for the elaborate accessories to correct the faults found in other photographic systems.





*By ANSEL ADAMS
California*



By LENNART BERNADOTTE Sweden



*By SIXTEN SANDELL
Sweden*



By RAYMOND WOOD N. Y.



By O. SMITH N. Y.

By O. SMITH N. Y.



Here are a few examples of the wide range of subjects possible with your Hasselblad . . .
And you need carry only one camera to do it!

speed, durability... and control!

In the Hasselblad shutter, you'll have the finest precision mechanism ever installed in a camera... Fashioned of finest climate-proof Swedish stainless steel, it offers you 12 of the most needed shutter speeds... From "Bulb", for longest exposures, it ranges to the incredible speed of $1/1000$ second, fast enough to stop any action.

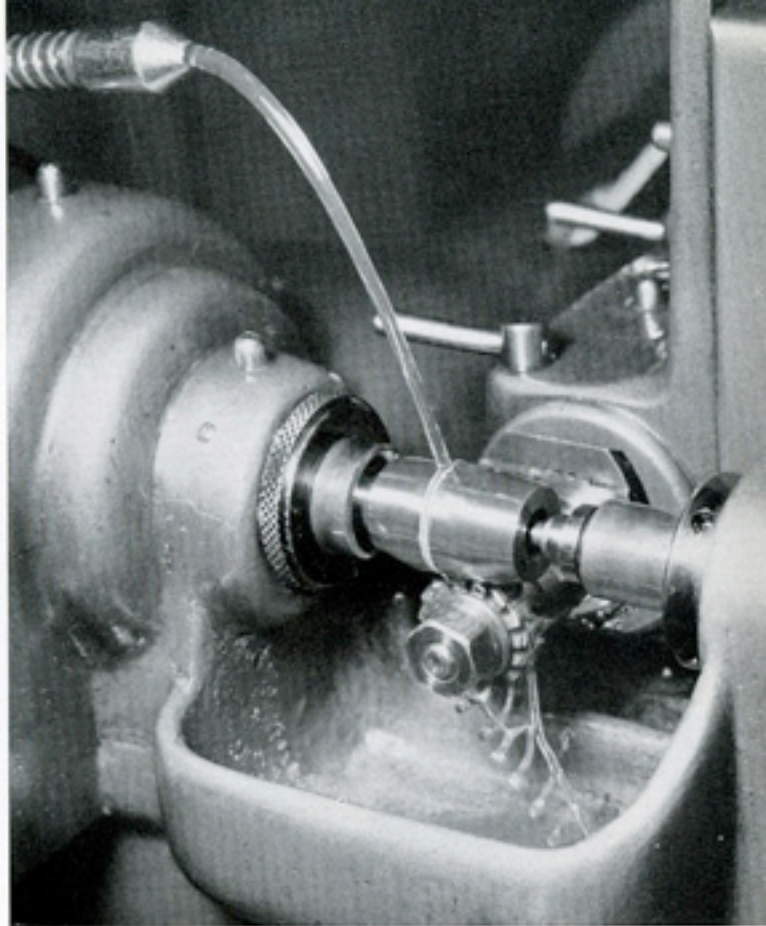
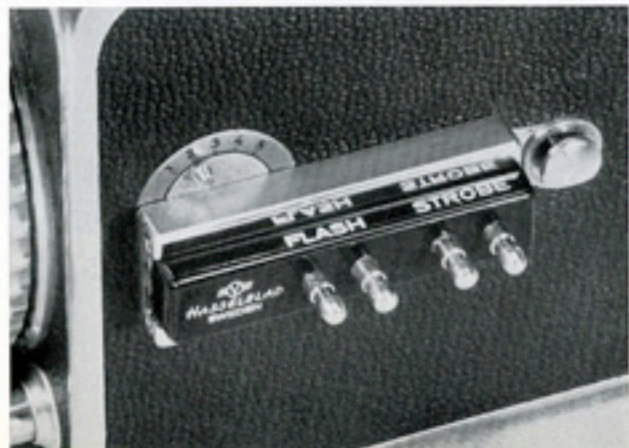
Any of the speeds may be quickly selected by a simple dialing of the control wheel... A single winding of the same wheel not only cocks the shutter and advances the film, but counts the film frames exposed and gives an easily seen signal that you are ready to shoot! In every possible way, your Hasselblad has been expertly engineered to give you flexible ease in actual use... There are no gadgets just for gadget's sake.



built in flash or strobe

Systems for flash bulbs or the newer speedlights we've all come to call "strobe", with clearly identified separate connections, are an integral part of the shutter mechanism.

Because they are, they are positively synchronized to shutter action and you are always sure of accurate timing.



By Tage Skår Sweden

interchangeable roll film magazines

Hasselblad's great contribution - rapid shift from black and white to color film ... or to any other film emulsion best for the picture you want to get the way you want to get it ... And extra magazines are available as accessories.

If the magazine slide is out, you cannot detach the magazine itself and thus fog the film ... If the slide is in, you cannot fire the shutter, thus missing a wanted picture.

No chance of error - no waste!

Even the feeding of the film through the magazine is expertly designed ...

Reverse loading, against the curl of the film, guarantees a flatter film plane (and sharper pictures!) than any other camera using roll film.

There is no other camera with so many fool-proof protective devices!



By SIXTEN SANDELL Sweden



By SIXTEN SANDELL Sweden



HASSELBLAD accessories



1. Extension tubes in two sizes can be used singly or together for close-up photography — right up to actual size.
2. This magnifying hood is for studios and scientific laboratories, where total darkness is necessary when focusing.
3. Here is a fitted compartment case No. 301 for camera and accessories that is the ultimate in hand-crafted Swedish leather work.
4. The coated long focus Kodak Ektar 135 mm f/3.5 lens uses standard Series VII filters and other lens attachments.
5. For very long shots, there is Zeiss-Opton Sonnar 250 mm (10 in.) f/4 lens. Specially mounted filters are available for this big fellow. The carrying case and the lens shade are supplied with the lens.
6. One of the most ingenious accessories in the photographic field is this remote control device by which the camera can be fired from up to 50 yards away . . . indispensable in animal photography.
7. A small combination case No. 302 for camera, extra magazine, filters and film rolls.
8. Here is another fitted accessory case — this one made in America of solid saddle leather.
9. Sports-type view-finder variable for three different lenses. Flash and strobe connections are built into the base as an added convenience. Type A = American connection, type D = German connection.
10. The standard flash and strobe shoe is available for regular use without the sports-type viewfinder. Connections see 9.
11. An ever-ready case No. 101 permits fast action and provides adequate protection for your Hasselblad . . . This one is a Swedish case of handworked leather.
12. Engineered to fit your Hasselblad, this lens adapter can be machined by any competent camera technician to accept additional lenses you'd like to use for even greater versatility.

5



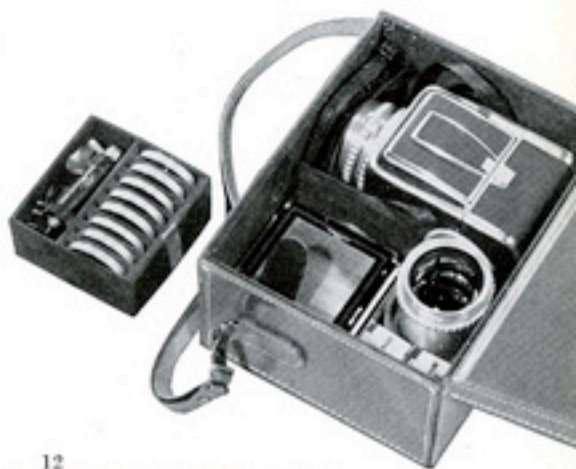
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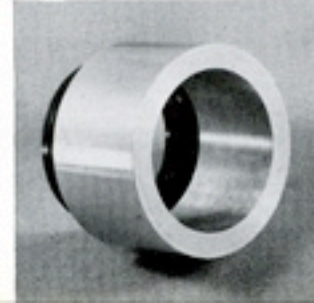
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11



12



carry only one camera ...
the HASSELBLAD

Now you have the whole story – the reason why top photographers all over the world are turning to this wonderful, flexible instrument capable of meeting every photographic need.

Its finely engineered mechanical features, built with skills usually devoted to the manufacture of finest of watches or delicate technical equipment, have established new high standards for fine cameras.

Because it eliminates the need for that "other" camera, it is in the end far less expensive... You'll never again need two sets of everything – filters, film holders, flash equipment, and so on.

If you want just *one* camera (and that's just what most people do want), the one you want is the *HASSELBLAD*.



with the compliments of...



HASSELBLAD

Your name, please! For ease in identification and because you'll be proud to put your name upon it, your Hasselblad provides a name plate inside the film window for this personal information.

