
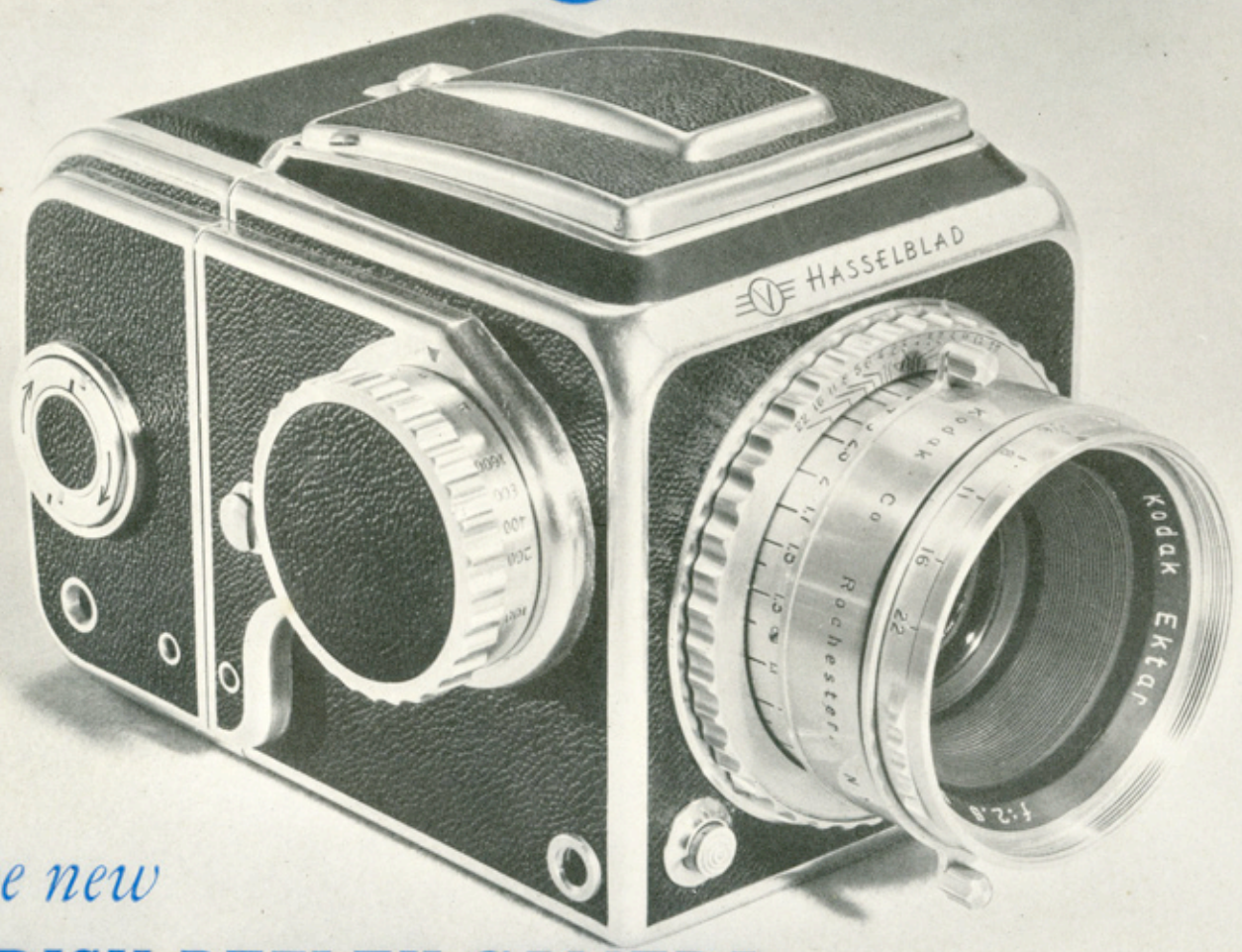


Oct 1948

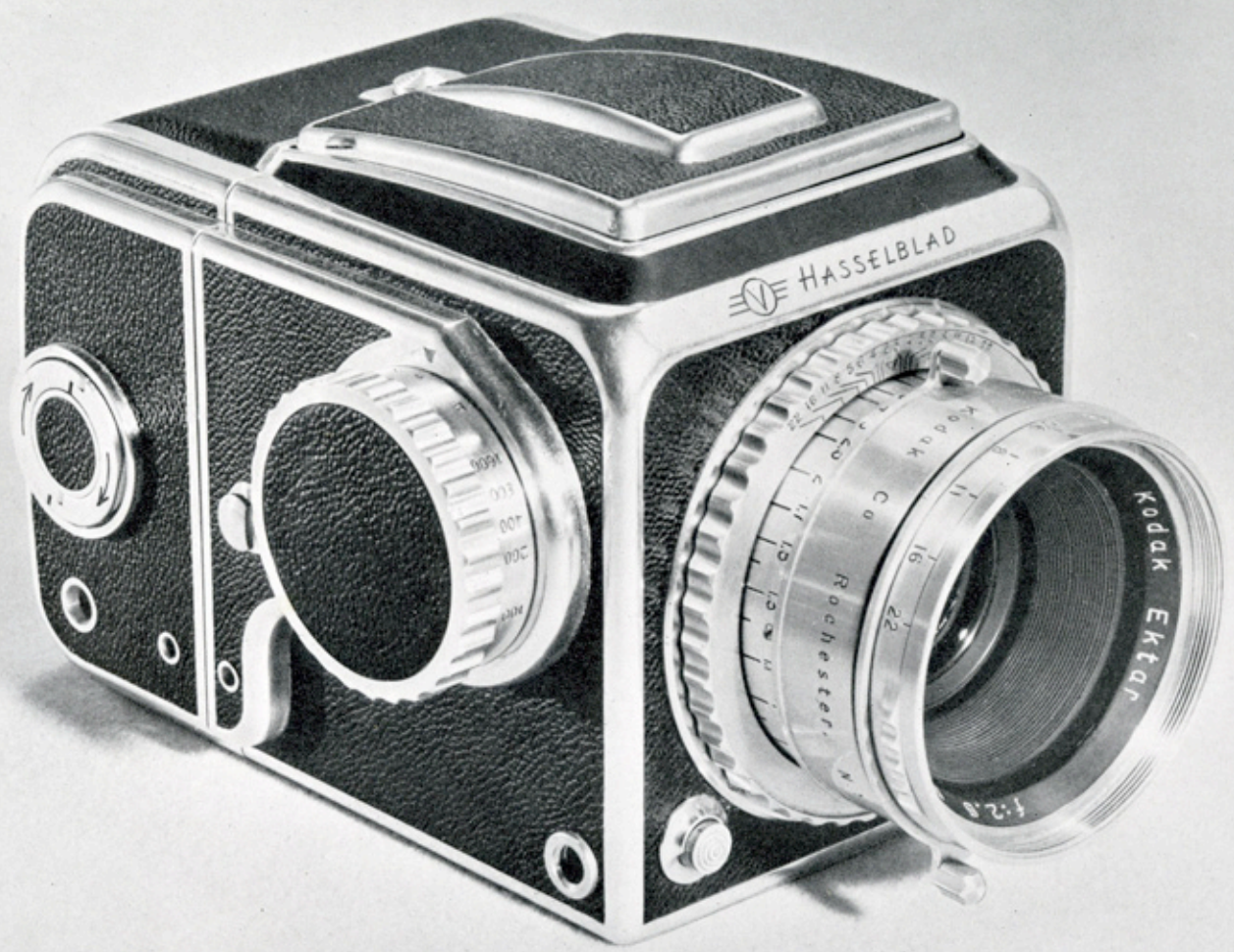
 **HASSELBLAD**



The new
SWEDISH REFLEX CAMERA

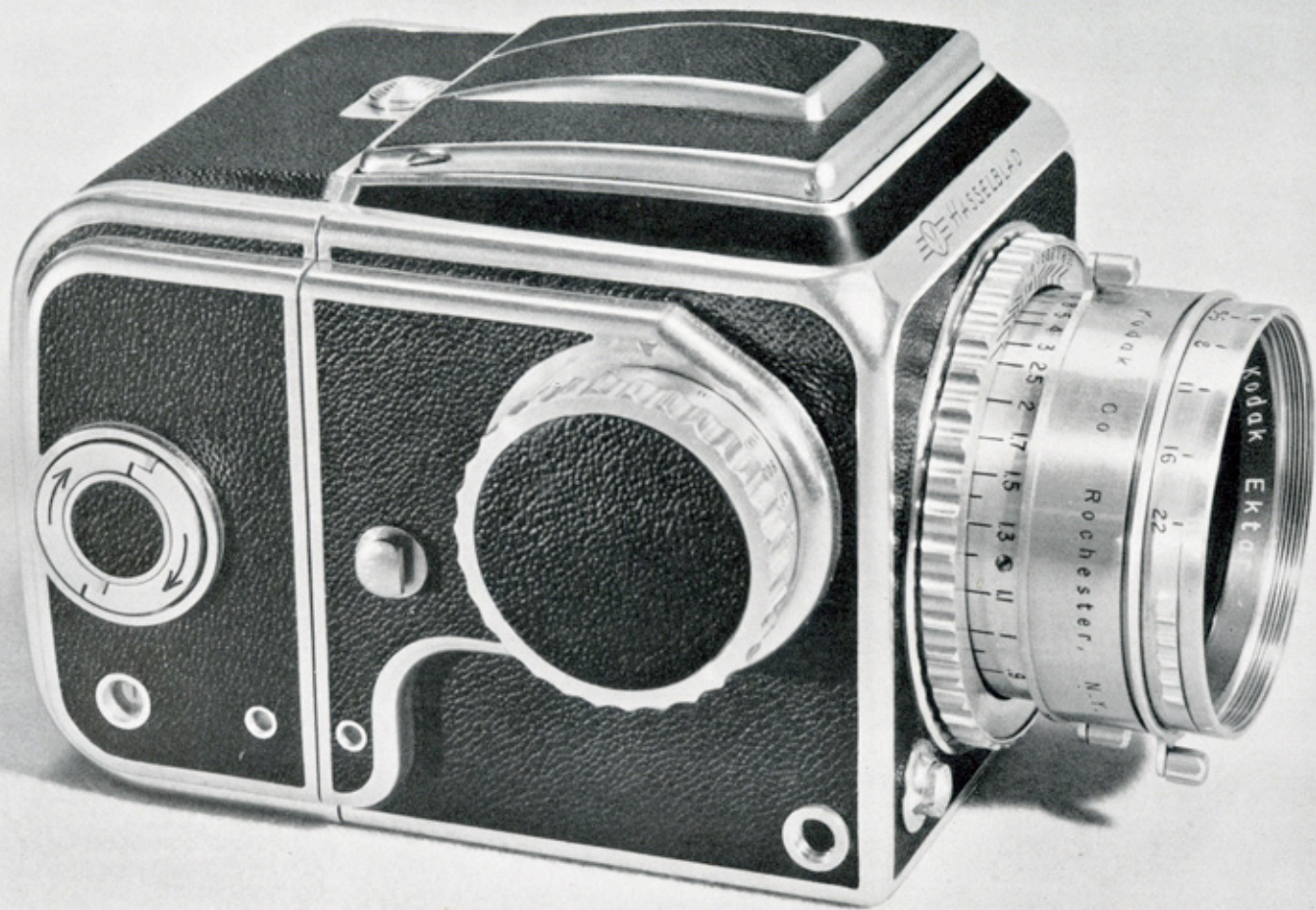
Actual camera size.

Oct 1948



Actual camera size.

Pictures can be taken without extra accessories from ∞ to 20 in. distance from film.



Focal plane shutter, made of Sandviken stainless steel.
Speeds: 1, 2, 5, 10, 25, 50, 100, 200, 400, 800, 1600 and B.

Actual camera size.

When film is inserted, turn key until figure 1 appears in back window, then turn counter-clockwise until stop, when figure 1 automatically appears in exposure counter below.

Film-advance, shutter-wind and shutter-setting knob.

Exposure counter.
12 pictures
2 1/4 x 2 1/4 in.
on 120 film.

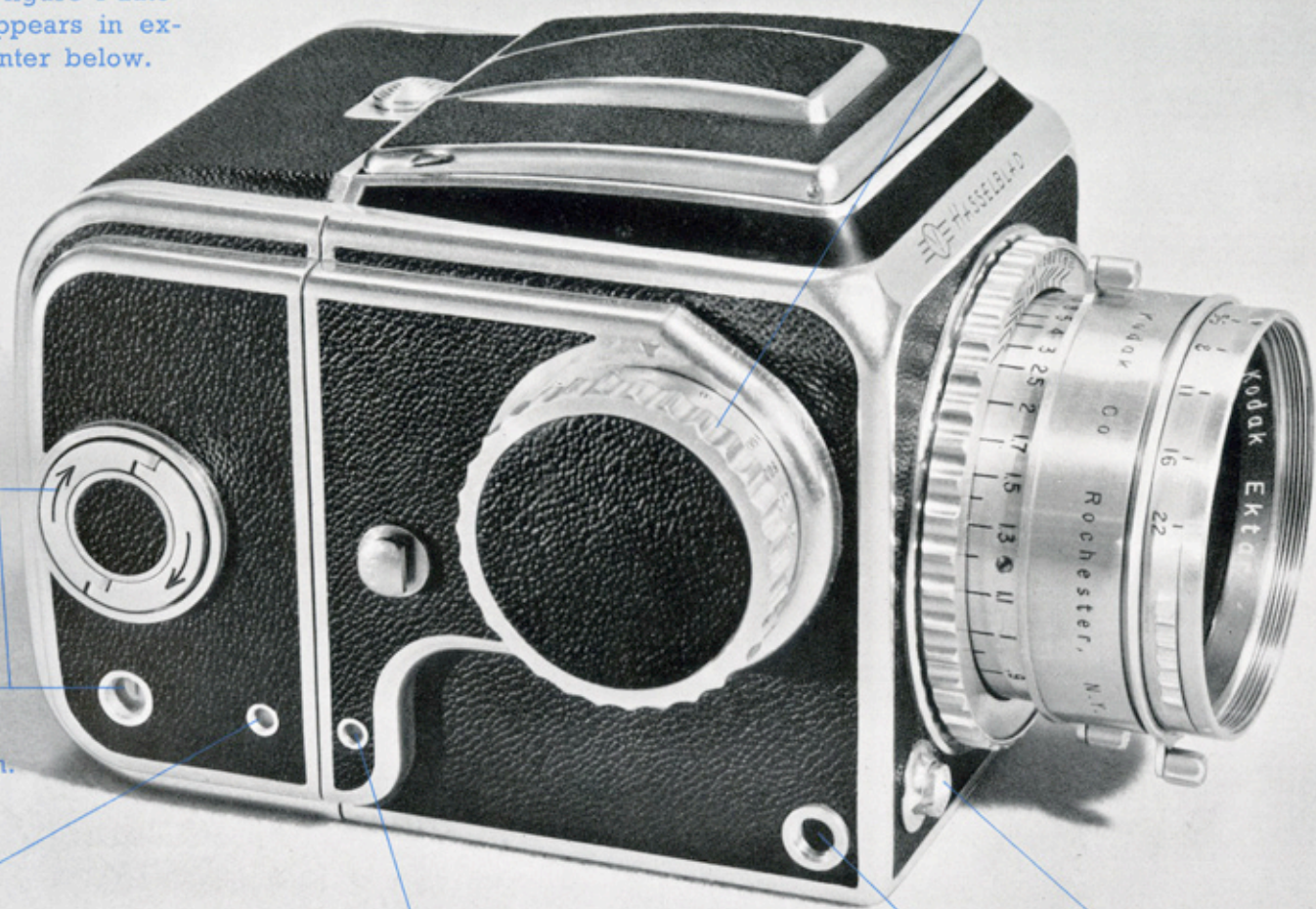
Window indicating if the film is exposed or not (white when ready for exposure, red when exposed).

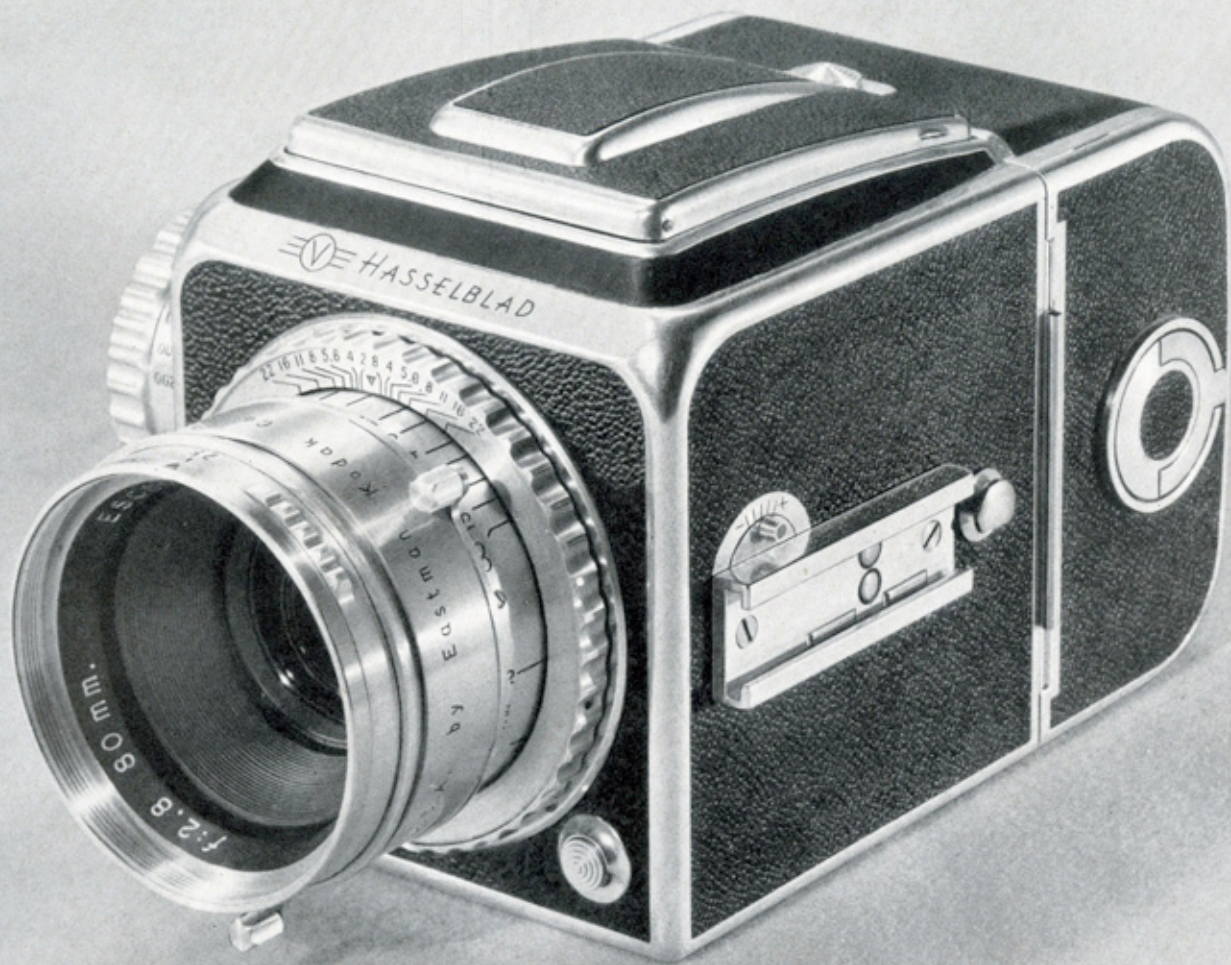
Window indicating if shutter is set or not (white when ready for exposure, red when exposed).

Cable release socket.

Shutter release button.

Actual camera size.





Actual camera size.

Depth of focus scale.

Button to release film magazine from camera.

Stainless steel slide. When inserted impossible to trip shutter, when out impossible to remove roll film magazine.

Pre-selection of diaphragm stop.

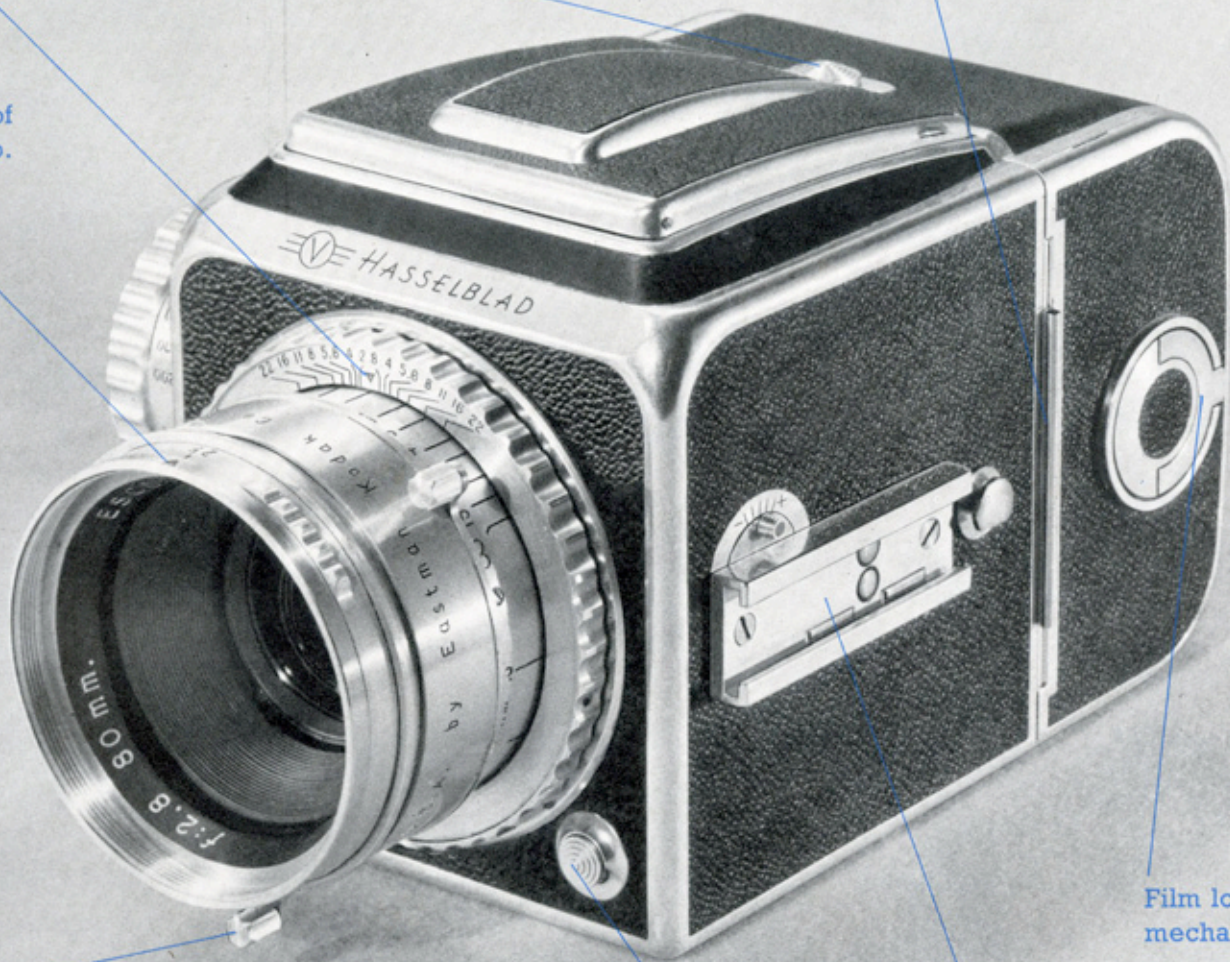
Actual camera size.

Focusing always done at $f/2.8$. By pulling the trigger, the lens is stopped down to pre-selected aperture.

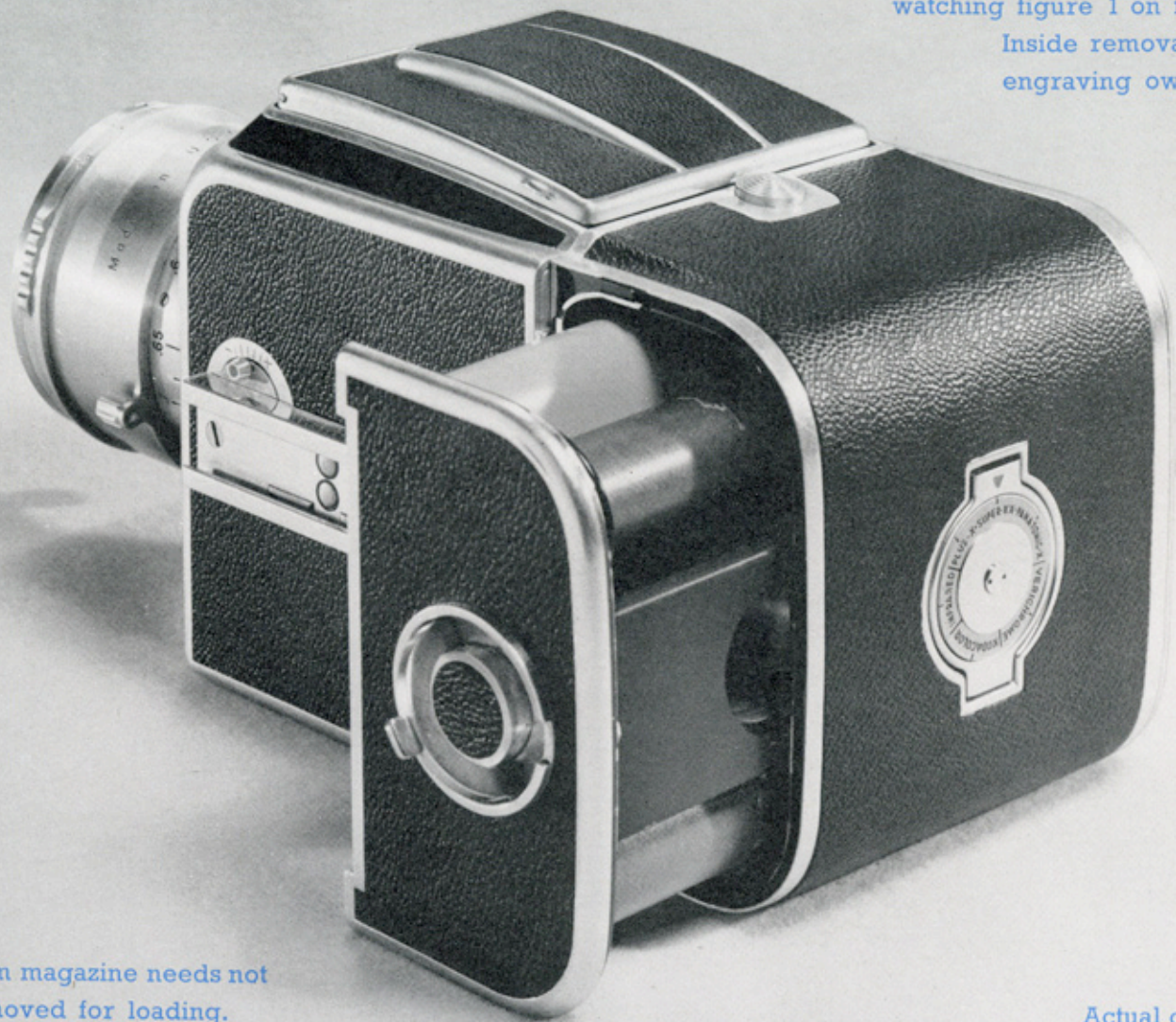
Lens lock release.

Film loading mechanism release.

Universal accessory bracket with flash synchronizer connections.

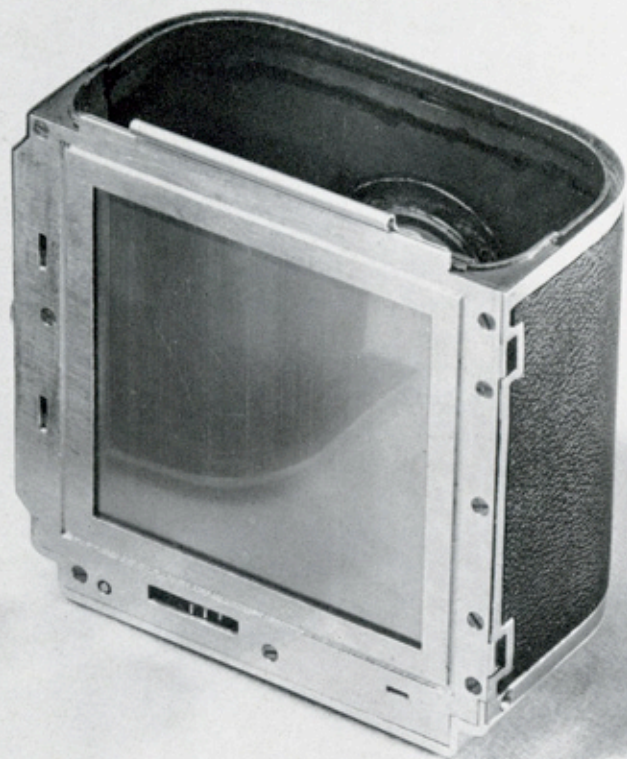
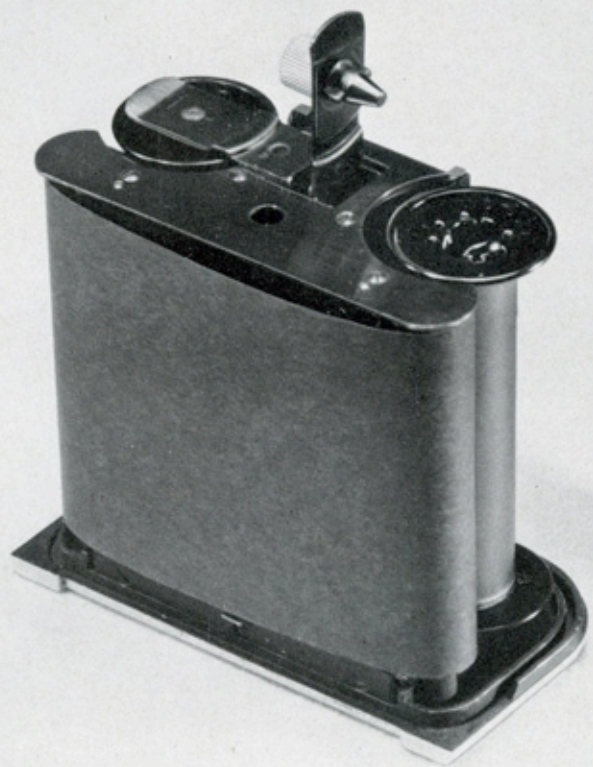


Film-type indicator swings out for watching figure 1 on film appear.
Inside removable disc for engraving owner's name.

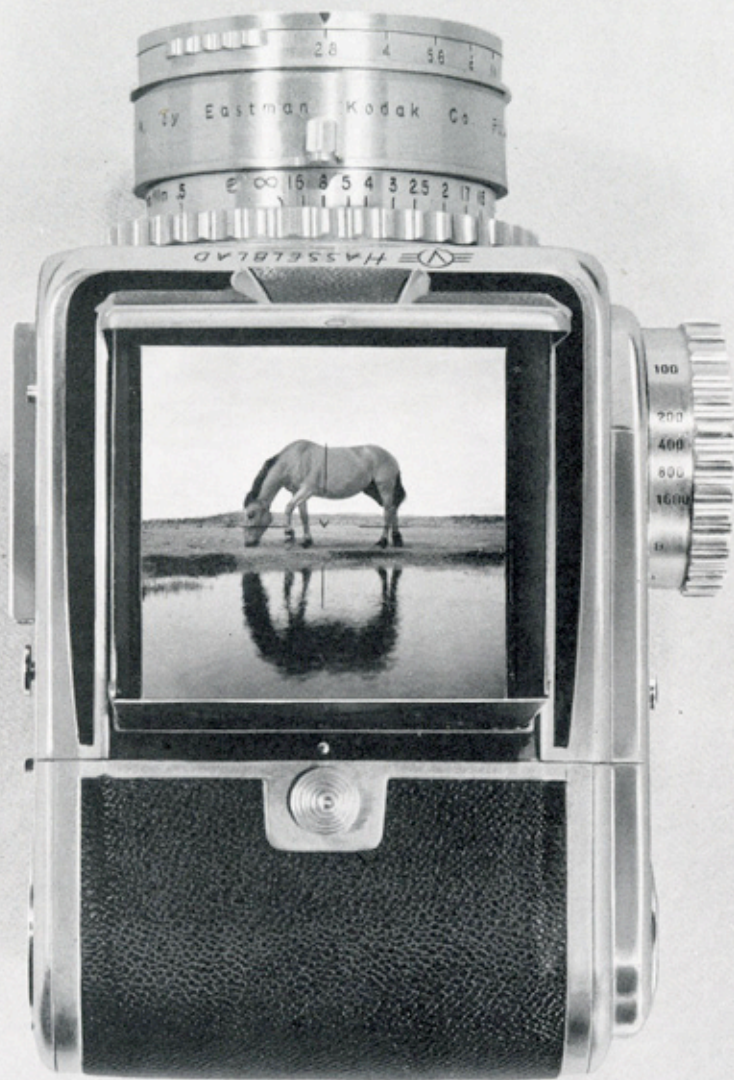


Roll film magazine needs not
be removed for loading.

Actual camera size.



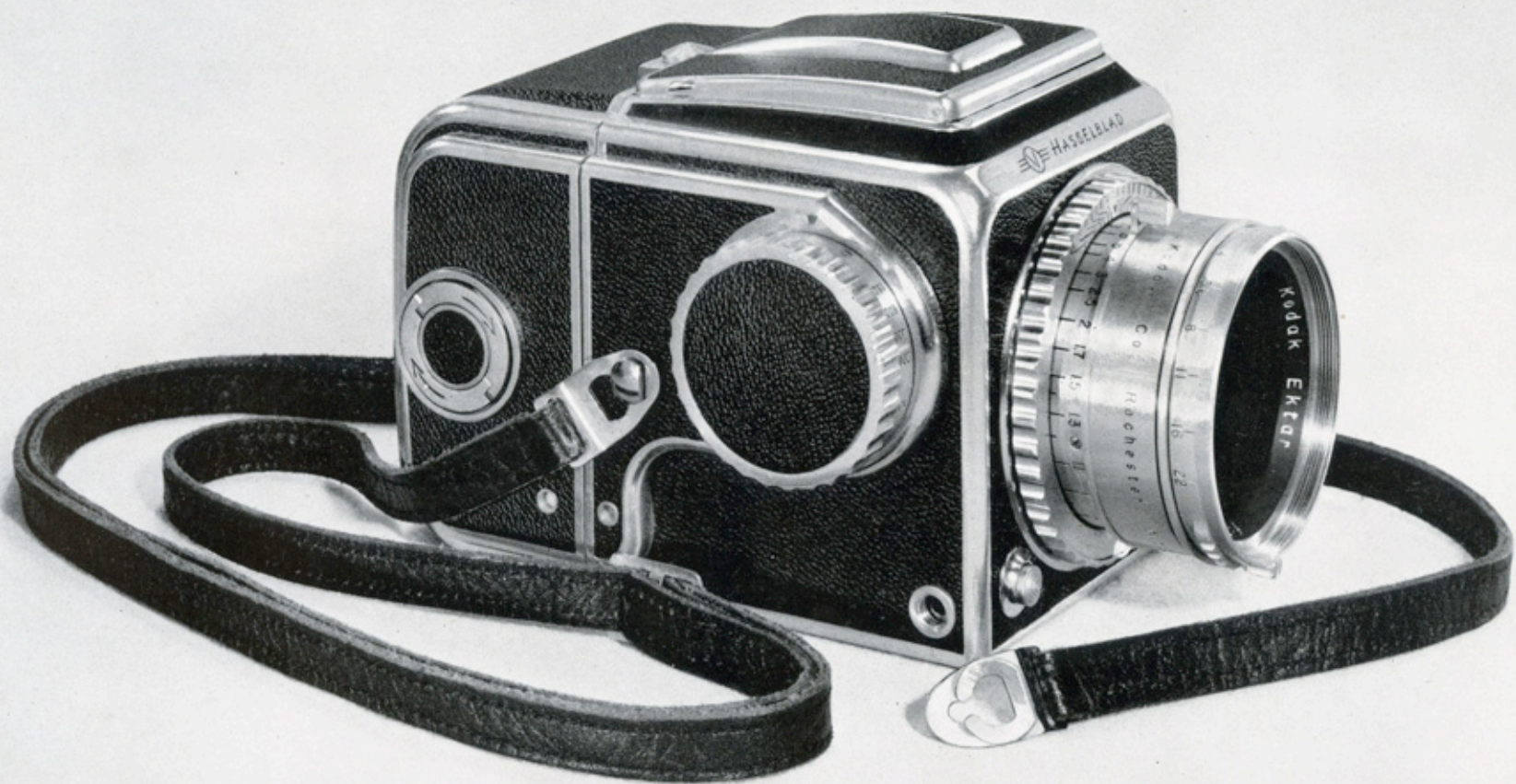
Extremely simple film loading. Very accurate focal plane positioning.



Specially constructed reflex
finder gives brilliant image
all over.

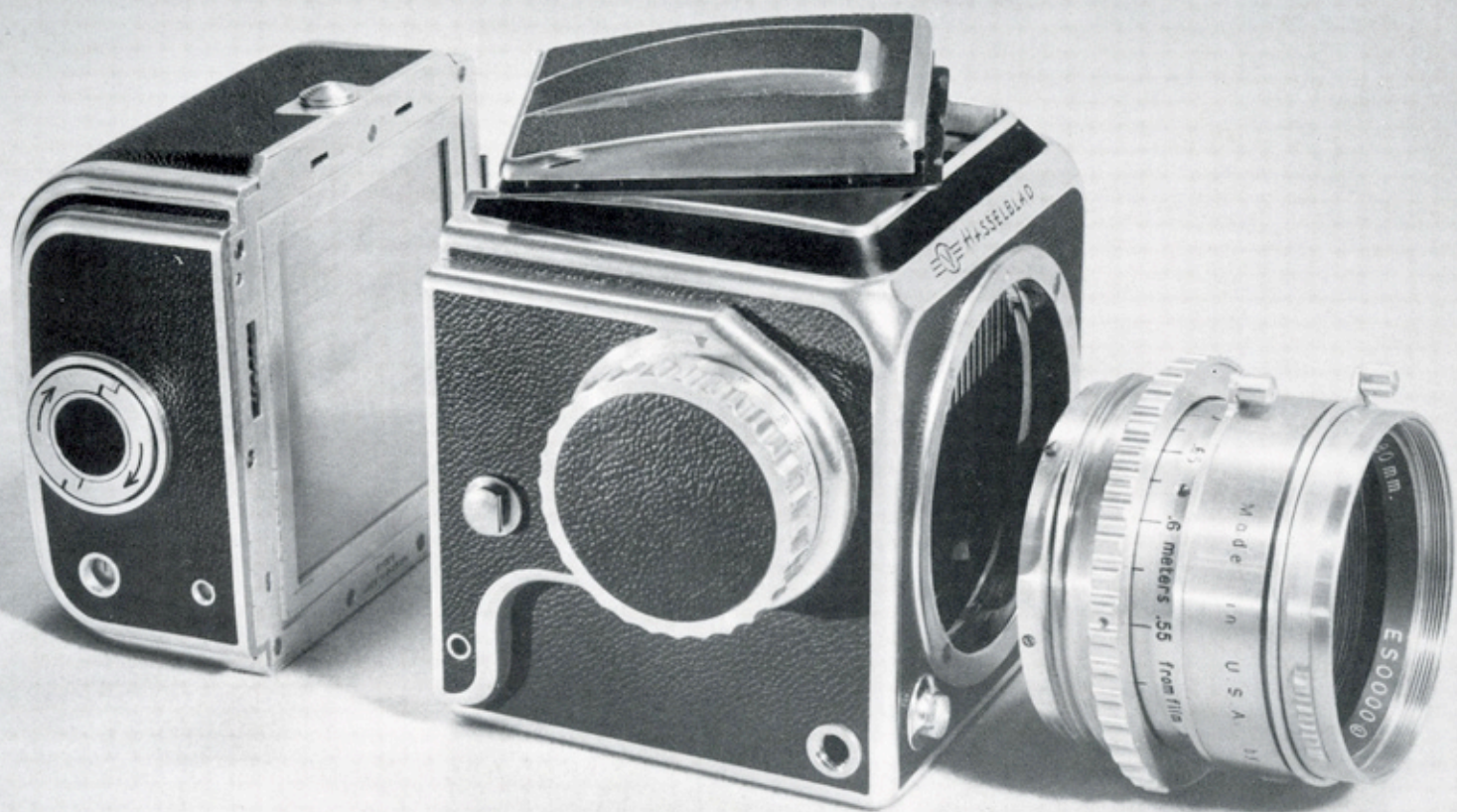
All lenses, except Kodak Wide
Field Ektar, take Kodak series
VII filters, Pola-Screen etc.





Quickly and positively attached neck strap.

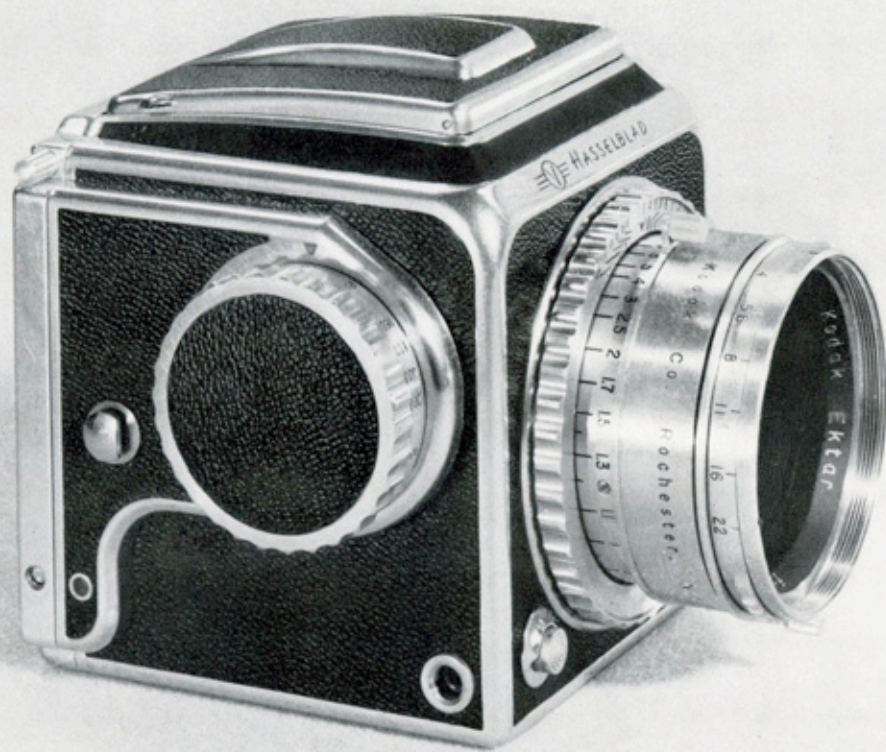
Removable hood.



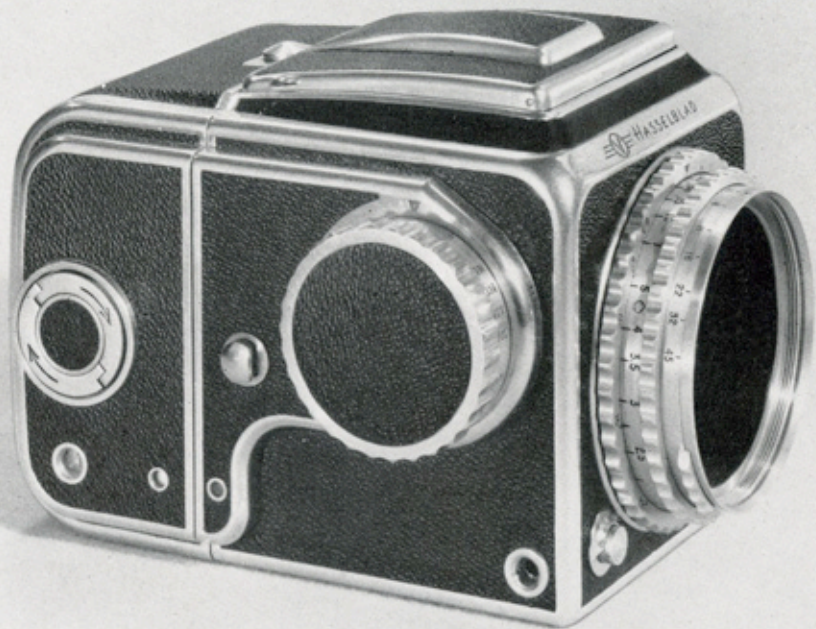
Interchangeable roll film magazine.

Camera body.

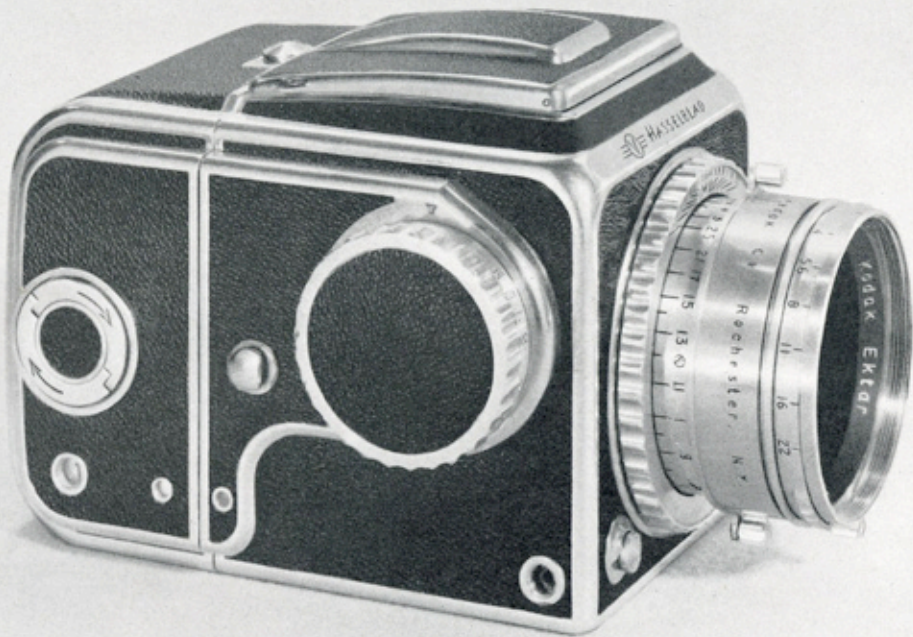
Interchangeable lens.



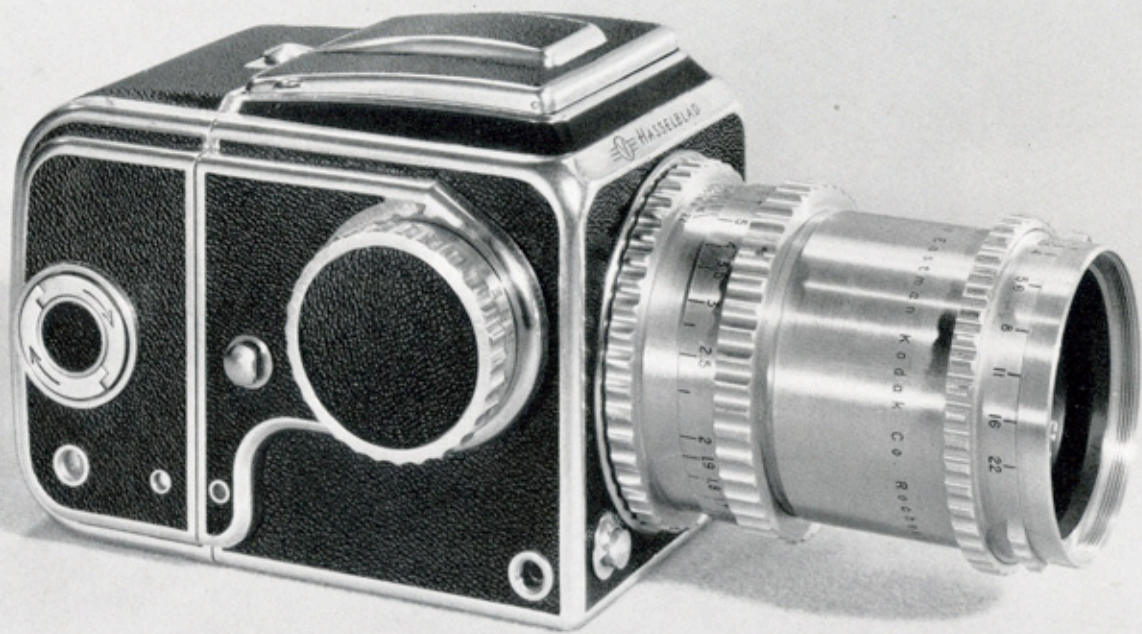
Hasselblad camera with sheet film holder.



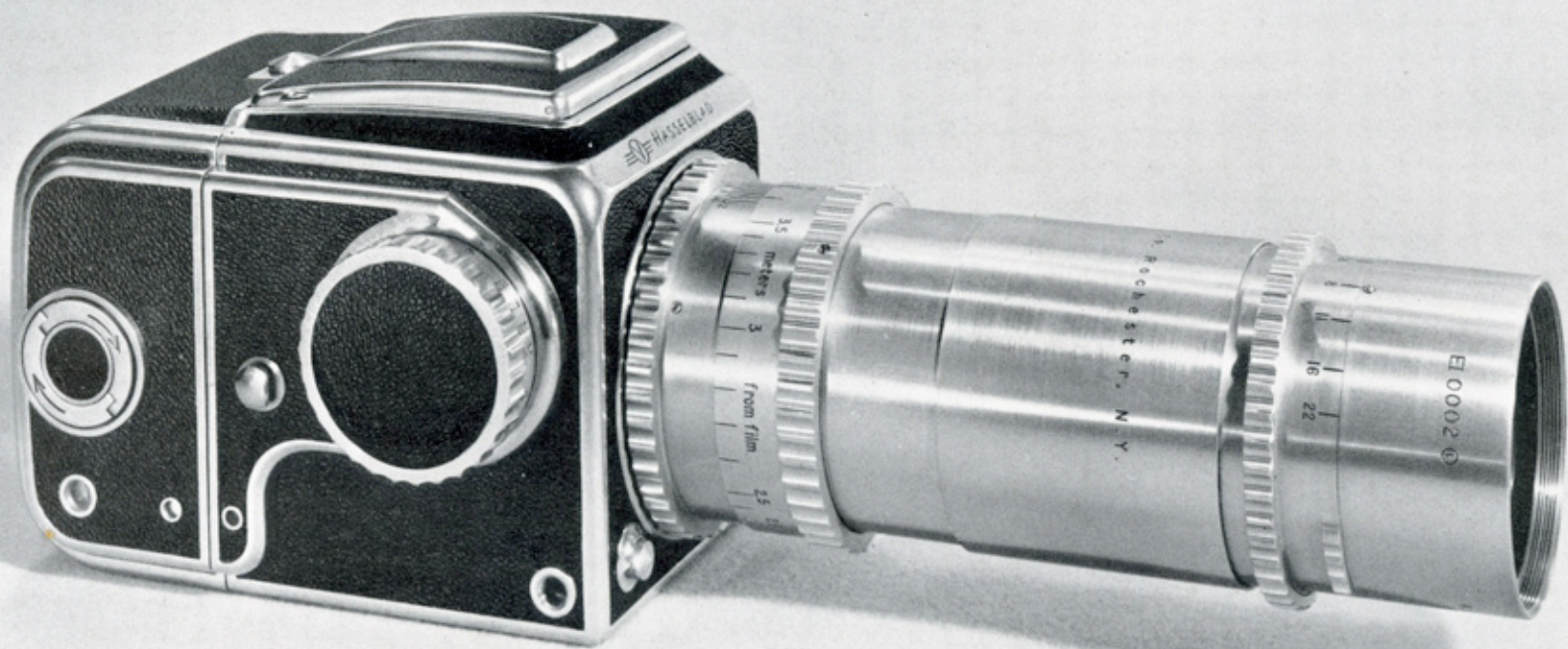
Hasselblad camera with Lumenized Kodak Wide Field Ektar 55 mm. f/6.3.
Focuses from ∞ to 40 in. from film.
Special finder to be used with mirror up.



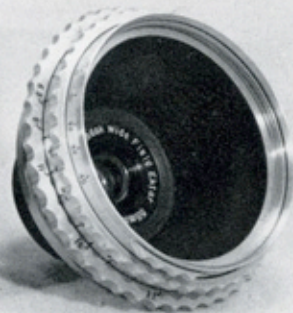
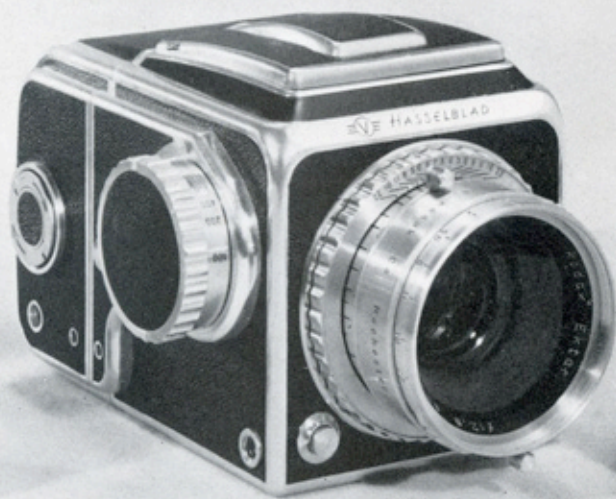
With Lumenized standard lens Kodak Ektar 80 mm. f/2.8.
Focuses from ∞ to 20 in. from film.



With Lumenized Kodak Ektar 135 mm. f/3.5.
Focuses from ∞ to 40 in. from film.



With Lumenized Kodak Ektar 254 mm. f/5.6.
Focuses from ∞ to 7 ft. 4 in. from film.



Actual print size.



12 pictures $2\frac{1}{4} \times 2\frac{1}{4}$ in. on 120 film.

Pictures taken at the same distance with:



55 mm. lens,




80 mm. lens,



135 mm. lens,



254 mm. lens.

 **HASSELBLAD** the new single-lens $2\frac{1}{4} \times 2\frac{1}{4}$ " reflex camera with interchangeable lenses and interchangeable roll film and sheet film holders

LENSES

Standard lens: Lumenized Kodak Ektar 80 mm. $f/2.8$. Focusing scale from ∞ to 20 in. from film.

Special lenses:

Lumenized Kodak Wide Field Ektar 55 mm. $f/6.3$. Focusing scale from ∞ to 40 in. from film.

Lumenized Kodak Ektar 135 mm. $f/3.5$. Focusing scale from ∞ to 40 in. from film.

Lumenized Kodak Ektar 254 mm. $f/5.6$. Focusing scale from ∞ to 7 ft. 4 in. from film.

The lenses are mounted on the camera by a combination screw-in and bayonet mount, giving the quick action of the bayonet and the rigidity of the screw mount.

The lens mount has a lens lock, which is opened by pressing a button on the camera front.

The diaphragm has a patented pre-selector. This means that the actual diaphragm stop for exposure can be chosen at full opening and before focusing, without actuating the diaphragm. The stopping down is made immediately before exposure in one single operation without looking at the diaphragm scale.

CAMERA AND SHUTTER

The camera has a climate-proof stainless steel focal plane shutter.

Shutter speeds: 1, $\frac{1}{2}$, $\frac{1}{5}$, $\frac{1}{10}$, $\frac{1}{25}$, $\frac{1}{50}$, $\frac{1}{100}$, $\frac{1}{200}$, $\frac{1}{400}$, $\frac{1}{800}$, $\frac{1}{1600}$ sec. and B.

Shutter speeds are selected with the film-advancing knob. Changes can be made in any direction and from one shutter speed to any other, both before and after winding the shutter.

The shutter is automatically wound when film is advanced by rotating the film-advancing knob one turn.

The camera has an indicator showing whether the shutter is cocked or not.

The focusing hood is easily removable. This facilitates the cleaning of the ground glass.

The camera has two tripod sockets, one $\frac{1}{4}$ in. and one $\frac{3}{8}$ in.

The neck strap is quickly attached to the stainless steel neck strap lugs with an absolutely positive locking effect.

Dimensions of camera body with roll film magazine: length $4\frac{7}{8}$ in., width $3\frac{1}{2} \times 3\frac{1}{2}$ in.

Camera with standard lens weighs 2 lbs. 12 oz.

FILM HOLDERS

The roll film magazine has an exposure counter and exposure indicator. The loading is extremely simple.

The sheet film holder holds one film and has a combination indicator, showing whether the holder is loaded and if exposure has been made.

All film holders and magazines have a locking device preventing exposure when the slide is in. When the slide is out the film holder can not be detached from the camera.

Made in Göteborg, Sweden, by

VICTOR HASSELBLAD

Apptiebolag

Willoughbys will act as general
distributors of the Hasselblad
camera in U. S. A. First ship-
ment expected in March 1949.

Willoughbys

110 WEST 32nd STREET, NEW YORK 1, N. Y.