



HASSELBLAD

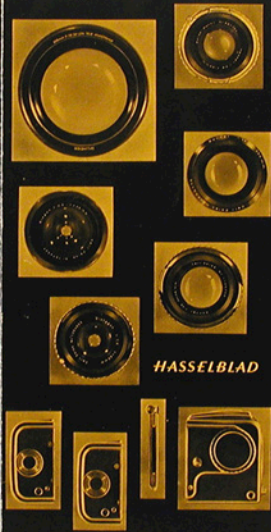
VICTOR HASSELBLAD AKTIEBOLAG GÖTEBORG SWEDEN

With the compliments of:

DUNNE & RUNDLE LTD.
579 GRANVILLE STREET
VANCOUVER 2, B.C.



HASSELBLAD



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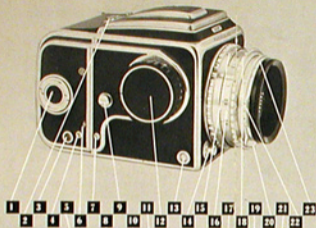
THE CAMERA YOU GROW WITH

If you are a reporter or if photography is your hobby, you will often have run against subjects that can't be photographed with a normal focal length lens. Somebody else may take The Picture over your shoulder with a telephoto lens.

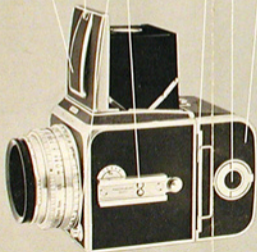
Many photographers today also find it necessary to carry two cameras - one for color and one for black and white, for instance. Assignments require today a quick change in films and emulsions.

For an effective solution of the equipment problem there is one camera - HASSELBLAD. The easily interchangeable backs and six different lenses for the HASSELBLAD mean many possible combinations. On 120 roll film you get 12 pictures in the convenient size of $2\frac{1}{4} \times 2\frac{1}{4}$ " or 16 pictures in the economic size of $1\frac{1}{2} \times 2\frac{1}{4}$ ". The cut film adapter offers you the possibility of making interesting experiments with an extensive assortment of films and enables you to treat each picture individually. The three backs and six lenses will solve any photographic problem.

Choose HASSELBLAD - because you need it.



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- 1 Loading key
- 2 Magazine release button
- 3 Exposure counter
- 4 Exposed film signal
- 5 Removable hood
- 6 Film plane indicator
- 7 Shutter release signal
- 8 Hood and magnifier release
- 9 Neck strap lug
- 10 Lens release button
- 11 Flash synchronizer connections
- 12 Shutter winding knob
Shutter setting B, 1-1/1000 sec.
Automatic film transport
- 13 Cable release socket
- 14 Shutter release button
- 15 Depth of field indicators
- 16 Distance scale
- 17 Magazine slide
- 18 Focusing ring
- 19 Roll holder lock
- 20 Trigger
- 21 Roll film magazine
- 22 Pre-selection of aperture
- 23 Diaphragm scale

INTERCHANGEABLE BACKS

The most advanced feature in the Hasselblad design is the interchangeable backs. Owing to these you can quickly and easily change between color and black and white and between various emulsions.

Magazine 12

Twelve exposures $2\frac{1}{2} \times 2\frac{1}{2}$ " on 126 roll film. The magazine is supplied with exposure counter, exposed film signal and film plane indicator. Safety devices prevent you from removing the magazine when the slide is pulled out and from releasing the shutter when it is pushed in. Automatic stop after exposing the 12th frame.

Magazine 16

Similar in design to the magazine 12 but the smaller negative size of $1\frac{1}{2} \times 2\frac{1}{2}$ " allows 16 exposures on 126 roll film. A special mark is available to define the picture size on the ground glass.

Out Film Adapter

The Out Film Adapter takes short film in the size of 4.2×4.5 cm (1.65 x 1.75) in specially designed holders of nickel silver. The Hasselblad film cutter takes 8.1×7.6 cm film into the correct size.

INTERCHANGEABLE HOOD

The hood can be easily removed for cleaning the ground glass. For critical focusing the Hasselblad Magnifying Hood should be used instead of the standard hood.

Fresnel lens

The Fresnel lens together with the specially designed ground glass make a brilliant ground glass picture that facilitates focusing even under poor light conditions.

INTERCHANGEABLE LENSES

The standard Carl Zeiss Tessar F 2.8/50 mm lens focuses down to



20 in. The focusing distance is always computed from the film plane for all Hasselblad lenses (see the film plane indicator).

Accessory lenses

The Superwide Camera with Carl Zeiss Biotar F 4.5/28 mm (picture angle 90°) focuses down to 26 in.

Normal wide angle Carl Zeiss Biotar F 3.5/50 mm lens (picture angle 62°) focuses down to 28 in. Kodak Ekatar F 5.5/135 mm lens focuses down to 40 in. Carl Zeiss Sonnar F 3.5/135 mm lens focuses down to 40 in.

Carl Zeiss Sonnar F 3.5/200 mm lens focuses down to 8 feet.

Dallmeyer Dallin tele telephoto F 3.5/250 mm lens focuses down to 28 feet.

All lenses are manufactured especially for Hasselblad.

The same filters can be used for the Tessar 50 mm, Distagon 50 mm, Ekatar and Sonnar 135 mm and Sonnar 200 mm lenses.

The changing of lenses is safety and quickly done by means of a combination screw-and-keyout mount.

Patented pre-set diaphragm control

The 50 mm Tessar, 50 mm Distagon, 135 mm Ekatar and Sonnar lenses are made with a preset diaphragm control. A slight pressure on the diaphragm lever directly before making the exposure closes the aperture down to the preset f-stop.

CAMERA BODY

By winding the knob you lock the shutter, advance the film and select the speed. There are two shutter speeds (from 1 second to 1/1000) in addition to "B". The release is synchronized for flash and strobe. On the camera body there is also an exposure signal and an accessory bracket which holds the contact shoe for "Flash" and "Strobe" or the sports viewfinder with built-in contact shoe.