

KODAK EKTAR

80mm (3 1/8 in.) f/2.8

The standard lens, Kodak Ektar 1:2.8 F=80mm is a critical definition lens of the highest quality. With its wide aperture hard coated surfaces and easy focusing mount ranging from 0.5m (20") to infinity the lens is extraordinarily adaptable. In keeping with other Hasselblad lenses it is anastigmatic and, of course fully color corrected.



HASSELBLAD 1000 F

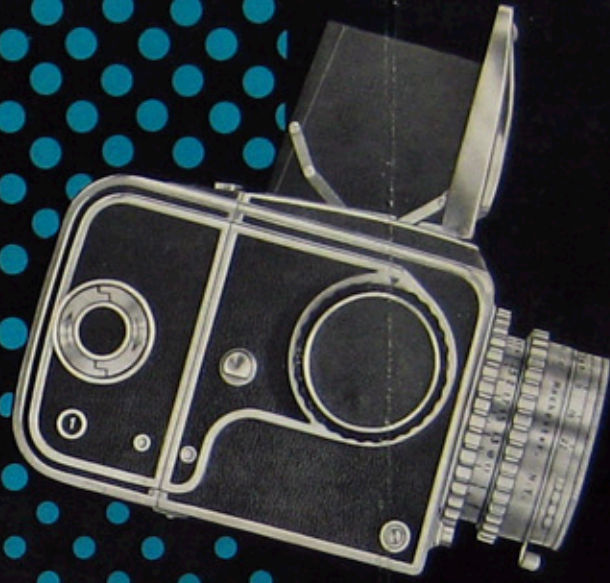


The choice of the most negative size 2 1/4" x 2 1/4" contributing factor to the popularity of the Hasselblad among the world's leading photographers. Twelve exposures to the roll, easy to retouch, practically unlimited enlarging possibilities, stimulating picture interest - these, in brief, are the advantages of a 2 1/4" square negative.

VICTOR HASSELBLAD
Skövde, Sweden



Printed in Sweden
by Bergendahls Boktryckeri
Göteborg 1953

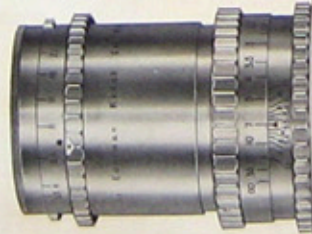


HASSELBLAD 1000 F
2 1/4" x 2 1/4"

KODAK EKTAR

135mm (5 1/4 in.) f/3.5

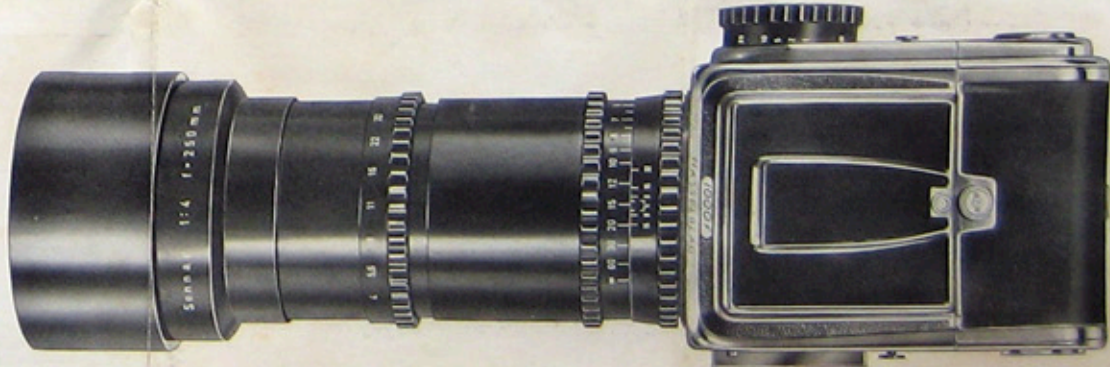
Sooner or later every photographer comes to appreciate the fact that an increased focal length is ideal for portraits, reporting, advertising and medium distance shots. The 135mm Ektar is ideal for this purpose and is a pleasure to work with. Focusing from 40" to infinity.



ZEISS SONNAR

250mm (10 in.) f/4

With this wide aperture tele-lens the Hasselblad has won its place as a specialized nature study camera. For architecture, sports, reporting and fashion photography, the photographer finds the tele-lens an invaluable aid that makes those hard-to-get shots child's play. Focusing from 8 feet to infinity.



HASSELBLAD 1000 F

The versatile Hasselblad, the $2\frac{1}{4} \times 2\frac{1}{4}$ Swedish single lens reflex, has climbed rapidly to capture an unchallenged position in the world of fine cameras. Its unique design and technical excellence have won for it a place of respect and confidence among professionals and advanced amateurs who choose their equipment with consideration and for whom only the best is good enough.

Thanks to improved production methods and design refinements the new Hasselblad Model 1000 F is offered at a lower price. The camera's traditional style and versatility have been retained and these are supported by improved operational accuracy and greater all-around satisfaction in performance.

a masterpiece of versatility



Quick setting

To permit quick and accurate setting of shutter speeds, lens openings and distance markings are easily readable from above.



Sports viewfinder

Parallax compensating sports view finder with built-in flash contacts. Variable fields of view by means of transparent masks.



Extension tubes

Extension tubes for close-up and copying work open up an exciting new field of possibilities.



Filters

Unified system allows the same filters to be used with the standard 80mm ($3\frac{1}{8}$ ") and the long focus 135mm ($5\frac{1}{4}$ ") lenses.



Easier focusing

Focusing hood with finest quality, coated magnifying lens and soft rubber eyepiece.



Built-in synchronization

Built-in flash synchronization with variable delay device for various types of bulbs. Fitted both for strobe and flash bulbs.

1 Interchangeable roll film magazines

A Hasselblad triumph - interchangeable roll film magazines permitting unbelievable opportunities of film changing. The change over from color film to black and white, from high speed to slow film, is accomplished in an instant. Film counter and warning signal system eliminates all chances of error.

2 Coupled film transport and shutter setting

Film transport and automatic shutter setting by means of a

single control knob, which is also used to set the desired shutter speed. Stainless steel focal plane shutter. Speeds 1/1000 to 1 second and B.

3 Removable hood

The hood is removable to facilitate cleaning the ground glass screen or for the substitution of special hood. The combination of the Kodak Ektalite Fresnell lens and the wide aperture taking lens guarantees even illumination over the entire screen. Indispensable for the color photographer and for modern reporting technique.

4 Patented aperture pre-selector

A patented diaphragm pre-selector permits full aperture focusing. When exposing a simple control sets the pre-chosen lens opening.

5 Interchangeable lenses

The modern photographer demands a versatile camera - one that permits the choice of lenses of different focal lengths to meet varying requirements. Hasselblad meets this challenge by providing 3 different lenses: 80mm ($3\frac{1}{8}$ "), 135mm ($5\frac{1}{4}$ ") and 250mm (10"), sufficient to meet most demands.

