

A MASTERPIECE OF VERSATILITY



WITH THE COMPLIMENTS OF:

VICTOR HASSELBLAD
AB
GÖTEBORG · SWEDEN

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HASSELBLAD 1000 F



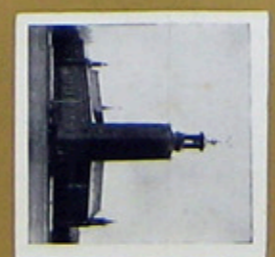
CARL ZEISS DISTAGON
1:5.6 f=60mm

60mm Carl Zeiss Distagon Wide Angle lens. The ideal lens for interiors, narrow streets and industrial photography of whatever it is necessary to work in cramped quarters. A lens of superior quality capable of producing negatives with extreme depth of field.



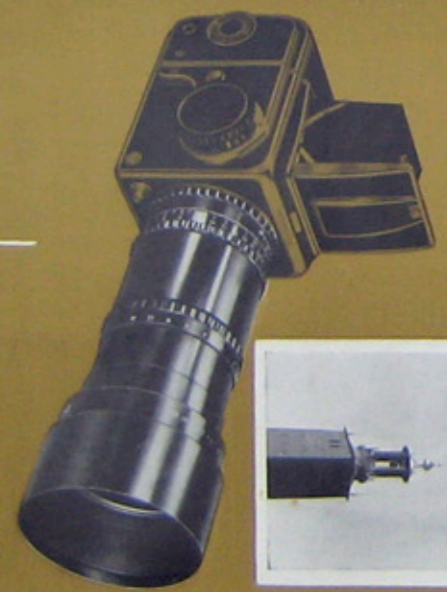
KODAK EKTAR
1:2.8 f=80mm

The Standard Lens. 80mm Kodak Ektar f2.8 lens is especially designed for the Hasselblad and is of unexcelled quality. This fast color corrected lens focuses down to 20".



KODAK EKTAR
1:3.5 f=135mm
CARL ZEISS SONNAR
1:3.5 f=135mm

A superb long focal length lens for sport, news photography, portrait and fashion shots. This lens focuses down to 40".



CARL ZEISS SONNAR
1:4 f=250mm

This fast telephoto lens is ideal for the nature lover. Perfect for wildlife photography, distant architectural shots, sports events and for capturing real, honest to goodness unposed pictures. Focuses down to 6 feet. Supplied with sun shade and lens case with shoulder strap.

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2 1/4 x 2 1/4 Special Hasselblad Superwide Angle Camera with 80mm Carl Zeiss Biotagon f4.5 highly corrected extreme Wide Angle Lens having a picture angle of 90°. Fitted to fully synchronized Compur M3.5 shutter with speeds from one second up to 1/2000th. (Ask for special folder.)



250mm Carl Zeiss Sonnar f5.6 lens. This new addition is a telephoto-type lens designed to accept standard Series VII filters.



Two metal extension tubes are available, No. 20 and No. 49. Extension tube No. 20 together with the standard 80mm f2.8 lens is suitable for close-ups from approximately 14 in. to 20 in. from the film plane. Extension tube No. 49 is for close-ups from approximately 13 in. to 14 in. Combined No. 20 and No. 49 permit close-ups from 12.6 to 12.9 inches or for actual size.



Magnifying Hood contains coated 2 1/2 power critical focusing device and soft rubber eye piece. Permits focusing in brilliant light by shutting out extraneous light. Covers full area of ground glass.



Remote Control shutter release cable which activates the shutter by a simple pulling action. Ideal for wildlife photography. Can be fired from up to 50 yards away.



Parallax Corrected Sports Finder combined with flash and "strobe" contact points. Through the transparent interchangeable masks the sports finder shows the actual picture area for the 80mm, 135mm and 250mm lenses.



Contact shoe also has provision for both "strobe" and flash. Like the sports finder these fit the accessory bracket on the side of the camera.



Standard Series VII filters can be used with the 80mm f2.8, 135mm f3.5, 250mm f5.6 and 60mm Distagon Wide Angle lens.



Large Combination Case made in Sweden of fine leather lined with suede holds the camera, 135mm lens and sun shade, extra roll film magazine, six filters, one Polar screen, two extension tubes, sports finder and a few extra rolls of film.



This Garrying Case is also made in Sweden of fine suede-lined leather. Holds camera and has room for extra roll film magazine, three filters, sports finder and two rolls of film.

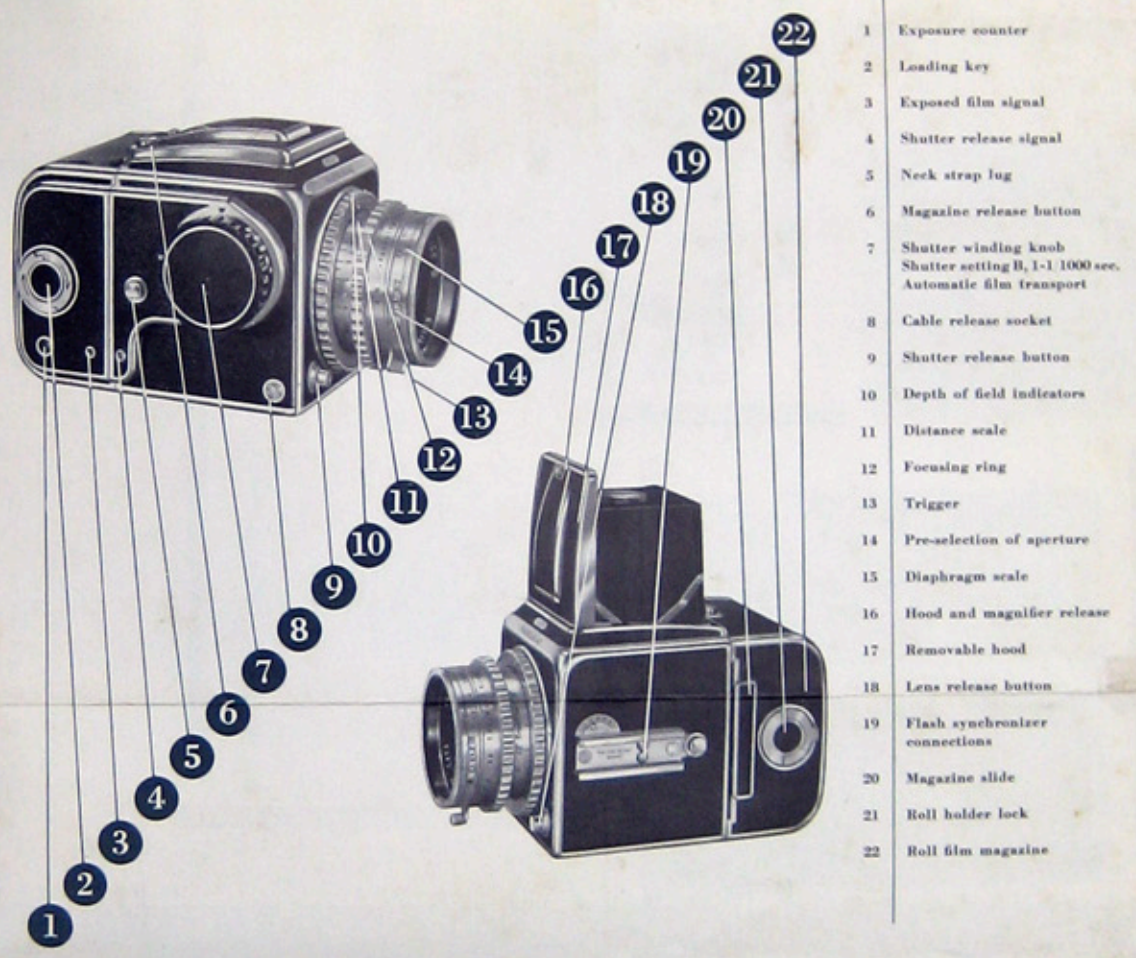


HASSELBLAD

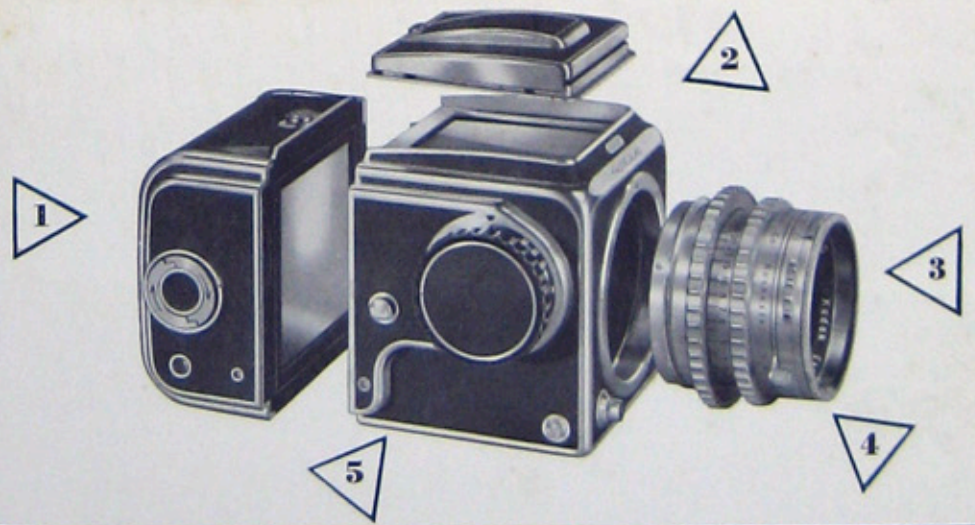
The 2 1/4 x 2 1/4 Hasselblad Camera is the Camera of the present as well as the future. It is an extremely versatile camera, combining rapid operation with matchless precision workmanship. No photographic task is too great, none too small for this unusual camera. The toughest assignment is hardly a challenge to the owner of the Hasselblad.

Basically the Hasselblad is as easy to handle as the simplest camera yet it can be the complete master of any photographic situation, no matter how difficult.

Attractively composed pictures become child's play when you gaze down at the brilliant ground glass image surrounded by the deep focusing hood. You actually see the picture full size, exactly the way it will appear in the finished print. Because of the single lens principle, the vexing problem of parallax compensation is entirely eliminated. The Hasselblad uses the popular No. 120 film readily obtainable all over the world. 12 exposures per roll makes it very economical indeed.



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



1 INTERCHANGEABLE ROLL FILM MAGAZINE
This is one of the outstanding features of the Hasselblad. Allows the use of color or black and white films of various emulsions in the same camera. Each magazine has its own film counter and transport mechanism. Has automatic prevention against accidental film fogging or shutter tripping.

2 REMOVABLE FOCUSING HOOD
Removable Focusing Hood allows easy cleaning of the ground glass.

3 INTERCHANGEABLE LENSES
Standard equipment is the 80mm Kodak Ektar f2.8 lens of the finest optical quality. Additional lenses are 60mm Carl Zeiss Distagon f5.6 Wide Angle lens, 135mm Kodak Ektar f3.5 lens,

KODAK EKTALITE FIELD LENS
The Ektalite lens increases the brilliancy of the ground glass image. Critical focusing is done at full opening. The Ektalite lens increases the range of the Hasselblad Camera indoors or under adverse light conditions — conditions that were previously beyond the capabilities of a mirror-reflex type of camera.

250mm Carl Zeiss Sonnar f4 lens and 250mm Carl Zeiss Sonnar f5.6 lens. These lenses are designed and manufactured especially for the Hasselblad. The popular Series VII filters fit the standard 80mm Ektar f2.8 lens as well as the 60mm Wide Angle lens, the 135mm Ektar and the 250mm Zeiss Sonnar f5.6. Speedy interchangeability of lenses is accomplished by a novel combination of thread and bayonet mount which insures positive locking.

4 PATENT PRESET DIAPHRAGM CONTROL
The 80mm Kodak Ektar f2.8, 60mm Carl Zeiss Distagon f5.6

Wide Angle and 135 mm Kodak Ektar f3.5 lens are made with preset diaphragm controls. A slight pressure on the diaphragm lever directly before making the exposure, closes the aperture down to the predetermined f-stop.

5 FOOL-PROOF SHUTTER OPERATION
A single knob controls film winding, exposure counter and the ten shutter speeds, ranging from one second to 1/1000, plus bulb. The Hasselblad is fully synchronized for "strobe" and "flash".

