

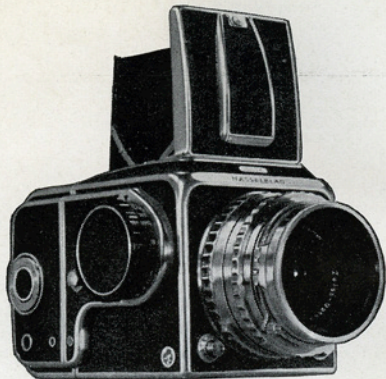


VICTOR HASSELBLAD
Skandinavien
GÖTEBORG · SWEDEN

WITH THE COMPLIMENTS OF:



There are millions of pictures ...



**There are millions of pictures for the owner
of a HASSELBLAD Camera with accessories**



A masterpiece of versatility

During the pursuit of his photographic career, every serious photographer reaches a point where he suddenly realizes the limitations, or shortcomings, of the equipment he uses. He begins to yearn for a camera with greater flexibility, one that places no confinements to his photographic progress and activities.

The versatile Hasselblad, with its array of advanced features, is the obvious answer to the photographer's dreams. Armed with the Hasselblad, he is prepared to conquer new photographic fields, to stray from the accepted paths and to explore picturetaking worlds that were heretofore closed to him because of the inadequacy of his camera.

There is no other camera quite like the Hasselblad – in outer appearance the inner mechanism it bespeaks the art of photography at its best. It is a triumph of construction and design – limitless in photographic applications – outstanding in value. The following pages explain the Hasselblad in complete detail – you will, we are quite certain, find them most interesting.



TELE-LENS

The photographer who has the fortunate ability of singling out something unusual in a typical every day landscape, is invariably successful with his pictures. The tele-lens reaches out to capture in great detail, interesting bits of activity. The long focal length lens allows unlimited possibilities and means of expression by convenient control of both perspective and depth-of-field.

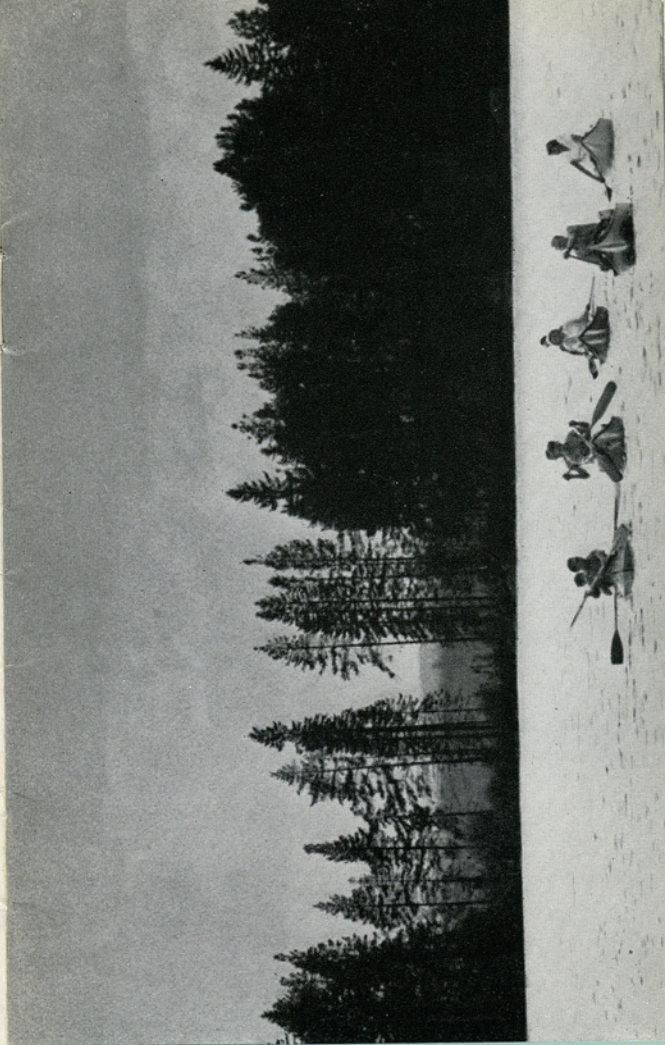


Photo Pål-Nils Nilsson

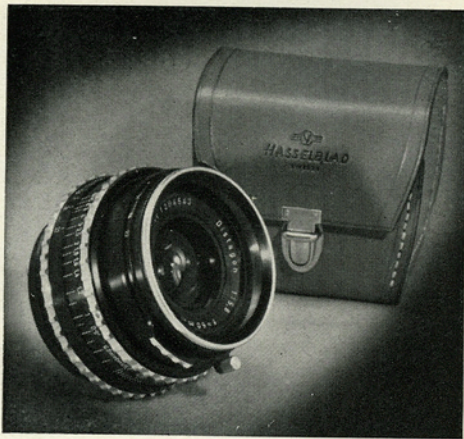


LONG FOCAL DISTANCE

To catch the many changes that occur during life's unguarded moments is one of the photographer's most cherished possessions. To catch expressions of happiness and sorrow, in play and in earnest, in real life, in city streets and country roads has become a documentary relaxation for the photographer. The long focal length lens makes it possible to work at quite a distance from the subject, leading to provocative and fascinating pictures.



Photo Toni Schneiders



WIDE-ANGLE LENS

The ultra-short focal distance involves unimaginable expedients for the one who wants different pictures. By means of the wide-angle lenses the most commonplace motives can be easily changed into impressive compositions based on mass-effect, perspective lines and depth-of-field. The wide-angle lenses, handled in the right way, give pictures with depth, sphere and superior sharpness.

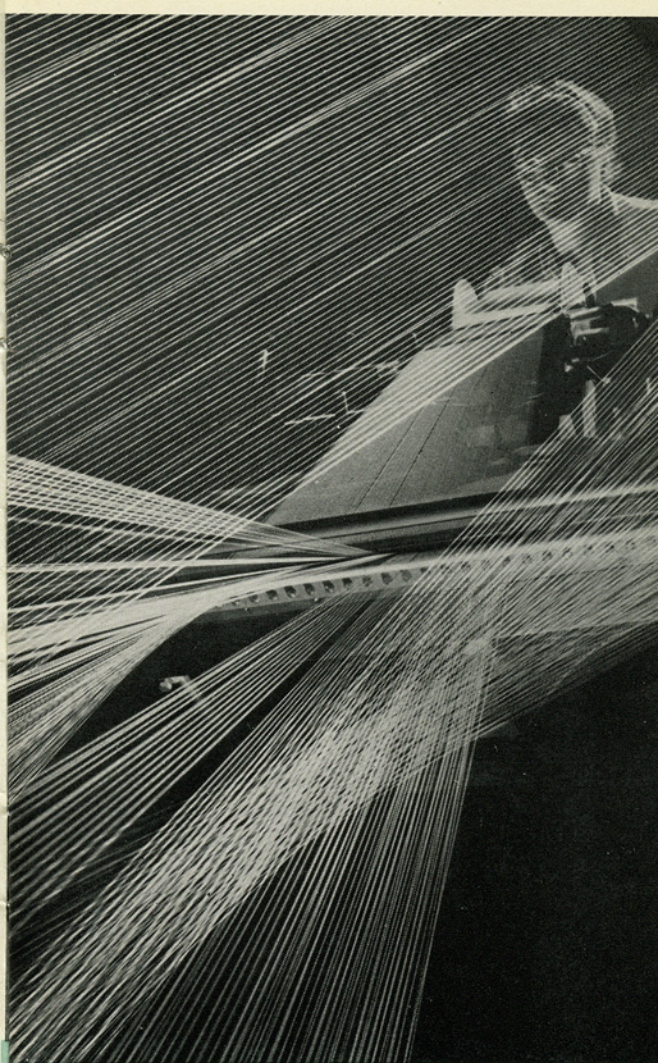


Photo Ludwig Windstosser



SUPERWIDE-ANGLE LENS

The space-encompassing ultra-short focal distance makes it possible for you for the first time to take large size $2\frac{1}{4}'' \times 2\frac{1}{4}''$ pictures with quite a new effect. The extreme wide angle optics changes the most ordinary subject into an impressive composition with a twist of the wrist thanks to the space-encompassing effects, the unusual perspectives and the immense depth of field. The extreme wide angle optics, handled in the right way, leads to pictures of hitherto unknown depth, perspective and sharpness.

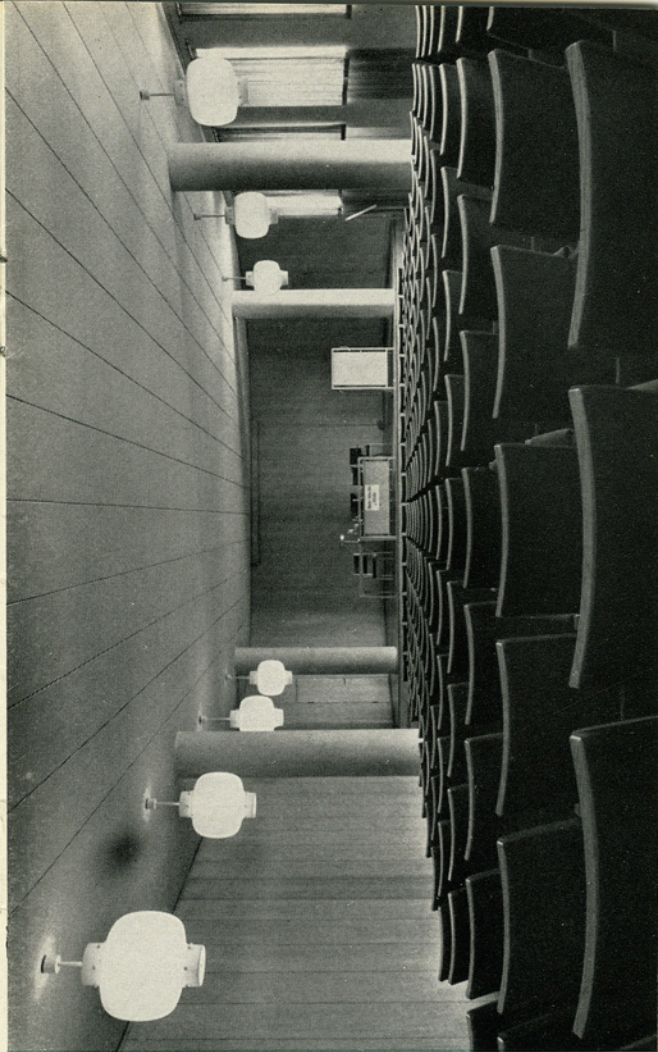
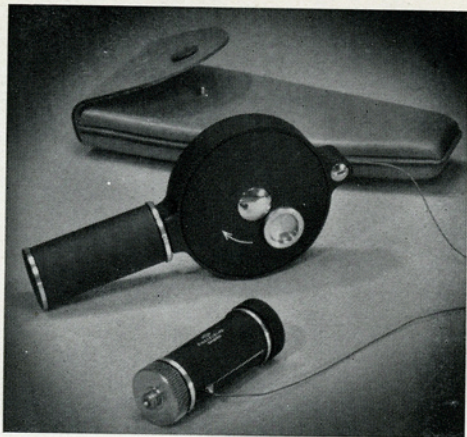


Photo Pål-Nils Nilsson



REMOTE CONTROL

When photographing birds the photographer very often has to fasten his equipment to a tree or perhaps on the ground to get close-ups of a nest. A telephoto lens combined with a remote control then gives unimagined possibilities for interesting and striking bird-pictures. For instance the photographer sets the focus on his camera, moves to a hiding place awaiting the proper moment to release the shutter.

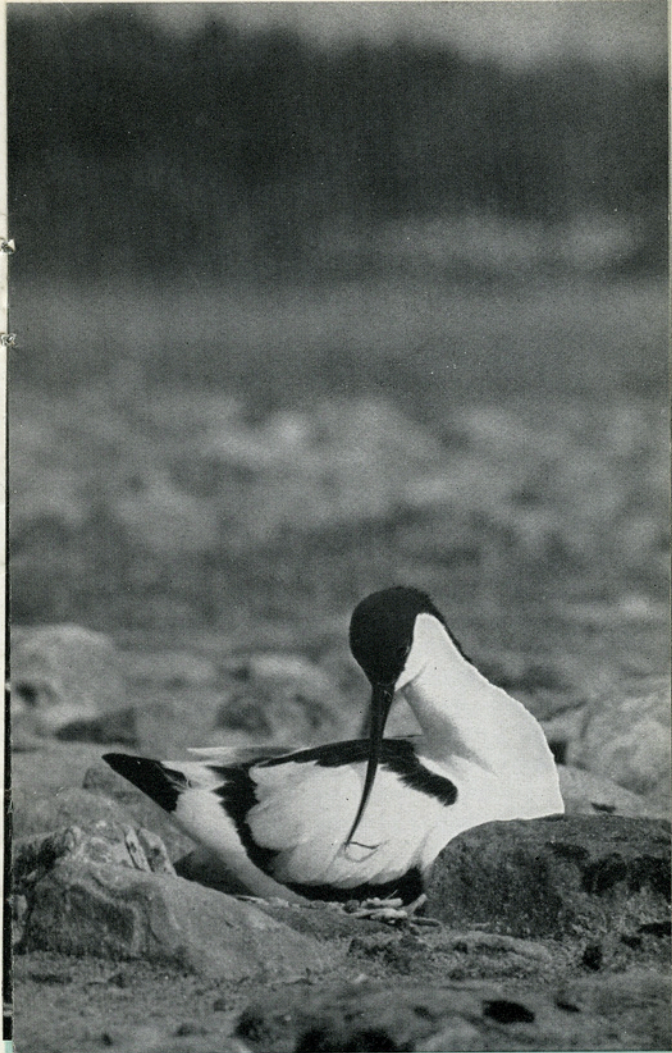


Photo Sven Gillsäter

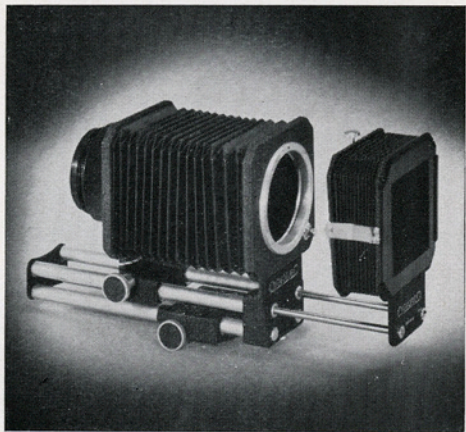


EXTENSION TUBES

On every square inch around us there is a multitude of picture possibilities. The question is, therefore, to find the way to achieve extreme close-ups which offer interesting material studies. Extension tubes act as intermediaries in intimate contact with the material you want to photograph. The exceedingly minute detail of tiny insects or actual size studies of flowers make fascinating pictures.



Photo Edward S. Ross



MICROSCOPE ATTACHMENT

Technical and laboratory research work are fields that make many varied demands upon the photographer. Sometimes an assignment demands working at great distances and still produce negatives of extreme sharpness. At other times, the demand may be for microscopic pictures to help capturing the minutest forms of life. The microscope attachment is the solution to this problem.

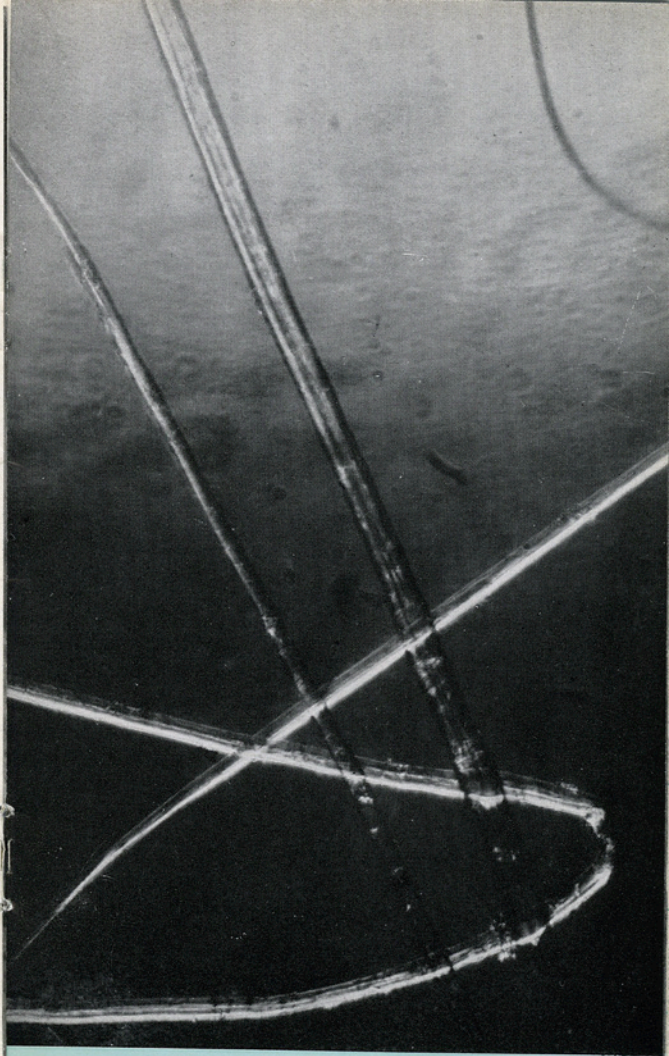


Photo Tor Alm

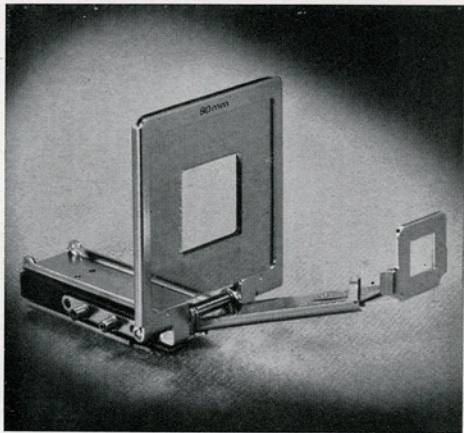


MAGNIFYING HOOD

A perfect lens in a good camera is the prerequisite for sharp negatives so necessary for blow-ups. A picture can, however, never be sharp, if the photographer misses in focusing on the ground glass. This removable hood with magnifier effectively keeps out extraneous light and leads to brilliant, sharp negatives.



Photo Toni Schneiders



SPORTS VIEWFINDER

It is exacted from a good news photographer that at athletic events he should know the rhythm of the particular sport. He must know when the exact picture moment will occur and he must follow what happens thinking of both sharpness and composition. In other words he must visually see the movement, before it comes into the picture field. Without a sports viewfinder this is practically impossible. The Hasselblad sports viewfinder is provided with transparent masks to match different fields of view and has built-in contacts for synchronized flash.

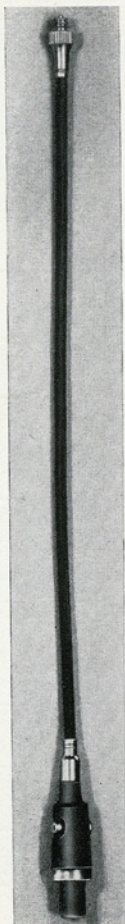


Photo Harry Kampf

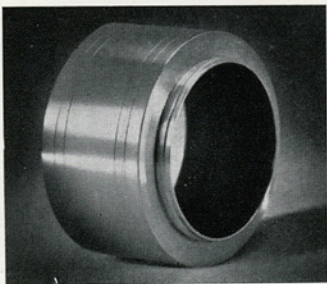


Filters:	Uses:	Filter Factors:	
		Ortho- chromatic	Pan- chromatic
VERY LIGHT YELLOW	Landscapes, snow, cloudy skies. Yellow and red — lighter. Blue — darker. For short exposure times.	2	1,5
YELLOW	Cloud effects, distance shots. Foliage and grass is rendered lighter.	2,5	2
DEEP YELLOW	Renders darker sky effects than medium. In the reproduction technique for purple and blue as black.	2,5	2
LIGHT GREEN	Multicolored subjects in daylight. Portraits in daylight or artificial light.	—	3
ORANGE	Sky contrasts, richer texture outdoors. Absorbs ultraviolet at far distance shots.	—	3
RED	Emphasizes the effect of the orange filter. Infrared photography.	—	8
HAZE FILTERS (for color film)	Precludes ultraviolet dominance. Saves color film from a bluish haze. No exposure increase.	—	—
POLA-SCREEN FILTERS	Eliminates reflections from highly polished surfaces. Corrects sky light.	2,5	2

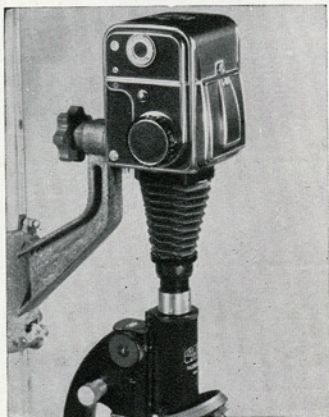
To 60, 80, 135 and 250/5,6 all Wratten Filters VII can be used



Cable release with stop.



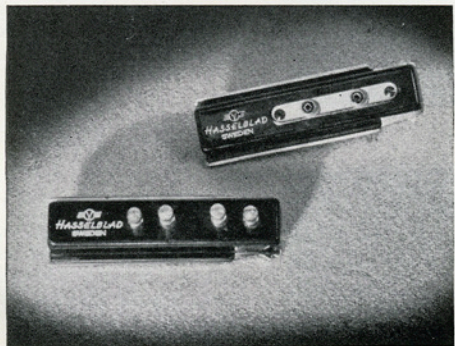
Lens hoods for the 60, 80, 135 and 5,6/250 mm lenses increase the brightness of the negatives.



Extension bellows for microphotography.



Interchangeable roll film magazines.



Interchangeable contact shoes. Both European and American types.



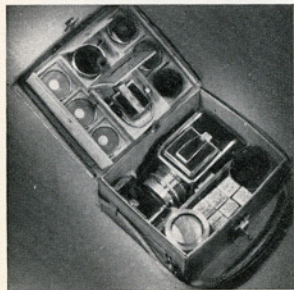
Eveready case

Rich natural leather with attractive saddle stitching. Designed for fast action. Openings for film counter, and for film and shutter indicators. Has compartment for safety slide in cover.



Combination case, small

Typical Swedish workmanship. Made of selected cowhide with genuine suède lining. Convenient small size, yet with space for camera, extra magazine, three filters, cable release, extra slide and two rolls of film.



Combination case, large

A suède-lined, fitted case that is the ultimate in hand-crafted Swedish leather work. Holds camera, extra magazine, 135 mm lens, extension tubes, remote control, sports viewfinder, six Series VII filters, polarizing filter, meter and extra film.

