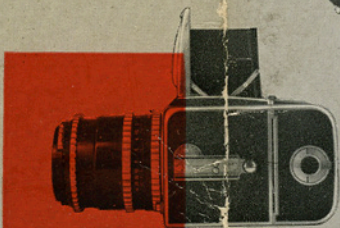
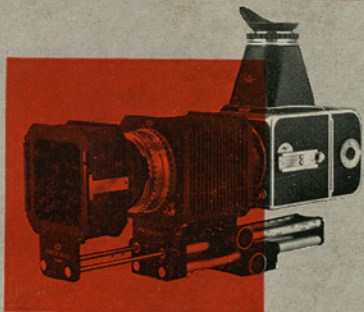
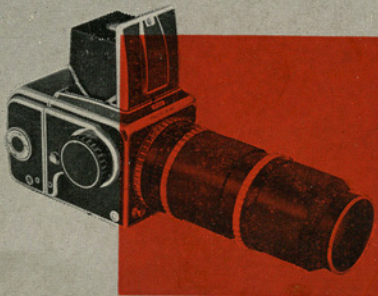




*With the
compliments of:*

VICTOR HASSELBLAD AKTIEBOLAG · GÖTEBORG · SWEDEN





Searching for a needle in a haystack is generally regarded as being one of the most futile of all tasks and *finding* it is practically an impossibility unless one is exceptionally sharp-sighted and persevering to the extreme or employs magnetic or electrical devices. Naturally, we don't think for one minute that you waste your valuable time on such fruitless endeavour but, nevertheless, your constant efforts to get the best out of every situation can be likened to searching for a needle in a haystack – especially if you are a photographer. The world and events around you are constantly changing. When you wish to extract the essence that depicts the whole you must often adopt the technique of the newspaper reporter and examine smaller and smaller details of the overall description and thereby give as general a picture as possible. This means that the picture must depict the whole sphere and give the impression of the milieu from which the detailed report is to be extracted.

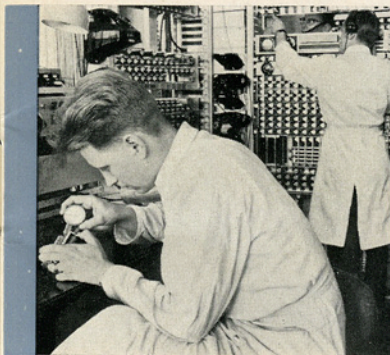
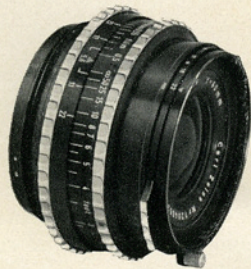
Finding the salient feature of a situation – the picture that tells a story – is just as difficult as finding a needle in a haystack without the necessary technical equipment.

Your technical equipment is the camera which, complemented by a well-chosen range of accessories, can interpret the variations in any particular subject. The HASSELBLAD camera has these qualifications. It constantly gives you a new insight into the subject and is the key that opens the door to the world of microscopy. The wide selection of lenses are the tools which can give your pictures the perspective and interpretation previously the prerogative of the artist working with pencil and brush.

Let us take a scene from industry and together localize the possibilities open to the owner of a HASSELBLAD in seeking to use his camera to discover and portray the story within a story.

WIDE ANGLE

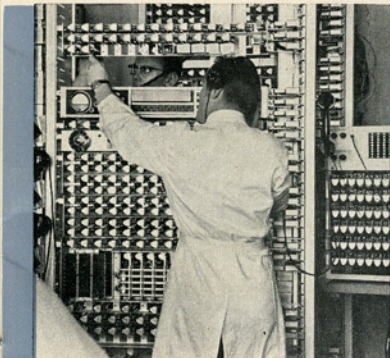
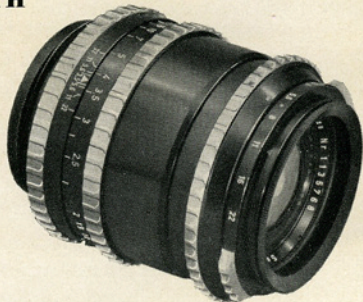
Carl Zeiss Distagon
1:5.6/60 mm. Adjustable
from 0.5 m to inf.
Pre-selective aperture
setting.
Angle-of-view 65°.



The "normal" wide angle lens for the Hasselblad gives the ideal perspective. It reproduces the comparative details which we see out of the corner of our eyes and which are so important in putting a picture in the correct perspective. The depth of field is increased and there is an inspired feeling of freedom of motif.

LONG FOCAL LENGTH

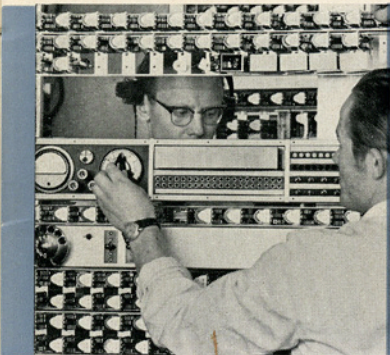
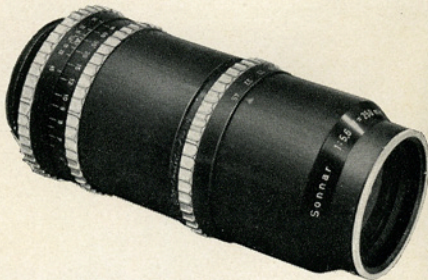
Carl Zeiss Sonnar 1:3.5/
135 mm. Adjustable
from 1 m to inf.
Pre-selective aperture
setting.
Angle-of-view 32°.



The film reporter knows the importance of being able to portray "meaty" pictures at medium range - an effect often achieved by making a part enlargement of a negative taken with a lens of normal focal length. A much easier and quicker way is to use the portrait lens with its long focal length - the Carl Zeiss Sonnar 135 mm.

TELEPHOTO LENS

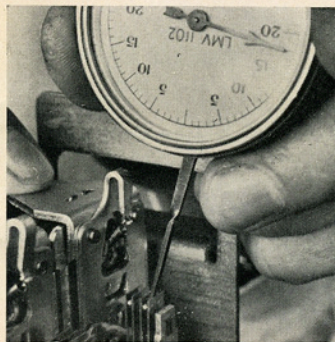
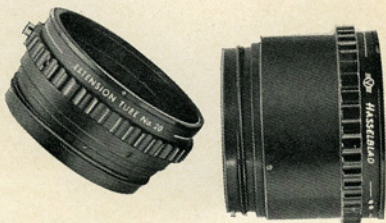
Carl Zeiss Sonnar 1:5.6/
250 mm. Adjustable
from 2.5 m to inf.
Angle-of-view 18°.



Is a telephoto lens primarily intended for long-range photography? "Yes", is the reporter's reply. However, the capacity of the lens to provide variations in the depth of field, to play tricks with the focusing plane and to eliminate unwanted details makes it just as useful when employed as a close-up lens - a fashion photographer's lens.

EXTENSION TUBES

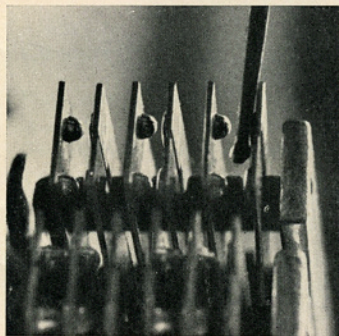
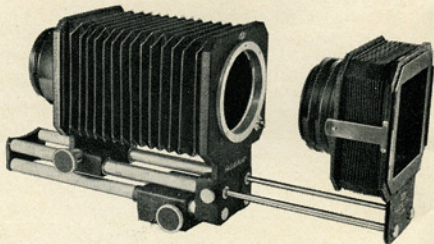
The two extension tubes are numbered 20 and 40. Minimum distance from focal plane to subject - 32 cm.



The needle - the feature that tells the story - can be localized with the Hasselblad extension tubes (Nos. 20 and 40) used in conjunction with the normal lens. Scale of reproduction 1:1. The required degree of enlargement can be conveniently measured on the ground glass screen or taken from the special table supplied with the tubes.

EXTENSION BELLOWS

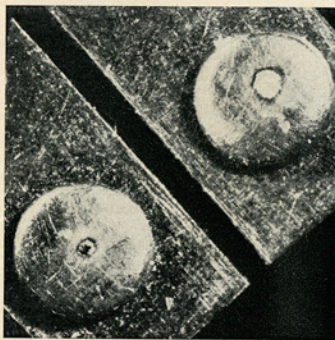
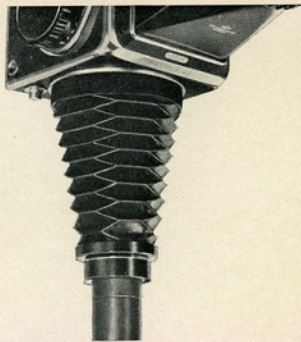
Permit extension from 75 to 205 mm. A scale for every lens indicates the distance and exposure factor.



For more advanced close-up photography, however, more specialized accessories are required. This is true both in the case of photography outdoors and documentary work in the laboratory. A first glance in the viewfinder will convince you of the delights of macro-photography.

MICROSCOPE ADAPTER

Engages in the camera lens mount. Felt covered, absolutely light-proof connection to microscope.



The results of an increasing number of investigations are being presented and verified by photos via the microscope. Using the microscope adapter as the link between the microscope and the Hasselblad fitted with either a roll film magazine or a cut film adapter, micro-pictures can be produced with the accuracy that only a ground glass viewing screen can give.

Hasselblad original filters are manufactured from solid optical glass.

Colour	Code	Factor
Yellow	Y	1.5
Yellow-green	YG	2
Haze	HAZE	0

This group of filters ensures pictures with correct tone values. They are especially recommended for portrait photography on panchromatic material.



CORRECTION



POLARIZATION



An interesting accessory for the advanced photographer. Gives special effects on colour film. Hasselblad polarization filter (POLA) is mounted in the thread of the filter ring and can be rotated to vary the effect. The result is seen on the ground glass screen. Exposure factor with unpolarized light = 2. Effective when photographing interiors and subjects with reflecting surfaces.

Original filters fit all the accessory lenses for the Hasselblad 1000F.

Colour	Code	Factor
Green	G	3
Orange	O	4
Red	R	6

The increased contrast improves the overall effect of the picture. Filters are an inexpensive accessory from which the maximum benefit can be derived.



CONTRAST



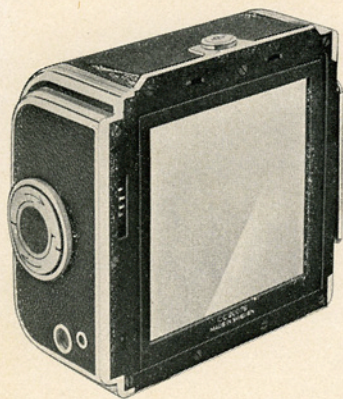
DIFFUSION



An excellent filter for both portrait and landscape work is the DF (diffusion filter). Time-consuming retouching of negatives and positives is reduced to a minimum. Can be used to advantage for "against-the-light" pictures, when it produces a "romantic" effect.

No increase of the exposure time is needed with this filter.

The diffusion filter, like the correction, contrast and polarization filters, fit the 60, 80, 135 and 5.6/250 mm lenses.



MAGAZINE 12

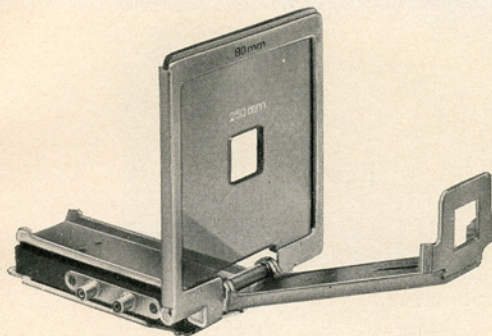
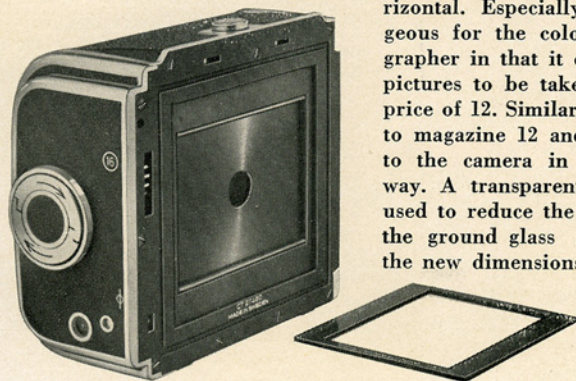
Being able to change the magazine is as good as having two cameras – only very much cheaper.

The Hasselblad interchangeable magazine 12 gives 12 6×6 cm photographs on 120 roll film.

It is fitted with an exposed film signal, film plane marking, exposure counter and an automatic stop which locks the action after the 12th exposure.

MAGAZINE 16

The new interchangeable magazine 16 gives 16 pictures of dimensions 4.5×6 cm horizontal. Especially advantageous for the colour photographer in that it enables 16 pictures to be taken for the price of 12. Similar in design to magazine 12 and attached to the camera in the same way. A transparent mask is used to reduce the image on the ground glass screen to the new dimensions.



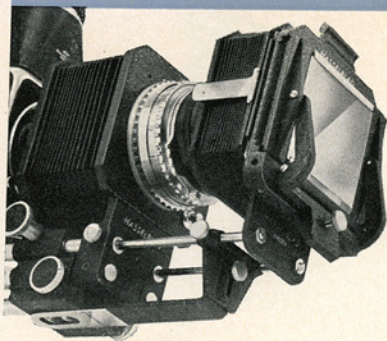
SPORTS VIEWFINDER

A high jumper sailing over the bar, a horse streaking towards the winning post – sporty action pictures appeal to all of us. For pictures of this kind the sports viewfinder is the ideal accessory. The Hasselblad sports viewfinder is fitted with German or American shoes and masks for the various accessory lenses.



MAGNIFYING HOOD

The Hasselblad focussing hood facilitates focussing by cutting out all extraneous light. It is fitted with an easily turnable, soft-rubber eye-piece and a $2\frac{1}{2}$ -times magnifying glass. The magnifying glass can be ground to suit individual requirements. The diopter can be varied between -3 and $+3.5$; $f=80$ mm.



THE TRANSPARENCY COPY-HOLDER

The copying of colour photos is a task that will become increasingly popular with both amateurs and professional photographers.

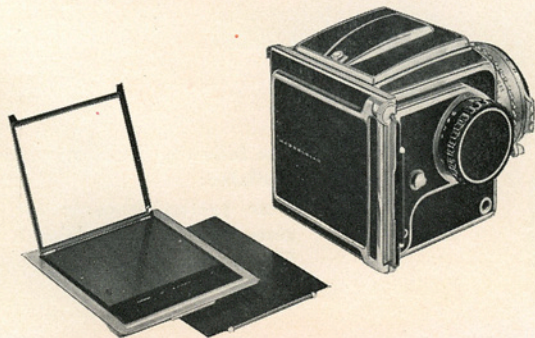
The day of sending prized originals to exhibitions and editors is past – the transparency copy-holder enables the diapositives to be copied on to roll film, or it can be used to make partial enlargements or special copies. The transparency copy-holder, combined with the interchangeable backs, converts the Hasselblad into a modern copying camera of vest pocket size.



CUT FILM ADAPTER

The link between the modern roll-film camera and its easy operation and the wide range of effects obtainable with the many different emulsions available on cut film or plates is the Hasselblad cut film adapter. The cut film adapter is mounted on the camera in the same way as the roll film magazine. The magazine is of nickel-silver and takes $2\frac{1}{2} \times 2\frac{1}{2}$ " cut film or plates of the same size.

The cut film adapter is the ideal accessory for producing negatives calling for specialized treatment. A special film cutter is available for cutting cut film.



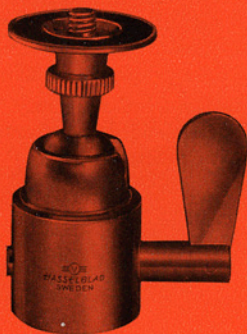


WINDING KNOB ATTACHMENT

Facilitates rapid-action winding. Screws on to the winding knob. Manufactured of black oxidized aluminium.

CABLE RELEASE FOR TIME EXPOSURE

A reliable cable release with time-exposure stop. Encased in nylon.

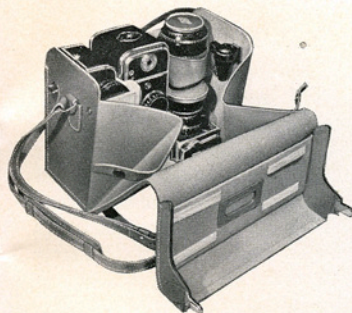


TRIPOD TOP

With the Hasselblad tripod top the camera can be deflected to any angle (holds 15 kg at 90°).

The following accessories are also available:

Rear protective cover for focal plane shutter and Biogon lens, filter rings and reduction screw for cable release.



No. 307

A universal leather case of new design providing accommodation for:

Hasselblad 1000 F, Hasselblad Superwide without magazine and Sonnar 135 mm or Sonnar 5.6/250 mm, extra magazine, Distagon 60 mm or extension tube 20, extension tube 40, sports viewfinder, 4 filters, cable release, exposure meter and 12 rolls of film.



CASES

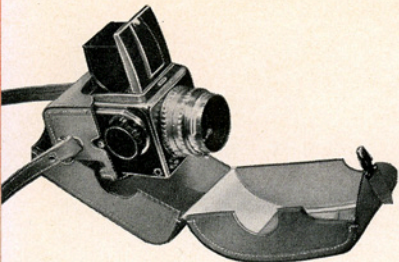
"Reporter's case", providing accommodation for:

Hasselblad 1000 F, 60 mm, 80 mm or 135 mm lenses, Hasselblad Superwide, 2 extra magazines, Sonnar 135, Distagon 60 mm, focussing hood, Sonnar 5.6/250 mm. 7 filters, 10 rolls of film and exposure meter.



No. 308





No. 101

"Ever-ready" case of the same high standard as the other Hasselblad cases. Especially designed for rapid operation. Openings for film counter and for film and shutter indicators. Space for magazine slide in lid. Holds the camera securely when the case is open.



No. 304

Leather case of top quality and design. Can be used to accommodate:

1000 F camera, sports viewfinder, extra magazine, cable release, magazine slide, 4 rolls of film and 3 filters or Hasselblad Superwide Camera, extra magazine, magazine slide, 2 filters, cable release and 2 rolls of film.

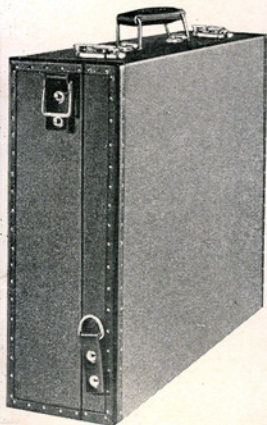


No. 305

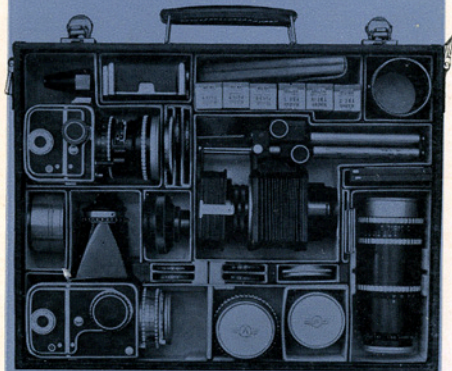
Handmade leather case. Can be used to accommodate:

Hasselblad Superwide Camera with view finder, Hasselblad 1000 F or Hasselblad 1000 F, Sonnar 5.6/250 mm. rolls of film, sports viewfinder and filters or

Hasselblad 1000 F, Sonnar 135 mm. extra roll film magazine, rolls of film, sports viewfinder and filters.



No. 306



When the professional photographer carries his equipment in a case of this quality and design he not only has the perfect packing for his varied and valuable equipment - he also advertises his own good taste and consideration for his equipment - factors that cannot fail to impress his customers and, may we add, his competitors. The case accommodates the complete Hasselblad range and is of first-class quality. The lay-out is shown in the illustration.