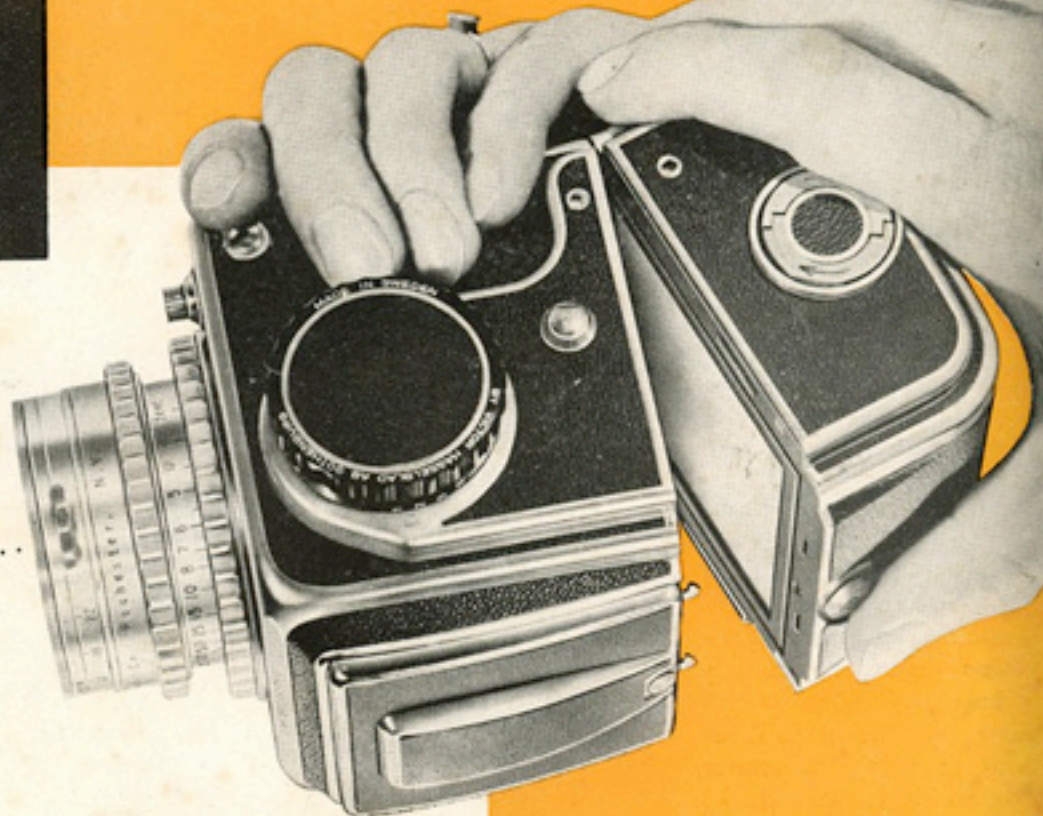


HASSELBLAD
THE WORLD'S MOST
FASCINATING CAMERA



...The famous Swedish 2 1/4 x 2 1/4 Reflex Cam



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THE WORLD'S MOST
FASCINATING CAMERA

Every effort is made to design

HASSELBLAD ACCESSORIES

with only one purpose in mind—

BETTER PICTURES!



FILTERS FOR THE 250mm. SONNAR LENS

Made of special optical glass. Available in light yellow, orange and red. Threaded to fit between lens and sunshade. Supplied with leather case.

RETAINING RING

Threaded to fit the 250-mm. Sonnar lens. Permits the use of Standard Series IX filters. This accessory fits between lens and sunshade. Precision construction keeps filter perfectly parallel to lens.

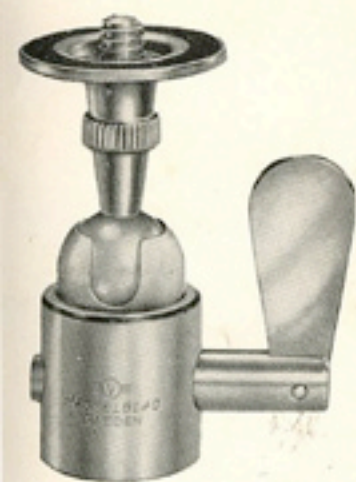
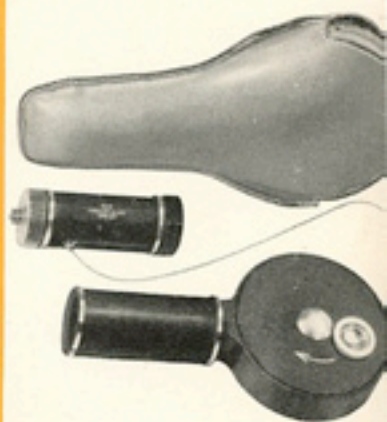


BERNOTAR POLA-SCREEN

A polarizing filter made especially for the 250-mm. Sonnar lens. Helps immensely to eliminate annoying reflections. An invaluable aid in controlling tone of the sky. Can be used with color or black and white.

REMOTE CONTROL

One of the most ingenious accessories in the photographic field is this remote control device by which the camera can be fired from up to 50 yards away! Indispensable in animal photography.

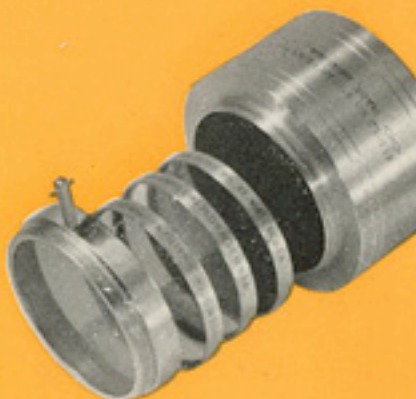


REVOLVING TRIPOD TOP

The ideal swivel top for your tripod. It meets every requirement for small size, light weight, easy use and firm, solid grip. Tilts vertically to 90° and swings horizontally 360°. Locks securely in any position.

SERIES VII FILTERS

Both the standard 80-mm. Ektar and the 135-mm. Ektar lenses accept Series VII filters. These are readily available in a variety of makes and colors. Filters should always be kept clean and free from finger marks.



SWEDISH EVEREADY CASE

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

SWEDISH SHEATH CASE

Smartly styled, conveniently sized case of handsome cowhide. In addition to space for the camera, it has a flat compartment in the bottom for a few small accessories.



CABLE RELEASE FOR TIME EXPOSURES

Has clever locking device for long exposures. Touch the small button and the plunger returns to normal position completing the exposure.



STANDARD CABLE RELEASE

A fine precision-made cable release, measuring 10 inches in length. Designed to give years and years of service. This one comes with a covering of fine nylon.



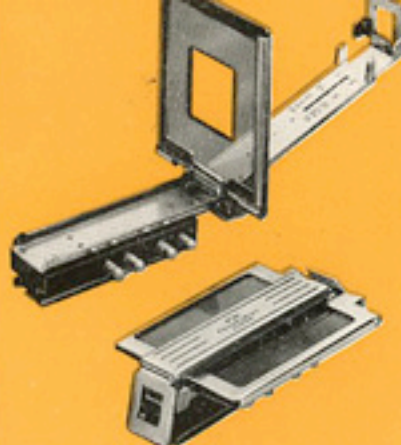
DOMESTIC COMBINATION CASE

A fitted accessory case made of solid saddle leather. Holds camera, extra magazine, 135-mm. lens, 8 Series VII filters, contact shoe, extra slide, cable release and two rolls of film.



DOMESTIC SHEATH CASE

Polished top-grain genuine cowhide. Seams are saddle stitched with contrasting color. Partially velvet lined. Flap has convenient snap-lock. For camera only.

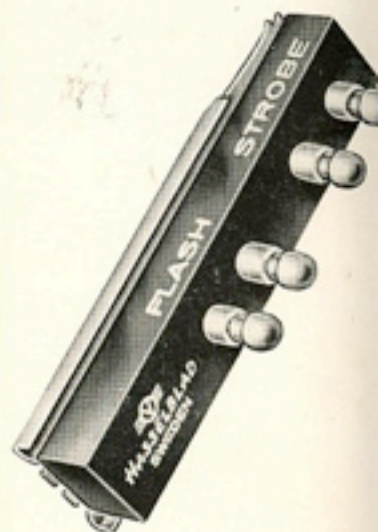


SPORTS-TYPE VIEWFINDER

Provides exact field of view for each lens: 80, 135 and 250mm. Interchangeable blue lucite masks permit observing the action up to the very instant of exposure. Flash and strobe connections are built into the base. Also available with PC contact.

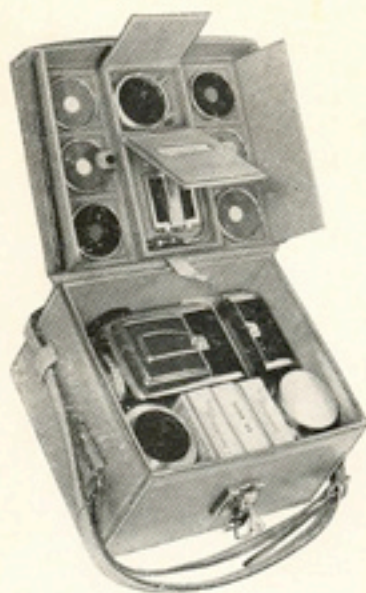
CONTACT SHOE

Has two separate sets of contacts for convenience in using either flash or strobe. Slides into the Universal accessory shoe. Interchangeable with sports-type viewfinder. Also available with PC contact.



SWEDISH COMBINATION CASE

Typical Swedish workmanship. Made of selected cowhide with genuine suede lining. Convenient small size, yet it has space for camera, extra magazine, 3 filters, cable release, extra slide and 2 rolls of film.



SWEDISH COMBINATION CASE—LARGE

A suede-lined, fitted case that is the ultimate in hand crafted Swedish leather work. Holds camera, extra magazine, 135mm. lens, extension tubes, remote control, sports viewfinder, 6 Series VII filters, polarizing filter, meter and extra film.



The traditional quality of HASSELBLAD craftsmanship is truly exemplified in the fine accessories which are shown and described herein. Even as the famous HASSELBLAD camera shows perfection in a picture-taking instrument so do these accessories spell out perfection in design, construction and adaptability. They help widen the scope of

the HASSELBLAD . . . increase its versatility, permit the use of the HASSELBLAD in many different fields and for any number of specialized purposes. You can depend upon them for excellent quality, performance, service and economy. You'll see the difference in constantly outstanding photography. **HASSELBLAD ACCESSORIES for BETTER PICTURES!**



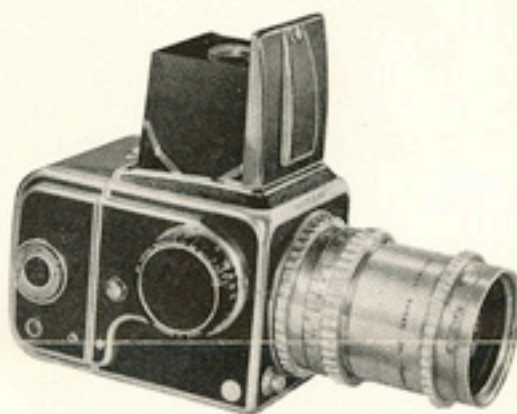
MAGNIFYING HOOD

A useful accessory containing a coated $2\frac{1}{2}$ power critical focusing device for close-up work. One piece construction. Permits focusing in brilliant light by shutting out extraneous light. Slides in place of standard focusing hood. Covers full area of ground glass.

135mm. (5 $\frac{1}{4}$ in.)

KODAK EKTAR f3.5 LENS

Brings distant subjects into manageable range. Coated to improve picture quality. Uses standard Series VII filters and other lens attachments. Designed to combine the quick action of the bayonet and the rigid alignment of the screw mount.



250mm. (10 in.)

ZEISS SONNAR f4 LENS

Interchangeable with and producing an image more than three times that of the standard lens. Just marvelous for naturalists. Has engraved depth-of-field scale and infra-red focusing aid. Supplied with leather case.

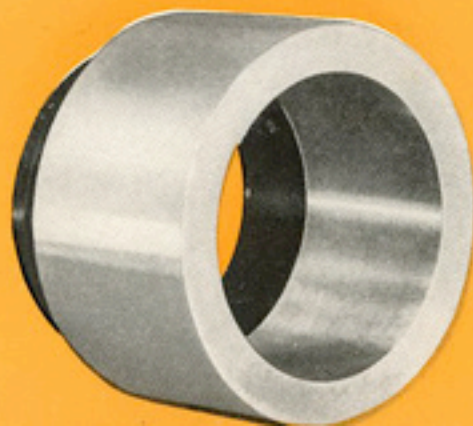


EXTENSION TUBES

Available in two sizes: No. 20 and No. 40. Can be used singly or together. Will enable you to blow up small objects to almost any scale—even up to actual size. Supplied with image scale tables.

LENS MOUNT ADAPTER

This unit is precision threaded on one end to fit the HASSELBLAD. Other end consists of a sufficient amount of base stock to which lenses in focusing mount (other than the HASSELBLAD) can be fitted.



FILM MAGAZINE

New and convenient design. The film magazine is reverse loaded against the normal curl of the film. This assures sharper pictures because the film then lies perfectly flat in the focal plane.