



Quick-
interchangeable
LENSES AND ROLL FILM MAGAZINES



HASSELBLAD

THE SINGLE LENS 2 1/4" x 2 1/4" REFLEX CAMERA

The *famous* SWEDISH
REFLEX CAMERA

MADE IN SWEDEN BY

VICTOR HASSELBLAD

Apklicbolag

GÖTEBORG

HASSELBLAD

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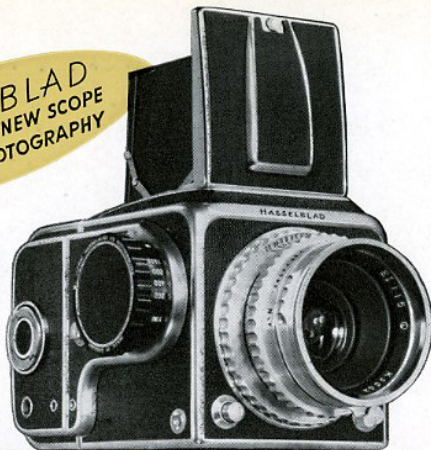
HASSELBLAD

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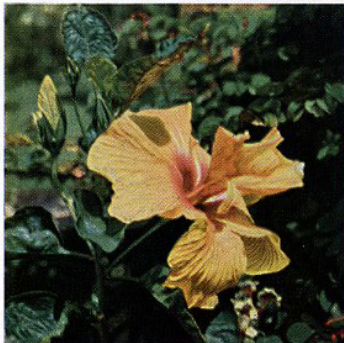
Memo to a perfectionist...

Wherever your photographic pursuits may lead you... whatever your favorite subjects may be — the Hasselblad Camera merits your interest. This is particularly true if you pursue your photographic work, and pleasure, with the practiced discipline of a perfectionist. For here is an instrument, crafted in Sweden, with built-in refinements that will bring to your picture making a new range... a new sureness. Interchangeable film magazines, interchangeable lenses, automatic controls, speeds to $\frac{1}{1600}$ second,

HASSELBLAD
BRINGS GRAND NEW SCOPE
TO REFLEX PHOTOGRAPHY



built-in flash, removable hood — these are but a few of the features that make the Hasselblad a "must" for your personal inspection. Until then, this pocket-size pre-view will give you an inkling of the versatility of the Hasselblad.



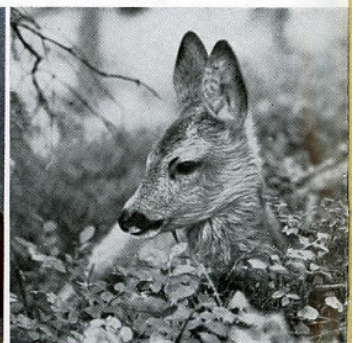
NATURALISTS will appreciate the close-working sharpness of the matchless Ektar f2.8 Lens... focusing down to 20 inches without accessories... and with no worry about parallax.



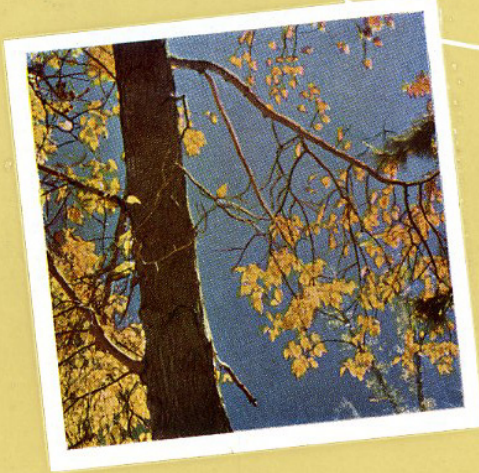
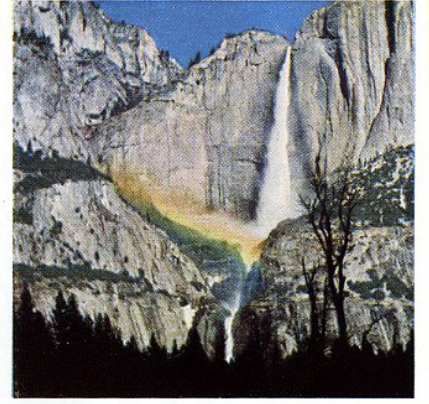
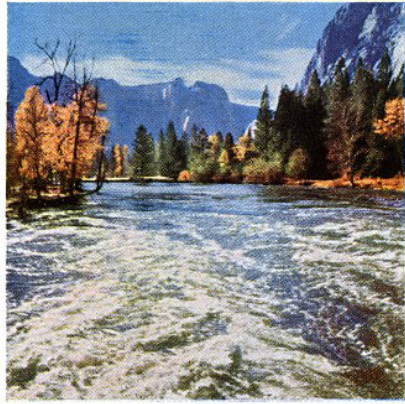
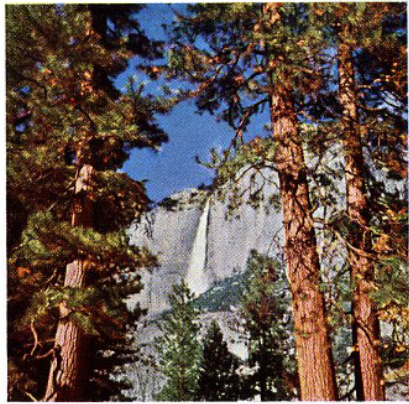
PHOTO-REPORTERS will be quick to exploit the dazzling 1/1600 top speed of the Hasselblad... excited at the prospect of freezing action at angles too difficult for slower shutters.



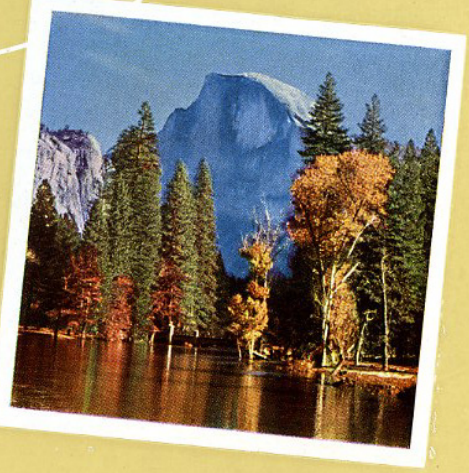
ILLUSTRATORS will like the quick interchangeability of the roll-film magazines... permitting the use of different film emulsions, color or black-and-white, in one camera.



SPORTSMEN will thrill at the "reach" of the long-focus lenses that bring distant, inaccessible subjects into manageable range... thanks to rapid interchangeability of the lenses.



*Ektachromes made with
the
HASSELBLAD
by Ansel Adams*

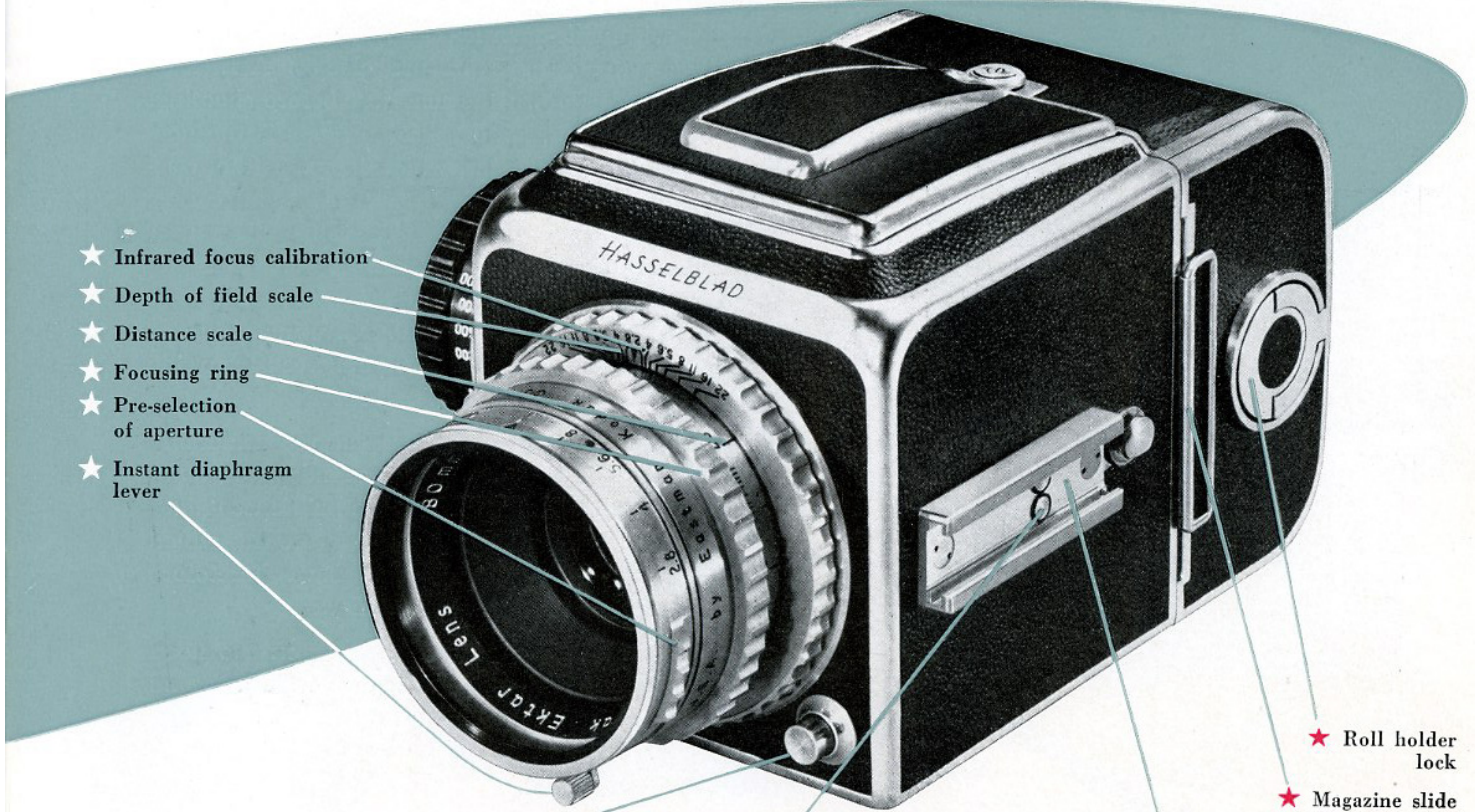


HASSELBLAD — the versatile camera

- ★ Hood and magnifier release
- ★ Magazine release button
- ★ Removable hood
- ★ Interchangeable roll film magazine
- ★ Loading key
- ★ Shutter winding knob, Shutter setting B, 1—1/1600 sec, Automatic film transport
- ★ Neck strap lug
- ★ Exposure counter
- ★ Film indicator
- ★ Shutter indicator
- ★ Shutter release button
- ★ Cable release socket



— offers many interesting features —



- ★ Infrared focus calibration
- ★ Depth of field scale
- ★ Distance scale
- ★ Focusing ring
- ★ Pre-selection of aperture
- ★ Instant diaphragm lever

- ★ Lens lock release
- ★ Flash synchronizer connections
- ★ Universal accessory bracket
- ★ Roll holder lock
- ★ Magazine slide



New view-finder brilliance —

Focusing with wide-open lens — $f/2.8$ — is made possible by a patented aperture pre-selector. A flick of your finger stops down the lens just before shooting. And beneath the grainless ground glass is the new Kodak Ektalite Field Lens, which increases the overall brightness of the image by 250 %, and corner brightness by more than 1000 %. This, of course, tremendously simplifies your composition of a picture on the ground glass, speeds focusing, and, most important, enables you to see the entire image in one glance instead of having to move your head from side to side to see the image in the corners.

The sensational image brightness also considerably expands the usefulness of the camera indoors or under poor light conditions, since the extra brilliance it adds to the ground glass enables you to use the Hasselblad under lighting conditions which have heretofore restricted the use of reflex-type cameras.

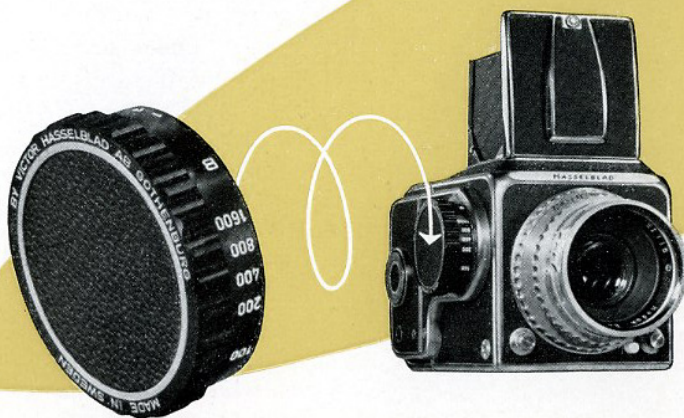
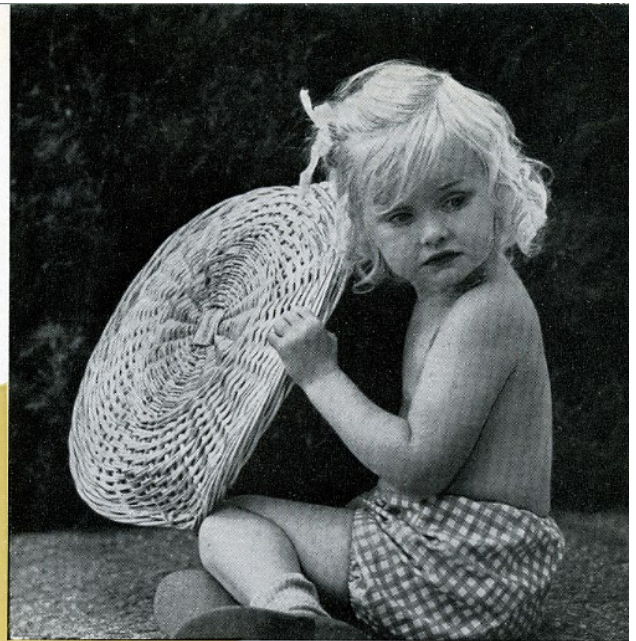
For critical focusing, a magnifier nests in the hood cover. By pressing the hood release button a second time, the magnifier snaps into position.

The finder hood slides off for easy cleaning of the ground glass.

OPERATING RANGE —

Automatic controls with speeds to 1/1600

The climate-proof stainless steel focal plane shutter, turning on ball bearings, offers a wide range of speeds at your service — B, 1 sec., 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/200, 1/400, 1/800, 1/1600 sec. One single knob permits quick dialing in any direction from one speed to any other, whether the shutter is set or not. One full turn of the same knob, and the shutter is set, the film is spaced one frame, the exposure counter advanced one step —



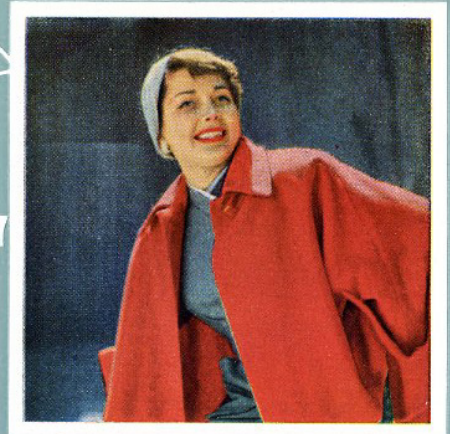
and you are ready to go! Built-in indicators always tell you at a glance whether the shutter is wound and the film advanced. In the Hasselblad — as in no other "reflex" — maximum ease is combined with maximum operating range.



Film range
INTERCHANGEABLE
ROLL FILM MAGAZINES

Change in a moment from
color to black-and-white...

12 pictures 2 1/4" x 2 1/4" on
120 film.



The change is error-proof . . . You cannot remove the
film magazine unless the protective slide is in. You
cannot actuate the shutter unless the slide is out.

Hasselblad pictures by James Abbe Jr.

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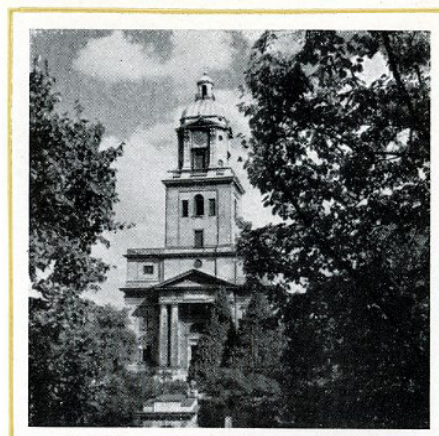
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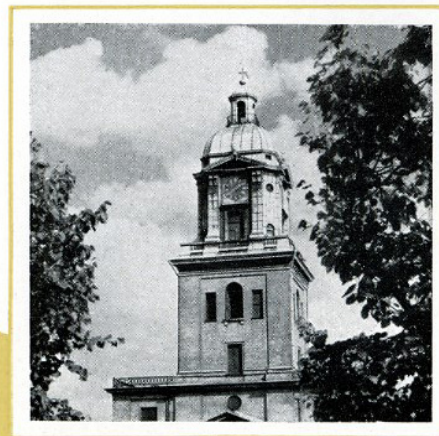
OPTICAL RANGE — *Interchangeable lenses*

The Hasselblad comes equipped with the matchless Kodak Ektar 80 mm f/2.8 Lumenized Lens. This prominent member of the superb Ektar family focuses down to 20 in. from the focal plane without accessories. Available as an accessory is the long-focus Ektar 135 mm f/3.5 Lens and from the middle of 1951 a Zeiss Opton Sonnar 250 mm (10 in.) f/4 Lens. They are quickly interchangeable. The ingenious lens mount combines the quick action of the bayonet and the rigidity of a screw mount.

All registered Hasselblad owners will be notified when lenses of other focal lengths will be available.



At the same distance with 80 mm lens . . .

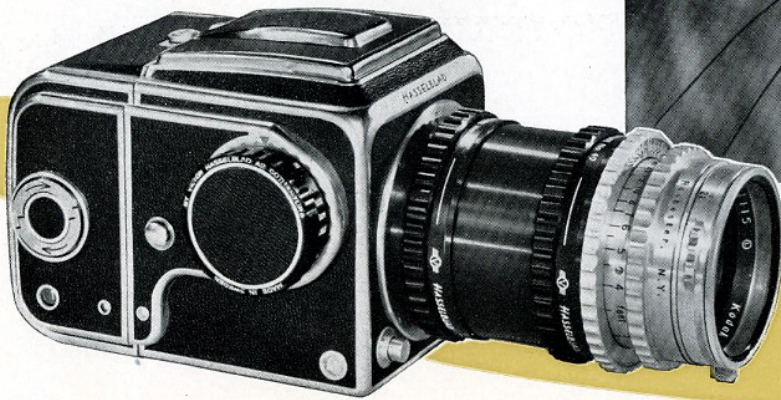


. . . and with 135 mm lens.

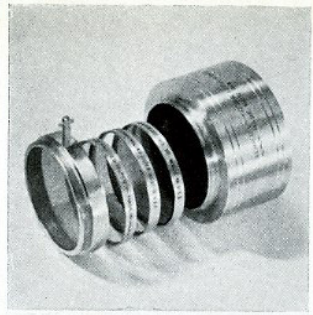
CLOSE UP

Extension tubes

Are you a "close-up fan"? If so, you will find the accessory extension tubes a boon. By adding one or both tubes to the standard lens, you are able to record tiny subjects in any scale desired, up to actual size... and with no worry about parallax! If you are a scientist, doctor; naturalist, dentist, jeweller; collector of rare coins, stamps, gems etc., Hasselblad, the "reflex" that broadens the optical range, is the thing for you.



Change in a moment—from normal lens to telephoto... or to photo in full scale.



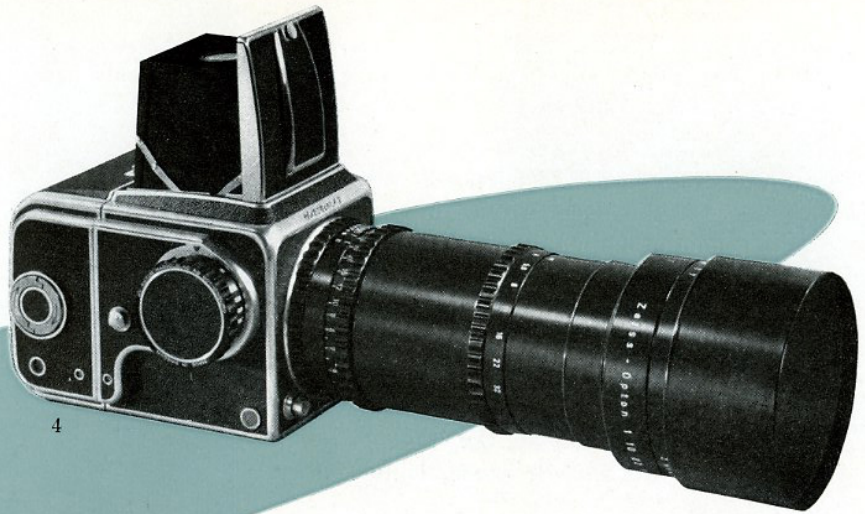
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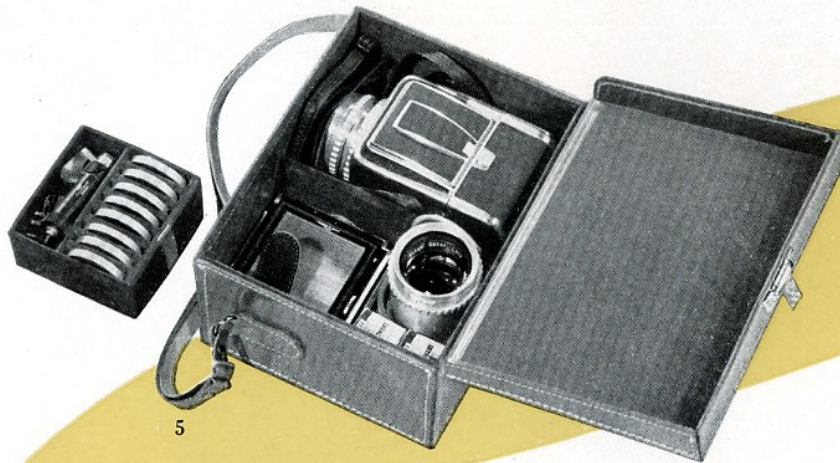


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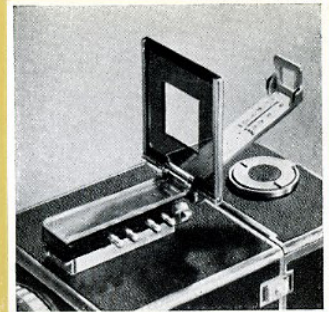
ACCESSORIES

- 1 Standard Kodak Ektar 80 mm f/2.8 Lens and 135 mm Ektar f/3.5 Lens take Kodak Series VII filters. The sunshade shown is intended to be used with the 135 mm Lens. The front of the standard 80 mm Lens acts as a sunshade and no extra sunshade should therefore be used with this Lens.
- 2 Two electric wiring systems are built into the Hasselblad. Connect flash or strobe; use flash lamps developed for focal plane shutters (G. E. No. 6, Sylvania No. 2 A, FP-26) and use any shutter speed. Use strobe equipment intended for immediate ignition (like Heiland Strobonar HR-3). Operates on B, 1—1/25 sec.
- 3 Extension tube No. 20 (left) and No. 40. No. 20 together with the Standard 80 mm Lens operates from 20 to 14.4 in. No. 40 operates from 14.4 to 12.8 in. No. 20 plus No. 40 permits making pictures in actual size, when lens is extended at full.

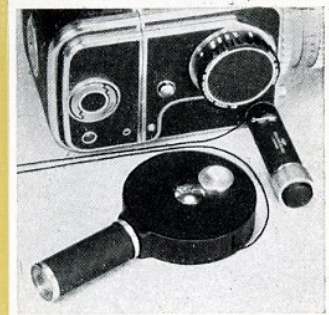
- 4 Hasselblad as described on page 12 with Zeiss Opton Sonnar 250 mm (10 in.) f/4 Lens. Mainly intended for naturalists, this lens is finished in black to avoid unnecessary reflections. Lens shown with sunshade, which belongs to each lens. Requires special Zeiss filters, placed between lens and sunshade.
- 5 Leather carrying case for the Hasselblad, 135 mm lens, extra roll film magazine, film rolls, filters and flash shoe.
- 6 Sports-type viewfinder to be used with 80, 135 (see figure) and 250 mm lens. Contacts for flash and strobe are built-in. Folds to minimum size when not in use.
- 7 Mechanical remote control to release camera from a distance by pulling a thread. The reel contains 50 yards of thread. Ideal for letting animals trap themselves.
- 8 Hasselblad revolving top — a useful gadget of high quality.



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6



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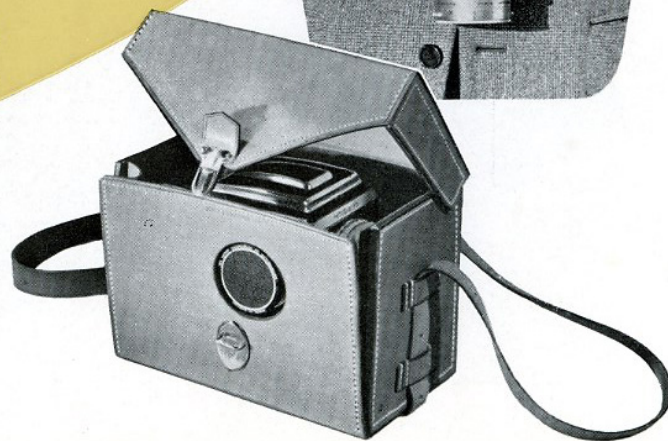
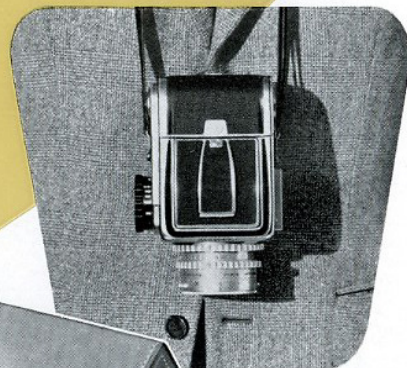


Hold the Hasselblad this way!

Let the camera rest firmly in your *left* hand. Keep your left forefinger ready on shutter release button.

Focusing is always done at *full* opening. Grasp the focusing ring with your right thumb and *middle* finger. Keep your *right* forefinger ready on the stop-down lever. At the critical moment, a flick of your right forefinger closes the diaphragm to the pre-selected aperture, and you make the exposure with your left finger.

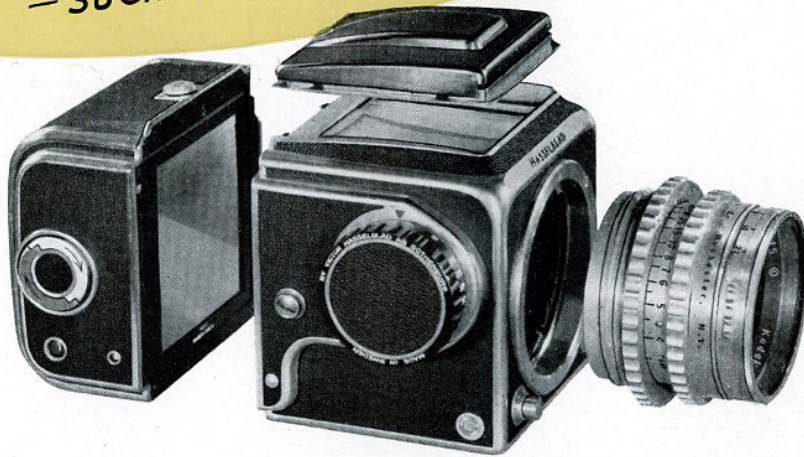
Between shots, the Hasselblad hangs safely by neck strap with the lens pointing downwards, and well protected. Even fuller safety is provided by smart-looking leather carrying-case.





HASSELBLAD
IS SMART LOOKING TOO...

Never before
— SUCH RANGE IN A "REFLEX"...



Every few years a new camera really makes history. Such a camera is the Hasselblad — the new Swedish "reflex". Some of its features are briefly noted here. Full appreciation of the refinements of design that give this camera unprecedented *built-in range* must, of course, await your personal inspection. Ask to see the Hasselblad at your dealer's!



Willoughbys

110 West 32nd street • New York 1, N.Y.
Telephone Longacre 4-1600

WITH THE COMPLIMENTS OF



Your name, please!

Personalize your Hasselblad by having your name engraved on the special name plate built into the film window.