





Hasselblad, the new single-lens $2^{1/4} \times 2^{1/4}$ reflex camera, has interchangeable roll film magazines and sheet film holders.



In a few seconds you can change from black and white to color or to film of another emulsion type.





Finder hood and magnifier

A slight lifting touch at the edge of the lid and the hood springs open.

With the hood off you can easily clean the ground glass. To remove the hood first release the roll film magazine, press front edge of the hood frame backwards. The hood then easily slides off. Inside the hood is a magnifier, which is easily put into position by a slight touch of your finger nail. In order to clean this lens pull it out. This also facilitates exchange of lenses with different focal lengths suitable to the owner's eye. Your optician will help you to select the proper lens. Notice: You cannot fold the hood if the magnifier lens is not inserted.

Extremely bright ground glass image

The rings visible through the magnifier are from the Kodak Ektalite Field lens which increases the over-all brightness of the image on the camera's ground glass by 250 %, and corner brightness by more than 1000 %. This, of course, tremendously simplifies the composition of a picture on the ground glass, speeds focusing, and, most important, enables the picture taker to see the entire image in one glance instead of having to move his head from side to side to clearly see the image in the corners.

The new lens in the viewing system also considerably expands the usefulness of the camera indoors or under poor light conditions, since the extra brilliance itadds to the ground glass enables the Hasselblad camera to be used under lighting conditions which have heretofore severely restricted the use of reflex-type cameras.



Film indicator

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Shutter indicator Shutter cocking Shutter setting Film advance

Cocking the shutter

The shutter is cocked by rotating the knob one full turn until it stops. At the same time the mirror goes into position.

The shutter indicator shows if the shutter is set or not: white = ready for exposure, red = exposure is made.

Shutter setting

The shutter speeds are selected by pulling out the knob and turning it so that the figure desired coincides with the red index at the top. Changes can be made in any direction and from one shutter speed to any other before or after winding the shutter. Shutter speeds: 1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/200, 1/400, 1/800, 1/1600 sec. and B.

Advancing the film

Roll film is automatically advanced when the shutter is wound.

The film indicator shows if the film is advanced or not: white = ready for exposure, red = exposure is made.

Cock the shutter immediately after each exposure. The shutter in the Hasselblad is so constructed that the shutter is not damaged by remaining cocked.

Care of shutter

Your shutter is made of selected Swedish stainless steel $^{6}/_{10\,000}$ of an inch thick. It can be damaged by rough handling; therefore, handle it with care.



Focusing ring Pre-setting of stop Setting of stop

Pre-setting of stop

Open diaphragm fully by pulling trigger to left as far as it goes. Then turn your front ring so that the stop figure desired coincides with the red triangle index. This does not actuate the diaphragm which still is wide open.

Focusing

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Focus on the ground glass by turning the middle ring on the lens. Focusing is always done at full opening.



Full opening

Stopping down

Setting of stop

Immediately before exposure pull the trigger to the right and upwards until stop. Your real stop is now corresponding with the pre-selected stop and the rectangular red spot on the thin ring is now in line with the round red dot between f/5.6 and 8 on the diaphragm scale.

Focusing scale

The scale indicates the distance from the object to **the film.** The black figures are distance in feet, red figures in inches. The very small red dot between 2.8 and 4 on the depth of field scale is for infrared.





Hold the camera this way!

Let the camera rest firmly in your **left** hand. Keep your **left** forefinger ready on the shutter release button (see also page 4).



Grasp the focusing ring with your right thumb and **middle finger**. Keep your right forefinger ready on the stop setting trigger (see also pages 10 and 11).



Roll holder Roll holder partly lock opened pulled out

How to thread the film

Loading roll film

Load with 120 film.

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When the slide is in, the slide grip should point forward to be out of the way when the roll holder is pulled out of its magazine.

Cock the shutter if this is not already done.

Pull out the roll holder lock, turn it to the left until stop and pull out the roll holder. Put in the film as picture shows with protecting paper's black side turned against the lens.



Push the roll holder into the magazine, making sure it goes in all the way. Lock it.

Open the film window on the back of the magazine. Swing out the loading key and turn until figure 1 on the protecting paper appears in the window.

Then turn the loading key **counter-clockwise** till stop, when figure 1 appears in the exposure counter as well.

From now on the film is advanced automatically.

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Magazine lock button

Changing magazines and film holders

Wind the shutter immediately after each exposure! Be sure that it always is cocked when you remove or attach a roll film magazine or a sheet film holder.

Detaching

Roll film magazine. Hold the camera with your left hand and the magazine with your right (see picture). Push the magazine lock button to the right to release the magazine from camera.

Sheet film holder. Use the same grip, but press in the lock plunger (see picture on page 20).

Attaching

Hook on the magazine or the film holder, swing it forward and press.

When attaching, the film indicator must always have the same color as the shutter indicator.

The slide

If you have forgotten to insert the slide before detaching, the magazine or the film holder can not be removed from the camera. If you have forgotten to pull out the slide before exposure, the shutter can not be released.

The original leather cases have a special place for the slide.

Intentional double exposures

can be made by detaching the magazine after the first exposure, cocking the shutter and reattaching the magazine.



Red dot on the camera

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Lens lock release on the lens

Changing lenses

Detaching. Grasp the lens with your right hand at the milled collar close to the camera. Press the lens release button and turn the lens 1/3 of a turn counter-clockwise as far as it will go. Now pull out the lens.

Attaching. Push in the lens with the red dot opposite the red dot on the camera. Turn the lens 1/3 of a turn clockwise until it locks.



Flash synchronizer

The camera has a built-in synchronizer for flash bulbs and speed lamps. An accessory contact slides into the universal bracket. The time to peak can be adjusted for different types of bulbs according to the graduated scale. Complete information will be supplied with the flash accessories.



Film holder lock

Cover lock

Loading of sheet film holder

Sheet film holder should be loaded with Kodak sheet film 65×65 mm.

Place the holder with black side up and slide to the left. Open the cover lock and take it off. Place film in frame. Put on the cover. If you feel the least resistance when closing the lock, the film is not in the proper position.

Practice loading in daylight!

Film indicator is white when holder is loaded, red after exposure and also when empty.

Your shutter indicator must signal white when you attach the sheet film holder to the camera.



The neck strap

Your Hasselblad camera has a specially constructed catch arrangement on the strap. It holds the camera securely.

When carrying your camera in the neck strap the lens points down and is well protected.



All lenses, except the wide angle lens, take Kodak series VII filters and accessories.

The Hasselblad swivel head. Made with extreme

accuracy.

Lumenized Kodak Ektar 135 mm. f/3.5. Focuses from ∞ to 40 in. from film.



Personalize your Hasselblad by having your name engraved on the special plate built into the film window. Put your nail under the name plate to remove it for engraving.