

Polaroid Corporation's magic number.

*We taught it everything
we know.*

The 450 puts more into one minute than any Polaroid Land camera we make.

It starts with Focused Flash. Our new flash system that throws exactly the right amount of light on your subject, automatically. (As you focus the camera little louvers open or close in front of the flashcube.)

As close as 3½ feet you get a soft, flattering light. As far back as 10 feet you get enough light for the whole gang. Anywhere in between, you get something precisely in between.

(Focused Flash uses the new GE Hi-Power Cube that was made especially for this system. It's more than twice as bright as standard flashcubes.)

The 450's electronic shutter and electric eye control all other exposures for you, automatically.

Take candid shots of your family some sunny day. (This camera can shoot at 1/1000th of a second.) Or indoor black-and-white shots without flash. Or color time exposures up to 10 seconds. All automatically.

An electronic development timer

built into the back even keeps track of your picture while it's developing, then calls you ("Beep") the second it's ready.

Focusing? Bring together the two images in the double-image Zeiss Ikon rangefinder-viewfinder and you're precisely focused.

There's a three-element lens. Four film-speed settings. Black all-metal body. And brushed chrome finish. The entire camera sells for under \$175. (Without Focused Flash, under \$165.)

The 450 also comes in a special deluxe kit. Focused Flash, snap-on attachments for head and shoulder portraits and a self-timer so you can even get into your own pictures.

The 450. Our finest minute.

The 450

