



These are the SX-70 Land cameras. The ultimate in instant photography, the finest from Polaroid.

Holiday shopping guide to Polaroid's SX-70.

\$210 * The New Alpha 1	\$165 * The Model 2	\$132 * The Model 3
World's only folding SLR viewing system (through-the-lens focusing)	Same	To focus, you set the distance
Folds to about 1"x4"x7"	Same	Same
Lightweight (24 ounces)	Same	Same
Velvety chrome finish	Off-white plastic body	Black plastic body
Genuine leather	Brown Porvair	Deep tan Porvair
Camera ejects picture automatically	Same	Same
You watch the image develop	Same	Same
Picture is hard, dry, durable, fade-resistant	Same	Same
Nothing to peel, nothing to throw away	Same	Same
Focuses from 10.4 inches to infinity without special lens	Same	Same
Precision ground 4-element glass lens	Same	Same
10-shot color film, big prints	Same	Same
Fresh power every time you load (battery is in the film)	Same	Same
Uses 10-shot FlashBar	Same	Same
Automatic time exposures up to 14 seconds	Same	Same
Automatic film counter	Same	Same
12,000 RPM motor	Same	Same
Uses all optional SX-70 accessories	Same	Will not accept lens shade or close-up lens
Monitored flash to control exposure	Same	Same
Flash-In-Daylight capability	Normal flash capability	Normal flash capability
Flash Inhibit will not allow you to waste a flash or a picture	Same	Same
Built-in tripod mount	Same	Accepts tripod mount accessory
Adjustable and detachable leather neck strap	Adjustable and detachable nylon neck strap	Adjustable and detachable nylon neck strap

*Suggested list price. © 1976 Polaroid Corporation. "Polaroid" and "SX-70" ®