

PRESENTING THE NEW 1957 AUTOMATIC

EXAKTA **Ila**

... the finest Exakta yet produced in the 20 years history of Exakta leadership
... based on its original, still unchanged design, that revolutionized photography.



The New, 1957 Exakta Ila is the most significant advancement in Exakta history! It is the latest in a long line of achievements that have advanced Exakta Photography to new horizons, and which have expanded the frontiers of photography. Brilliantly engineered, the magnificent Automatic Exakta Ila with its new noiseless shutter design is a development of tremendous importance to photographers.

The new Automatic Exakta Ila has many intriguing and desirable innovations and refinements... new three-outlet MXF flash synchronization for focal plane flashbulbs, for SM flashbulbs, and for electronic flash... new and improved window rotodial... new wide-diameter film spool for faster winding... new improved winding mechanism... new spring-catch spool retainer... new slow-speed setting knob for faster silent operation, and many internal improvements resulting from the latest advancements in photography. Naturally, the new 35-mm. Automatic Exakta Ila has all the other renowned and treasured Exakta features as Automatic diaphragm lenses... interchangeable lenses... interchangeable viewfinders, penta-prism eye-level viewfinder, waist-level reflex viewfinder, split-image rangefinder, magnear lens-viewfinder... coupled film transport and shutter cocking... 27 shutter speed settings ranging from 1/1000 of a second to 12 seconds, plus bulb and time... built-in knife... provision for intentional double exposures, and more.

The Automatic Exakta Ila is available with Penta-Prism eye-level Viewfinder and Split-Image Rangefinder and 58-mm. f/2.0 Carl Zeiss Jena Biotar lens with Automatic Diaphragm.....\$399.

We invite you to see and inspect the new 1957 Automatic Exakta Ila at your dealer.

EXAKTA CAMERA COMPANY 705 BRONX RIVER ROAD, BRONXVILLE 8, N. Y.

Exclusive Factory appointed Representative in the U. S. A. for Sales and Service of Exakta and Exa-Cameras