



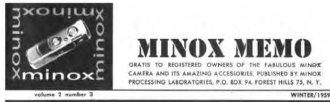
THE MINOX MEMO

Classic Collection

A Series of Reprints by the Minox Historical Society

<http://www.minoxmemo.org>

\$19.95



MRS. JOHN FOSTER DULLES, PHOTOGRAPHER

Editor's Note: Vance Trimble, Scripps-Howard staff writer, spotted this unusual story because he is a Minox V. himself.

Like most amateur photographers, Mrs. John Foster Dulles just aims and snaps the shutter, and hopes she gets a good picture.

Usually she does. Most of her pictures are historic. That's because for many years she focused on our late Secretary of State or the world leaders he rounded the globe to see.

Mrs. Dulles generally went along with her husband, and where they went she carried her Minox.

Until recently, her pictures had been seen only in the family circle. However, at the request of the Scripps-Howard newspapers, Mrs. Dulles selected the favorite snapshots she has made. Here they are—scenes from the history of our time.

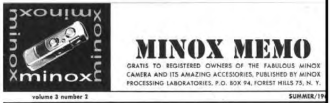


During the Geneva Strategic Conference, Generalissimo Chiang Kai-shek, Generalissimoissimo, the world's first Minox shot on film by Dulles. (November, 1953)



Mrs. Dulles, in her usual role of a "regular" housewife, stands on the deck at the Atlantic Ocean at Berlin. (November, 1953)

On the beach at Columbia, Carolina, Secretary Dulles relaxed on afternoon rest. This was in March of 1956, when the Dulleses were returning from the EAST meeting in Potsdam.



MINOXING AROUND THE WORLD



When Robert J. Goldman, President of the Photographic Society of America, and his wife made a round-the-world cruise in January, their Minox traveled right along with them, recording the strange and memorable sights of foreign lands—a few of which are shown here. Taking pictures under a great variety of lighting conditions with a minimum of preparation, Mr. Goldman brought home a wonderful record of his trip.

Of the photo at the upper left, he says: "This was taken under difficult and contrary lighting conditions in a native market in Africa. Pictures of natives, human interest shots and any other photos of people are always the most interesting, but the hardest to take. Most people 'freeze' when a camera is pointed at them—last not when you're using a Minox. Its inconspicuous size makes it invaluable—particularly when shooting those who do not want their pictures taken."

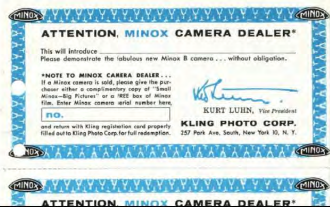
The upper right photo was taken in the S.S. Bergendjard's motor



launch going ashore to one of the South Sea Islands. Mr. Goldman comments: "The helmsman at the tiller was completely unaware of the fact that his picture was being taken. I am never get over the tremendous depth of field obtained with the Minox lens, and believe this is a good example of it." The third photo was taken at the marketplace in Madeira, Portugal where "again the light was very



(Continued on Page 19)



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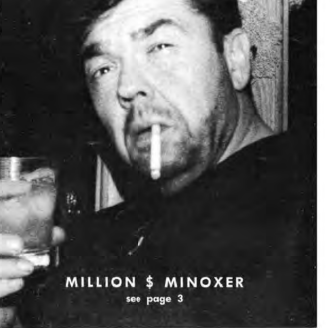
DR. JULIUS BAER AND DR. ROBERT BERRIS TRIUMPH IN THIRD MINOX PHOTO CONTEST

Don O. Thayer, president of Minox Processing Laboratories, has officially announced the selection of Dr. Julius Baer, Forest Hills, N.Y., and Dr. Robert F. Berris as first prize winners of the Third Minox Photo Contest in the Pleasure and Business Divisions respectively.

Covering every conceivable subject and involving every technique imaginable, this ultra-miniature photography competition drew an overwhelming 7,256 entries, submitted by Minox'ers in every state in the union—including Hawaii and Alaska! The three judges—Hugh Edgwards, Curator of Photographs of the Art Institute of Chicago; Al Madson, Photo Editor of the Chicago Tribune; and Joe J. Marx, first prize winner of the two previous Minox Photo Contests, were amazed and delighted by the outstanding caliber of work represented. Following are the twenty Minox'ers who were chosen for top honors.

PLEASURE DIVISION
1st TWO CHILDREN
Dr. Julius Baer, Forest Hills, N.Y.
2nd NUNS AND ABSTRACT
ART
William S. Loring, Elizabeth, N.J.
3rd ACAPULCO BULLFIGHT
Mel Wenger, Chicago, Ill.
4th WINTER FUN
Norm Fitzgerald, Jr., Chicago, Ill.

BUSINESS DIVISION
1st SURGERY
Dr. Robert F. Berris, Denver, Colo.



The Minox Historical Society Presents: The Minox Memo

Series 1 Volume 2

Summer 1959—Winter 1961



If they wear a tie or scarf...and 99.98% of all living Minox'ers do...give them these unique Minox Tie and Scarf Bars.

#J-6 is a much desired Minox Clip at \$2.95 each, in silver oxidized hand-relieved finish.

#J-6, in Hamilton gold plated rose satin finish, "clips" your wallet for a mere \$3.50.

Prefer a Tie Tack and Chain? OK! They're yours! In silver oxidized hand-relieved finish only, #J-7, at \$2.50 each.

All shown are gift packaged...almost irresistible for stocking stuffers...almost irresistible for gift giving at your office, but, nothing of this...see about giving yourself with a complete set of Minox jewelry!



SHOOTING DUCKS WITH THE MIGHTY MINOX

On a picturesque pond in Ohio there's a breed of ducks that has no biological name. But they could properly be called Catalan Ducks. Composed of many different species, they have one thing in common: they all spend their winters in Castalia, Ohio, on a pond that never freezes. The pond is formed by overflow from the nearby Blue Hole, which is fed by an underground river. Yet, if it weren't for the cooperation of people living in and around Castalia, the ducks would have to winter elsewhere. The pond, while it maintains a year-round temperature of 48 degrees, does not support any animal or vegetable life.

Mrs. Allen Powell of nearby



Mentor, who used her Minox to "shoot" the Catalan Ducks that illustrate this story, reports that people come from far and near to observe, feed and photograph the ducks. A second place winner in the First Minox Contest, Mrs. Powell does all her own processing and enlarging. Obviously no mean photographer and technician, she is particularly partial to Minox, the first camera she ever owned. Certainly the photo shown above and those on page 8 are convincing evidence of the versatility of Minox and the remarkable results that can be achieved in shooting even such difficult subject matter as ducks in flight.

(Continued on page 8)

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Volume 2

Series 1

Summer 1959—Winter 1961

Compiled and Edited by Larry Feldman
Additional processing by Lara Feldman

2004

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MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 2 number 1

SUMMER/1959

JOE MARX AND BRENT BAILEY WIN TOP HONORS IN 2ND MINOX PHOTO CONTEST

Don O. Thayer, President of Minox Processing Laboratories, has officially announced the first place winners of the Second Minox Photo Contest as Joe J. Marx, Loveland, Ohio, and Brent P. Bailey, Abilene, Texas, in the Pleasure and Business Divisions respectively.

This year's ultraminiature photography competition drew an overwhelming number of entries, with 5623 Minox photographs submitted by Minox'ers from coast to coast. The three contest judges—Joseph D. Cooper, author of "Ultra-Miniature Photography" and columnist for Modern Photography Magazine, David B. Eisendrath, Jr., Technical Editor of Photo Methods for Industry Magazine, and Bob Schwalberg, Technical Editor of Popular Photography Magazine—were greatly impressed with the photographs submitted. Here are the twenty award winning Minox'ers who were chosen by the judges.

PLEASURE DIVISION

- 1st GRANDFATHER'S DAY
Joe J. Marx, Loveland, Ohio
- 2nd NEW YORK AT NIGHT
Jack Gomberg, Brooklyn,
N. Y.
- 3rd WEB
C. Torrey Adams, Newport,
Mich.
- 4th KITTEN IN A CHAIR

Kenneth W. Keefe, Missoula,
Mont.

- 5th HARBOR SCENE
Norman J. Fitzgerald, Jr.,
Chicago, Ill.
- 6th LINES AND CURVES
Lou Bluestone, Detroit,
Mich.
- 7th MERCI, MADAME!
Joe J. Marx, Loveland, Ohio
- 8th FACADE OF BUILDING
J. Chandlee Ergood,
Philadelphia, Pa.
- 9th SNOW SCENE
Joseph S. Peacock, Park
Ridge, Ill.
- 10th LITTLE LADY
James A. Landis, San
Marino, Calif.

BUSINESS DIVISION

- 1st MONORAIL
Brent P. Bailey, Abilene,
Tex.
- 2nd MEN AT WORK
Bruno C. Kosack, St. Clair
Shores, Mich.
- 3rd GRAAFIAN FOLLICLE
Nathan Honen, Hempstead,
N. Y.
- 4th WELDED WIRE FABRIC
IN USE
Don Gehring, Arlington, Va.
- 5th CONSTRUCTION
WORKERS
C. R. Mather, Jr.,
Jeffersonville, Ind.

(Continued on Page 2)

CONTEST (Cont'd.)

- 6th WELDER
George R. Clark, Ft. Worth,
Tex.
- 7th CANNON WOUND
Dr. H. L. Chasserot, New
Rochelle, N. Y.
- 8th RIVER DOCK OF
CHEMICAL TERMINAL
Louis H. T. Dehmlow,
Wilmette, Ill.
- 9th GIRL IN GREEN
Agnes Halsey Jones,
Cooperstown, N. Y.
- 10th THE BELAFONTES AND
MacRAES
Bernard L. Gluckman,
New York, N. Y.

In addition, two entries which were not selected for one of the first ten prizes were considered so outstanding that the judges awarded them a special Honorable Mention. The Honorable Mention winners are:

ORATOR'S CORNER,

HYDE PARK

Lou Schor, Sherman Oaks, Calif.

BRONX CHEER

C. Larry Unland, St. Louis, Mo.

What makes an award-winning photograph . . . and why did the Minox prints selected win the judges' nod of approval? We feel that a discussion of these winning prints can be of great value to other Minox owners, and this and subsequent Minox Memos will contain photographic reproductions and helpful information.

JOE MARX TAKES TWO AWARDS . . . TOPS COMPETITION FOR SECOND TIME

For the second consecutive year, Joe J. Marx captured first prize in the Pleasure Division . . . and this year he even outdid himself by also placing seventh in the face of extremely heavy competition. One of the world's most ardent Minox'ers, Mr. Marx is a regular contributor

to the Minox Memo. In his "Marx's Minoxology" column, he has often advised other Minox enthusiasts to learn to recognize prize picture material when it presents itself. Mr. Marx himself has an educated eye indeed . . . is a great advocate of human interest shots. His first place photograph is an outstanding example of his theory in practice—capturing a warm, sensitive and memorable moment.

Mr. Marx's seventh place entry also exemplifies his practice of creating unforgettable pictures wherever and whenever the situation arises. "Merci, Madame!" was shot on his recent European vacation, while strolling down an obscure street in search of picture material. The relaxed, completely unposed attitude of the Frenchwoman and the interesting composition around her expresses with an eloquence beyond words the value of seizing every opportunity as it presents itself. As Mr. Marx has often stated, only the Minox enables you to do this . . . to capture out-of-the-ordinary shots anytime, anywhere.

BRENT BAILEY MINOXES FROM MEXICO TO ALASKA

To Brent P. Bailey, District Manager for a construction equipment manufacturer, the Minox is a constantly-used tool of the trade . . . enabling him to develop a technique that captured first prize in the Business Division. In covering his territory, an important facet of Mr. Bailey's occupation is to take all advertising and publicity photographs for his firm. How well the Minox fills his requirements is best described by quoting Mr. Bailey directly: "In the past year and a half, my Minox has been from Mexico to Alaska and from the East Coast to the West Coast. I have had a number of Minox photographs published without the publishers even know-



First Prize in the Pleasure Division, "Grandfather's Day" by Joe J. Marx, Loveland, Ohio.

ing that they were done with an ultra-miniature camera . . . I have successfully recorded the Carlsbad Caverns from one end to the other; have taken portraits of miners 800 feet underground with only the light from the mining lamps on their hats. I have done human interest stories at International airports at 2 A.M. with dimly lit interiors to tell the true story of the man on the road, and have done aerial and industrial photography with the Minox. I carry a clamp-on tripod at all times in my briefcase to record documents and have used the Minox from well below zero to the heat and humidity of the Tropics.

My Minox camera has taken a terrific beating under all conditions and yet I am sure that if I pull it

out of my pocket right now, it will capture that once-in-a-lifetime photo that could not be gotten with any other camera."

MAGNIFICENT COLOR WINS AWARD FOR JACK GOMBERG

Commercial artist Jack Gomberg originally purchased his Minox solely to record material for future paintings, but after experimenting with Minox color photography, he has become an avid amateur photographer, using his Minox exclusively as a color camera. Mr. Gomberg believes that it's the photographer's point of view that makes the picture outstanding, and that Minox color photos can be as magnificent as photographs taken with larger cameras. He writes that

(Continued on Page 4)

CONTEST (Cont'd.)

"the factor of personal judgment makes the difference—not the size of the camera." From the samples of Mr. Gomberg's color photography submitted, the judges certainly agreed. Your editor only wishes that we could reproduce Mr. Gomberg's inspiring "New York at Night" in its full beauty. Other Minox color photographers will gain a valued insight into Minox color photography through Mr. Gomberg's article on page 13 of this Minox Memo.

**SPUR-OF-THE-MOMENT
SHOT PAYS OFF FOR
GEORGE CLARK**

As Air Safety Investigator for the Civil Aeronautics Board, George R. Clark must constantly obtain photographs of all conditions or practices potentially hazardous to aviation safety—and they must usually be

secured under adverse conditions. Naturally, most of his shots are spur-of-the-moment type, with little opportunity to plan for lighting or camera angles. They must be taken rapidly, with a minimum of preparation and using available light, which is often none too good, as in the case of his prize-winning "Welder." However, Mr. Clark states that he has taken many useful shots with his Minox that would have been unobtainable with any other camera. His Minox photos have been used as evidence in technical reports and accepted as documentary evidence for exhibits in the official records of the Civil Aeronautics Board. Mr. Clark uses three guides for clear, precise Minox photography: the best results are obtained with lower speed films; always steady the Minox for shots at slow shutter speeds; and focus is critical on extreme close-ups.



First Prize in the Business Division, "Monorail" by Brent P. Bailey, Abilene, Texas.



Second Prize in the Pleasure Division, "New York at Night" by Jack Gomberg.



Seventh Prize in the Pleasure Division, "Merci, Madame!" by Joe J. Marx, Loveland, Ohio.

AD MAN NORMAN FITZGERALD SHOOTS FOR FUN . . . AND WINS

Norman J. Fitzgerald, Jr. became interested in the Minox about ten years ago, when a friend of his proudly displayed his new ultra-miniature camera and made Mr. Fitzgerald vow that someday he too would own a Minox. Shortly after the Minox B was introduced last year, he purchased one . . . and

during his first year as a Minox'er he took his prize-winning "Harbor Scene." This young advertising production manager professes no exceptional ability as far as picture-taking is concerned, but his excellent Minox print shows an unusually good natural feeling for composition and superior choice of subject matter that makes an interesting picture.

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Sixth Prize in the Business Division, "Welder" by George R. Clark, Fort Worth, Texas.





Ninth Prize in the Pleasure Division,
"Snow Scene" by Joseph S. Peacock, Park Ridge, Illinois.

Fifth Prize in the Pleasure Division,
"Harbor Scene" by Norman J. Fitzgerald, Jr., Chicago, Illinois.



CONTEST (Cont'd.)

JOSEPH PEACOCK REPEATS LAST YEAR'S FEAT

Another second-time Minox Photo Contest winner is Joseph S. Peacock, magazine publishing executive, who is a relatively recent Minox booster. His winning photograph in the First Minox Photo Contest was taken with the first cartridge of Minox film he ever shot . . . and he now repeats his feat with another prize-winning shot in his second year as a Minox'er. Mr. Peacock's "Snow Scene" was taken during his recent European vaca-

tion, shot high in the Alps at the top of the Jungfrau in Switzerland!

Mr. Don Thayer and the editors wish to express sincere appreciation to all of you who helped make the Second Minox Photo Contest an overwhelming success . . . even beyond our high expectations. We hope that this article and the others to follow will be helpful to you who wish to become better Minox photographers, and will stimulate your thinking and aid your technique in the world of ultra-miniature Minox photography.

"SMALL MINOX—BIG PICTURES" IS HELPFUL NEW BOOK



Minox'ers everywhere will welcome a valuable new book entitled "Small Minox—Big Pictures," written by Rolf Kasemeier, an executive at the Minox factory in West Germany. In clear, easy-to-understand language, Mr. Kasemeier shares his vast knowledge, experience and photographic techniques in a book that requires no advance knowledge on the part of the reader . . . but rather is intended to turn amateurs into semi-professional Minox photographers.

Mr. Kasemeier's book is not only a complete one-volume guide to the Minox III-S Camera, but it also covers, for the first time, the complete workings of the new Minox B Camera with built-in exposure meter.

Among the subjects covered are: controls, picture-taking, technical data, the lens, distance scale, depth of field, light transmission, shutter and exposure, viewfinder, filters, loading and unloading the camera, changing and cutting partly exposed film, and care of the camera; the Minox B—operation, exposure setting, shooting at slow speeds, filters, flash and flash exposure. "Small Minox—Big Pictures" also explains in detail film developing, enlarging, slide projection and usage of all Minox accessories.

The amateur Minox'er will gain a new insight into the capabilities

of his camera. There are chapters on what to photograph and how, composition, background, shooting fast-moving objects and color photography. The complete, concise text is fully illustrated with over 70 actual photographs with detailed explanations . . . plus more than one hundred pictures, tables and diagrams explaining working and use of the Minox and its accessories.

Priced at \$2.95, "Small Minox—Big Pictures" is available through your authorized Minox dealer.

TWO NEW MINOX CLUBS LOOKING FOR MEMBERS

With Minox Clubs on the move and bigger than ever, two more Minox'ers—both in New York State—have requested that we give them a helping hand in contacting new members.

Miss F. V. Harten, 120 West 183rd Street, New York 53, New York, would like to hear from other Minox enthusiasts in the Queens-Manhattan-Bronx area regarding the formation of a Minox Club for mutually helpful discussion and exchange of ideas. Minox'ers in this area may contact Miss Harten at the above address or by calling her home, CY 8-2085.

Mr. Harry C. Copeland, 101 Lincoln Avenue, Syracuse 4, New York, is also anxious to get together with other Minox owners in the Syracuse area. If you are interested in joining this Syracuse Minox Club, just drop a note to Mr. Copeland at the above address.

If you would like to start your own Minox Club, send us your name and we'll publish the notice in the next issue of the Minox Memo. And Minox Clubs, wherever you are—be sure to let us in on news of your meetings, the subjects you discussed, and any other information that would be of interest to other Minox owners.

THE THREE-LEGGED CHIPMUNK AND I

By O. E. Johnson



Editor's Note: Mr. Johnson's pictures of this unusual little animal aroused so much curiosity that we asked him to tell us the story behind the photos . . . with these delightful results.

First you find a wild three-legged chipmunk. This is rather hard to do as there are not many around. (This one has only the stub of his left front leg.) Then for the next couple of years you buy about 25 pounds of peanuts, and over that period, you keep throwing the peanuts less and less distant from you . . . thereby getting the chipmunk nearer and nearer to you. The last several months are spent trying to get the chipmunk to run up your leg into your lap. At last you are rewarded and actually get him into your lap for peanuts.

About this time you begin to think about taking his picture, but you find that although you have several expensive cameras and



lenses, they don't focus to approximately 18 inches, which is the distance from your eye to the chipmunk in your lap . . . so what to do? You think of the Minox which you have read will focus down to 8 inches. You investigate and find it is true. The more you have the Minox in your hands, the more it appeals to you. It is so compact it would be easy to carry at all times. So you buy one. You next shoot a roll or two of black-and-white ASA 25 film to see if what they say about it is true. You are really amazed at what it will do. You find everything they say about it, and more, is true—you are delighted.

You are now low on peanuts so you buy another 4 or 5 pounds, load your new Minox with more ASA 25 film, locate your three-legged chipmunk, sit down in a chair with the Minox and the peanuts, start making a noise like a chipmunk—and here he comes up your leg.

It's easy with a Minox.

NEW MINOX MAILING BAGS ALLOW YOU TO SPECIFY PRINT FINISH

With the Minox growing in popularity as a professional tool of the trade as well as an ideal pleasure camera, Minox Processing Laboratories has been receiving more and more requests for prints with a mat white finish or a glossy finish that can be used for reproduction. As you know, unless we received specific instruction to the contrary, for the past three years we have been returning your finished prints on imported Leonar eggshell paper, since most Minox'ers seem to prefer the fine quality that this sepia-toned paper affords. However, in order to facilitate processing and eliminate the necessity of your writing out special processing instructions, a new Minox mailing bag has been designed and is now being distributed for our customers' use.

The new mailing bags carry a listing of the types of paper available for finished prints—either eggshell, glossy or mat white. You need only check the desired finish on the mailing bag. Incidentally, all prints in one cartridge must be printed on the same paper as it is impossible to split the processing procedure on a single strip of film. The print price is the same for all finishes.

PARDON OUR ERROR

In the last issue of the Minox Memo, the price of the Reflex Viewfinder for the Minox B was incorrectly listed as \$9.95. The price of this accessory is actually \$14.95. We hope this has not caused any inconvenience, and apologize for this error.

WHAT'S ALL THIS ABOUT PARALLAX?



If you've read your Minox Owner's Manual as carefully as you should, you know that the Minox Viewfinder corrects automatically for parallax. Now that's pretty exciting stuff in **any** camera—but in the tiny Minox it is downright fabulous! But, you may ask, what IS it?

It all started with the Greeks who said "parallaxis" when they meant "deviation." Applied to photography parallax is the difference between the view seen through the finder and the view seen by the camera lens. The usual camera finder always looks straight ahead, and because it is not in the same place as the lens, it cannot see exactly the same view as the lens; the difference can be considerable, particularly when the subject is close to the camera. (You've seen lots of pictures—not taken with a Minox—with missing heads or feet!)

The Minox corrects the difference automatically . . . the Viewfinder changes to the correct viewing angle whenever the distance scale is turned. It takes an intricate mechanism to do it, but think of the wonderful advantage of the Minox Viewfinder: it shows you exactly what you'll get on the film—even at close distance!

CONFERENCE LEADERS USE MINOX FOR PERMANENT RECORDS



Laurence J. Taylor

If you covered approximately 30 states each year—and worked with 50,000 business executives in so doing—how would you remember important names and faces when you returned to the same company a second and third time? Conference leaders J. Donald Phillips, President of Hillsdale College in Hillsdale, Michigan, and Laurence J. Taylor, Vice-President in Charge of Off-Campus Relationships, are constantly faced with just such a problem . . . and their solution lies in recording events with a Minox.

Both men travel extensively, setting up conferences for trade associations, chambers of commerce, business, industrial, educational and volunteer groups. They also specialize in training executives of major corporations in Human Relations, Communications, and Conference Leadership. Because their "students" participate in discussions during training, both men unobtrusively record the faces they want to remember with their Minoxes . . . and, at the same time, chronicle the entire conference in pictures for their clients. They use ASA 200 (Tri-X) exclusively in their work as this film can be used under all lighting conditions without the need for sometimes distracting flash equipment.



J. Donald Phillips



MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, is one of the world's most enthusiastic Minox'ers, having won first prize in the Pleasure Division in both the First and Second Minox Photo Contests. He wrote this column while vacationing in Key West.

In this issue of the Minox Memo, I want to talk to the sportsman—the man who has practiced his golf swing, or with his fly rod, or followed the clay bird at skeet. You didn't give up the first few tries, did you, Mr. Sportsman? No, instead you weighed the advantages of improvement through self-discipline, you devoted hours to studying and practicing, and then it came—the first reward of success. So it is with Minox, and I am sure that you will find that Minox is the ideal sportsman's camera for the many reasons which I have discovered too—the greatest, of course, being portability.

THE FISHERMAN

As an avid fishing fan myself, I know what a perfect fishing companion my Minox is. Because it's always in my pocket, it's ready at that split second when the line grows taut, or the fish emerges from the water or flops into the boat. It's important that your camera is not

in the other end of the boat when you need it to capture a shot that lasts only a few seconds, at most. Also, a camera lens may be spotted or even ruined by salt water spray. You can protect the lens more easily when it's a Minox.

THE HUNTER

Whether or not you take your limit of game, there are pictures to take of pals or places to remind you of pleasant moments in years to come. Because the Minox weighs far less than your shells, you carry it next to the warmth of your body on those freezing days when the hunter goes forth. The shutters of other cameras often freeze, but not the Minox. It's always ready when you bag that first bird of the season . . . always ready to capture the memorable panorama of a graceful flight of geese against the sky.

THE GOLFER

Nothing will help your game more than pictures of your swing and stance. Have your caddy take pictures of you when you least suspect it. (Because your Minox is so small and lightweight, he won't feel burdened with excess equipment in addition to heavy clubs.) Study these Minox shots and discuss them with expert golfers . . . you'll be amazed what a still photo will reveal. Also, try color in the new Minox B. Golf course shots can be very colorful, but be sure to move in close—3 to 6 feet for best results.

THE WATER SPORTSMAN

Swimmers, divers and water skiers all can see themselves in action through the Minox. Because water is an excellent natural light reflector, these shots can usually be taken at 1/500 or 1/1000 second—the best speeds for capturing movement and freezing the action without blur. Incidentally, the Minox binocular attachment will give you

(Continued on Page 15)



Mr. Bernard Levin, Vice-President of New York's Hotel Delmonico, took this spectacular Minox shot of the quarter moon through a three inch telescope, using ASA 25 film with exposure set at 1/20 second. He attached the Minox binocular clamp to his camera and, after focusing through his telescope in normal fashion, he merely slipped

the clamp over the eyepiece and set off the cable release.

This magnificent shot gives you just an idea of the tremendous capabilities of the Minox. Through experimentation, you too will find that your Minox can capture extraordinary detail and reward you with photographs worthy of a professional.

TRY SHOOTING IN COLOR

By Jack Gomberg

Editor's Note: Mr. Gomberg, a New York commercial artist, has been awarded Second Place in the Minox Photo Contest for his outstanding color shot of "New York at Night." His unusually beautiful color work with the Minox prompted your Editor to inquire about his technique . . . resulting in the following story.

Being a commercial artist, I'm vitally concerned with color and composition. I use the Minox as an implement of my craft . . . shooting as I might paint a particularly moving scene; therefore, the Minox has become a color camera for me. I carry it with me at all times, and, in the 2½ years that I've been a Minox'er, I have exposed some 100 rolls of color film, with truly inspiring results. If you haven't yet experienced the thrill of using color film in your Minox because you're leery of the possible results, the following tips may be of help.

The shutter setting for a shot is derived from a meter reading. I find that ASA 32 (Anscochrome) gives best results on a direct reading of the ASA 50 scale — no half-stop backwards. In addition, the faster speed gives a fuller color rendition to the projected slide.

When shooting outdoor color, be aware of the following factors:

1. The slightest amount of haze will dilute color.
2. A sunny day should have a clean, sharp blue sky.
3. High noon sun will flatten whites and "blue" the reds and yellows.

The most important point to remember when working with color film is that nothing should be taken for granted. The camera can't create what isn't there and the impact of a slide must be built-in or it won't come across. For maximum

effect, the original color should be full and vibrant. The hits and misses that go hand-in-hand with trying will sharpen your judgment in discerning what is truly good color.

For night shooting, the Minox exposure meter will not show a reading, so experienced guesswork is the best guide. Three to five seconds is a safe margin, but watch out for over-exposure—the results are grainy.

Another important factor in scenic shooting is the wide angle effect of the Minox short focal length. When choosing a scene, keep in mind how much more the lens takes in. Check the sight through the viewfinder—that will tell you if it's worth shooting.

The ultimate in dramatic impact is the frame-filling close-up. When shooting flowers or faces, the closer the better. Flash is ideal for capturing the directness and spontaneity of children. On the screen, it's a moving sight to behold . . . and if focused accurately, even the skin texture stands out.

Try for the struggle-proof shot! Keep your backgrounds simple and uncluttered. Too many chopped-up pieces in a picture demand too much attention, and the eye tires in not knowing what to see first and the main point of concentration. Of course, the best way to isolate a distant subject is with a telephoto shot through binoculars.

The problem of selectivity is not an easy one, but it improves with experience. There are no formula shortcuts. Constant trying will eventually produce the best results . . . and give you color slides that you'll be proud to show.

Most girls know what kind of man they want to marry. The trouble is, there aren't enough rich men to go around.

TODAY'S WOMAN READY FOR ANYTHING WITH GIANT HANDBAGS

Today's woman, emancipated—free to roam the world wide—is no longer a few steps from her boudoir closet. In the mid-20th Century, she shifts her closet into Gargantuan handbags, some as big as horses' feed bags.

What about this trend away from the neat change purse to the massive leather or plastic catch-all m'lady lugs with her everywhere? What makes career girls and housewives alike tote walking vanity tables, beauty parlors, medicine cabinets, libraries and even snack counters? What has become of the simple handbag?

Some suggest deep psychological motivation. One psychologist, for instance, guessed that purse-stuffing may be one symptom of the compulsive worrier; the modern woman carries every possible item to meet every contingency from hail storms to hurricanes.

Another psychologist thought that the overstuffed purse was a happy, healthy adjustment to the demands of complex living; but a distinguished male psychologist attributed the whole business to Paris fashion decrees.

Whatever the cause, the overgrown handbag fad is here, and the handbag manufacturers are as pleased as punch.

Just to see what purses sometimes contain, singer Rosemary Clooney and TV actress Gale Storm were asked to dump the contents of their handbags on a table. And what an eye-opening, womanly melange it was!

Miss Clooney's purse included such items as a box of raisins, a miniature chess set, a pair of glass-heeled dress shoes, a transistor portable radio and an ultra-miniature Minox camera. All these, in



addition to clocks and sunglasses, notepads, cosmetics, a manicure set, billfold, a mirror, brush, scarf, family pictures and a set of keys.

Actress Storm's handbag also had the world's smallest precision camera—the Minox, a portable radio, various cosmetics (including her sponsor's products) a manicure set, a mirror, clock, family pictures, a brush, mad money, notepads and a pair of shoes—lounging type. But she also had a portable fan, miniature opera glasses, a few letters, lots of scarves, books by Dr. Spock and Emerson, pills, baby's bottles and cough drops.

Research has shown that there are 30 separate items American women consider indispensable. You know what should be in your medicine cabinet, but do you know what should be in your handbag? Take this test and see how you rate.

HANDBAG CONTENTS TABULATION

1. Lipstick
2. Powder
3. Eyebrow pencil



4. Eye shadow
5. Cleansing tissues or hanky
6. Rouge
7. Perfume or cologne
8. Comb
9. Mirror
10. Brush
11. Keys
12. Coin purse or wallet
13. Emery board
14. Pen and/or pencil
15. Stamps
16. Identification cards (including licenses)
17. Pictures
18. Aspirins or other pills
19. Calendar
20. Address book
21. Note pad or appointment book
22. Needle and thread
23. Gloves
24. Soft cover reading material
25. Safety pins
26. Sun glasses
27. Checkbook
28. Charge plates
29. Cigarettes and lighter
30. And, of course a Minox to take pictures anywhere, any time.

Score yourself the following points for each item you carry: 5 points each for items 1, 2, 5, 8, 9, 11, 12, 13, 14, 16, 21, 28, 30. 4 points each for items 3, 7, 20, 26, 27. 3 points each for items 10, 17, 18, 25, 29. 2 points each for items 4, 6, 15, 19, 22, 23, 24.

If you scored 114 points, you're a compulsive worrier and should probably see an analyst.

If you scored between 90 and 113 points, you're truly an emancipated American woman who can stay away from home for days on end. Your handbag must be large enough to hold a whale.

If you scored between 75 and 89 points, you're still above average, but you might be caught short.

If you scored between 60 and 74 points, you're still quite feminine.

However, if you scored 59 points or less . . . you're a real old-fashioned gal.

MINOXOLOGY (Cont'd.)

wonderful close-ups . . . always dramatic and loaded with action.

INDOOR SPORTS

The opportunity for sport shots indoors, such as at basketball games or boxing matches, is unlimited. While Tri-X film (ASA 200) may be used successfully, for best results I recommend a slower film such as ASA 25 and the use of the Minox Electronic Flash. If you're using the flash attachment, you'll need a bit of study . . . but it's worth 30 minutes, isn't it, to get fine indoor pictures — the kind that you really want? If you're the least bit serious about taking better Minox pictures, get one of the excellent Minox instruction books available, such as Joseph Cooper's "Ultra-Miniature Photography" or Rolf Kasemeier's "Small Minox — Big Pictures." All the answers, or nearly all of them, can be found in these two superior volumes. The one missing element is that bit of self-discipline that comes from study and practice . . . so, Mr. Sportsman, how about it? Shall we give Minox a sporting chance so it, in turn, can give you the wonderful pictures that you have a right to expect?

HARPER'S BAZAAR STARS MINOX



Boldly displayed against a beautiful four color cover, the Minox camera was truly the star of the January 1959 issue of Harper's Bazaar—and its full size cover reproduction was merely advance news of the 12 page merchandising section inside in which the Minox B was prominently featured. Plans for the Minox "star treatment" were laid when Herbert Baker Advertising, Inc., national public relations and advertising counsel for the Minox, and the editors of Harper's Bazaar discussed a new dimension in fashion photography . . . creating interest through a continued story line. The Minox B was chosen as focal point because the editors felt that its amazing capabilities and ultra-miniature size would appeal to their exclusive readership.

The special section offered a clever picture story that followed its heroine through her travels in

ON COVER AND INSIDE SPREAD

Florida, documented by a private detective who recorded the evidence with his Minox B. It showed how the Minox can capture any situation regardless of shooting conditions, and utilized such accessories as the Minox electronic flash, underwater housing, pocket tripod and right angle finder mirror. If you missed seeing this issue, the magnificent photos on this page will give you a sample of this unique merchandising/public relations/advertising story.



I MINOX WHEREVER I GO

By Dan G. Stevens, *FORTUNE Magazine Representative*



As far as my love affair with Minox is concerned, it couldn't be stronger. Like many camera bugs, I have others at home—four to be precise—and they all serve their purposes admirably, but when it comes to my Minox, I have to admit it's my favorite. Not only is it beautifully engineered, but I find the variety of film available is fast and versatile for practically every use to which I put it. For better than a year now, I have carried one with me wherever I go. As a matter of fact, my wife has sewn a button on the inside of the handkerchief pocket of all my suits so I can carry my Minox on its chain without fear of losing it.

For my money there isn't a better camera on the market for taking candid shots—a fact that was brought home to me at our *FORTUNE* convention last year. With me, the convention pictures I took were a labor of love, made even more so when you consider the cost of hiring a professional photographer—which is usually a necessity if management wants a film report of a sales meeting, convention, company outing or the like.

After seeing the finished booklet, two of our salesmen were so impressed that they went right out and bought a Minox themselves, and they have been raving about them ever since.

Aside from the convention, I make full use of my Minox on my sales calls. Frequently, at the end

(Continued on Page 19)



BOSTON MINOX CLUB HOLDS FIRST MEETING

The first meeting of the new Boston Minox Club was held on February 25th, and was a rousing success! Seventeen Minox'ers in the Boston area attended, and several others have become interested in joining the Club and plan to be at future meetings.

Mr. Wylie Van Wort was elected Temporary President and Mr. Arthur E. Frank was appointed Temporary Secretary. They have planned an ambitious program for the coming year, designed to make every member a better Minox photographer.

If you are interested in joining the Boston Minox Club, you may contact Mr. Frank at 40 Brookdale Road, Natick, Massachusetts, Cedar 5-2265.

I MINOX (Cont'd.)

of a call, I will snap a picture of the person I have been calling on and then include a finished print in the follow-up letter I send to him. It is always most appreciated by the recipient and has certainly succeeded in opening many doors for me. Obviously, this couldn't be done if bigger cameras and cumbersome flash attachments were required. Minox has become a valued part of my ales kit.

This year our sales convention will again be held in Ponte Vedra, Florida. Since the pictures I took last year were so enthusiastically received by the entire staff, I have been asked to act again as photographer "without portfolio."

MORE PRIZE-WINNING MINOX PHOTOS



This interesting angle shot of "Kitten in a Chair" won Fourth Prize in the Pleasure Division for Kenneth W. Keefe, Missoula, Montana. Note the sensitivity and excellent composition of this human interest shot.



Eighth Prize in the Pleasure Division was awarded to J. Chandlee Ergood, Philadelphia, Pa., for his striking "Facade of Building," a bold contrast of lights and darks.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



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See
Page 16

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MINOX MEMO

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volume 2 number 2

FALL/1959

ARCHEOLOGICAL USE OF MINOX FEATURED IN NATIONAL GEOGRAPHIC

The September issue of the National Geographic Magazine unveils a unique new use of the Minox camera in Carlo M. Lerici's article entitled "Periscope on the Etruscan Past," in which Mr. Lerici tells how the Minox pierced ancient tombs to discover 2500-year-old treasures. In the event you missed this fascinating article, quoted below are excerpts from Mr. Lerici's account.

"For more than two months our geophysical prospecting team had been exploring the ancient Etruscan cemetery of Monterozzi, 40 miles northwest of Rome near Tarquinia. There, on a gentle hillside, the predecessors of the Romans buried their dead, decorating the underground tombs in rare instances with painted scenes of a luxurious life that vanished about the time Christ was born.

"For long weeks the daily reports to my office had told the same story: more tombs located by our new electrical probing techniques; more borings with our special "photographic drill." But nothing unusual — no valuable furnishings, no wall paintings.

"Now Franco Brancaloni, leader of our field party, was on the wire. 'It looks as if we've done it,' I heard him say. 'The film of tomb 53 . . . please come as soon as possible.'

"Early next morning, in Tarquinia, I eagerly examined a strip of miniature photographic film. I can

scarcely convey the tremendous emotion these tiny photographs of a buried room gave me. Tarquinia is famous for its painted crypts . . . all discovered in the 18th and 19th centuries. Now we had found another—the first important painted sepulcher since the classic Tomb of the Bulls was opened in 1892.

"We arranged to excavate the tomb. Our film even showed its entrance, so that opening it would require a minimum of digging. I was elated, not only because our discovery surely would add to the treasury of knowledge of the early Etruscans, but also because it was the first real victory for the revolutionary new methods we were bringing to archeological exploration.

"In our work we are making use of aerial photography, electrical 'tomb detectors,' and special underground photographic apparatus, as well as a periscope, by which to see into the earth and record the interiors of buried chambers.

"Our photographic drill consists of a three-inch tube fitted with a tiny Minox camera . . . a high-intensity photoflash unit behind another window in the tube provides light. The tube is lowered through soil, rock and the roof of the tomb itself. By remote control we can then trigger the light and camera, advancing the film after each ex-

(Continued on Page 7)

ENDLESS TIE-IN



Editor's Note: The following article by Joseph Kaselow, which appeared in the New York Herald Tribune under the title "Of Shoes and Hose and Minox Cameras," gave us such a chuckle that we are passing it on for the amusement of other Minoxers. The above photos are the ones described in Mr. Kaselow's story.

"We're constantly fascinated by the convolutions public relations men go through in effecting tie-ins for their various clients. Recently, you may recall, there was one involving bourbon, cranberry juice and 'The Saturday Evening Post.' Well, yesterday afternoon came another breathless call. "Joe," said the voice on the other end, 'today will tell whether you're a pal of mine or a no-good. If you don't think this is good—!' Yes, go on, we said. 'Well,' said the voice, 'you know my Minox camera account. Well, Mary Gray hosiery has built a pocket into the top of the stockings so the camera-conscious girl can carry it around

with her and they're shooting pictures of it now for ads. Betty McGuire, who starred opposite Wally Cox at the Westbury Music Fair, which I handle, is modeling the stockings.' Why tell this to me now? we asked. 'You were out on an interview when I called this morning, you fool,' he replied.

"The Minox, you know, measures only three and an eighth by one and an eighth," he went on, 'so it's easy to fit in little places. My After Six formal wear account has built a pocket for it in its cummerbunds and Freeman shoes is making a pocket on the back of the shoes. Hey, you know, I just took on the American Kosher account. Maybe they'll build a pocket in a salami.' Thank you, son, I got things to do, we cut in. 'Come to think of it,' he went on unheeding, 'the gal shooting the pictures here is named Castro. Should be a Cuban tie-in somewhere...'

We hung up quietly, but that voice, undoubtedly, is still going on and on."

THIRD MINOX PHOTO CONTEST NOW OPEN

"The third big national awards contest for outstanding Minox photographs will begin September 1, 1959," announced Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York. "We have really been overwhelmed with the success of the first two national competitions, and expect this third contest again to reveal the outstanding talents of Minoxers from coast to coast."

The Third Minox Contest will again have two divisions: a "Pleasure" division for portraits, travel shots, family, animal, adventure shots, etc., and a "Business" division for commercial, industrial or business photographs. Ten duplicate prizes will be awarded to the winners of each division.

All entries will be judged by three famed photographic experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contest.

Duplicate prizes will be awarded to winners of the "Pleasure" and "Business" divisions as follows:

1st PRIZE—Minox B Automatic camera plus a year's supply of film PLUS inscribed Minox Trophy with gold metal Minox camera symbol (shown above).

2nd PRIZE—Electronic Flash with folding reflector and power pack in genuine leather carrying case.

3rd PRIZE—Minox Slide Projector for black-and-white or color. Carrying case included.

4th, 5th and 6th PRIZES—Minox Adjustable Copying Stand for copying letters, book pages, etc.

7th, 8th, 9th and 10th PRIZES—Minox Right Angle Finder Mirror. Permits around-the-corner picture taking.

CONTEST RULES

Following are the rules of the Third Minox Photo Contest:



1. Prints must be Minox photographs taken between September 1, 1959 and August 31, 1960.

2. Entries should be mailed to the

Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight, August 31, 1960.

4. Print size must be $2\frac{1}{4} \times 3\frac{1}{4}$ or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both divisions of contest.

6. Each print submitted must contain the following on the back:

a. Classification of entry—either "Business" or "Pleasure."

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photography in "Pleasure" division will be judged on interest and artistic superiority.

8. Minox photographs in "Business" division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.



"77 SUNSET STRIP" TO STAR MINOX

It was bound to happen . . . that the "private eyes" of television would team up with the most compact "private eye" of all—the ultra miniature Minox camera.

Pictured above is Efrem Zimbalist, Jr., star of the highly rated Warner Brothers television production "77 Sunset Strip," shown Minoxing evidence in a forthcoming episode entitled "Out of the Past," which will be telecast sometime in fall.

You'll want to see this episode of "77 Sunset Strip" . . . it should be great and will add another impressive credit to the personal appearance record of the magnificent Minox!

ATTENTION LONG BEACH MINOX'ERS!

Here's great news for Minox'ers in the Long Beach area—you will soon have an opportunity to meet and exchange ideas with other Minox owners, thanks to Bob Pierce, President of the Hammond Organ Studios of Long Beach, 2188 Lakewood Blvd., Long Beach 15, California. Mr. Pierce is currently in the process of forming a Long Beach Minox Club, and he has advised us that he is planning to use

his modern 10,000 foot studio showrooms as a launching ramp to get this club off the ground.

Mr. Pierce is anxious to hear from Minox'ers in the Long Beach area who would be interested in joining. You may contact him at the above address or by calling Geneva 9-0918. With the many Minox'ers in the Long Beach area, this should be an outstanding club, and we're eager to start running news of its progress . . . so come on, all you Long Beach Minox'ers—help Bob Pierce boast of a big turnout at the first meeting!

NEW MINOX CASE HISTORY BROCHURE



An exciting new study of how some of your fellow Minox'ers employ their ultra-miniature Minox is just off the press in an attractive 16-page brochure entitled "They Minox For Business . . . For Pleasure."

Illustrated with Minox photos by prize-winners and professionals, amateur photographers and hobbyists, the case history study tells of a wide variety of unusual uses of the Minox that will stimulate your imagination and may lead to helpful new avenues that will benefit you in your business life as well as in your pleasure photography.

This brochure is available free of charge through your authorized Minox dealer.

MINOXING WITH A MODERN TOUCH



Modern Minox photography is original, informal, dramatic . . . and the good pictures come to those who keep a fresh viewpoint and see the world with a venturesome eye. For outstanding shots that could be prize picture material in the Third Minox Photo Contest, try using some of these new approaches.

1. Try anything. Don't be afraid of the new angle, the unusual point of view. Look up, look down. Stand at the base of a tall building and angle your Minox upward. Sit in the gallery at a sports event and angle your camera down. Just because your Minox has an eye-level viewfinder, it doesn't mean you must stand up to your full height for every shot. "Eyelevel" is wherever your eye happens to be. If a worm's-eye view of a subject is most interesting, lie down on the grass (or the floor) to shoot it. If a bird's-eye view is best, climb up on a chair or a step-ladder or the roof. Be new and different—don't take the pictures everybody took **last year**.

2. Keep it simple. A good picture

can't cope with a lot of unnecessary detail. Go for simple backgrounds, simple arrangements. Don't line up your subject against a background that's full of hash—bright spots, dark spots, objects that have nothing to do with the picture. For modern Minoxing, you want clean lines, interesting textures, broad surfaces, no dust. A smooth lawn, a brick or concrete wall, the broad sweep of open sky—these are the backgrounds that fit into modern pictures. Limit your material, move closer if you feel it necessary to cut out things that don't belong, and make everything in the picture count.

3. Keep it natural. Avoid "posey" pictures. Shoot people in a natural setting, doing something that's natural to them—not looking at the camera because that merely says, "I'm standing still to have my picture taken." Your subjects don't have to be doing something big and important. It's the little everyday acts and gestures that make good pictures. The small boy laboring

(Continued on Page 6)

MODERN TOUCH (Cont'd.)



over his first pencil pad, learning how to letter C-A-T, the boy and girl plucking petals off a daisy, your wife concentrating on threading a needle, someone hanging out laundry on a breezy day . . . these are the unpretentious "bits of life" that make fresh, appealing pictures.

4. **Arrange it nicely.** Throw the old rule-book out the window and forget the two-dollar words like "pictorial composition." Just frame the subject matter you want within the borders of the viewfinder, the way it pleases your eye. The more pictures you take, the more you'll learn about making a pleasing arrangement within that space. And learn to move—left or right, higher or lower, closer or farther away. This is how you find the just-right point of view for each picture—whatever the subject may be.

5. **Think stories.** A good picture always has something to say. When you pick a subject, think about the story it has to tell because that's where the good pictures are. Maybe the story is what a small boy does when playing with a new toy. Maybe it's the making of a new dress. Maybe it's a puppy trying to retrieve a ball from a deep puddle of water. Don't be stingy with film.



Many situations have a story to tell that calls for several pictures in sequence. Your Minox is ideal for sequence photography . . . use it to full advantage.

6. Above all, **keep your eyes open.** Look for patterns, designs—the curve of white rail fences across a pasture, the pattern of surf on a sandy beach, the lacework of a bridge against the sky. Look for color—you can shoot full color Minox film as easily as black and white . . . and some subjects demand it. Look for interesting lighting. Shoot with the sun **behind** your subject, to halo the hair, and fill in the shadow side with the Minox Electronic Flash. Don't be afraid "unusual" light situations—experience, your light meter, and flash will always take care of them. Load up with fast film and tackle fast-action subjects . . . they'll bring you new and exciting pictures. Practice until picture-taking is second nature to you—and always carry your Minox with you because some of the finest picture opportunities arise unexpectedly. And keep your outlook fresh—the world is full of wonderful pictures for the eye that's youthful enough to find them!

PICTURE POINTERS

The next time you look at your crop of Minox pictures, give them a critical going-over. You will probably find that the long distance shot of the Grand Tetons which was so tempting when you took it, the pictures of San Francisco Bay from the Top of the Mark, the sweeping view of St. Mark's Square in Venice—all lack real punch. Do you know why? Because the foreground is missing!

On the other hand, you're probably thrilled with the close-ups you took of family, friends, monuments, people you shot along the way. That's where the Minox scores high and where you can count on a hit every time: with an interesting foreground! It holds the eye and leads it into the picture; it makes the whole picture stay together.

Next time you go on a weekend trip, a vacation, or just a Sunday stroll, include a tree, a boat, a person or even your car in the foreground of your scenic shots. (The "red dot" setting of the distance scale brings everything from 6 feet to the farthest distance into focus.) Suddenly your scenic shots will be more interesting, more dramatic.

On the other hand, be just as conscious of getting the right viewpoint for pictures at close range. It's usually a waste of film to shoot pictures of people from a distance greater than 6 feet—they'll get lost in the picture area. Remember, the Minox viewfinder shows you **exactly** what is included in your picture. Fill the viewfinder with the important subject and you can't miss!

Follow these two simple rules and we guarantee you'll have more fun with your Minox!

Archeological Use (Cont'd.)

posure. In 12 shots, turning the tube 30 degrees after each, we can photograph the entire interior of the tomb.

EYE OF MINOS

"With our 'Eye of Minos,' as it has been dubbed, we thus not only can tell if a tomb is empty or hopelessly disintegrated, forestalling useless excavation, but also can make an exact photographic record of a sealed chamber before it is opened to the light of modern day."

Because 99 Etruscan crypts in every hundred were looted long ago by clandestine diggers, the discovery of the existence of a crypt does not necessarily mean the discovery of archeological material. Mr. Lerici explains, "From our beginning we needed an easier means than digging to explore the underground structures revealed by our geophysical instruments. With a portable power drill, we could quickly bore a small test hole 15 to 20 feet deep, sufficient to reach any buried tomb.

"In our workshops we then built our camera probe . . . we had a specially designed periscope built for us, equipped with a powerful light by which we could inspect tomb interiors. With a camera attachment (the Minox) we could take pictures directly through this periscope as well."

In recounting one of the most important archeological discoveries of the past century, this condensation will give you only an idea of the impact of Mr. Lerici's thrilling account. For the entire amazing story, we suggest you see the September issue of the National Geographic Magazine. Limited copies are available at \$1.00 each from the National Geographic Society, 16th and "M" St., N. W., Washington 6, D. C.

MINOX IN THE NEWS



Stage star Constance Bennett, an avid Minoxer snaps people, places and things wherever she goes. Here she is caught in the act of capturing another treasure for her ever-growing Minox album.



↑ Governor Luther Hodges of North Carolina behaved like any tourist during his recent sojourn in Russia with fellow governors. Upon his return to Raleigh, he demonstrated the Minox technique that gave him a memorable record of his Russian trip.



◀ When Julie Wilson starred in summer stock at the Westbury, L. I. Music Fair, she captured members of the cast with her ultra-miniature Minox.

LET MINOX RECORD BABY GROWING UP



Babies grow up so fast that at certain stages they are changing practically every day. And with time rushing by for busy parents, it's easy to wait too long between pictures and suddenly discover that you've failed to record one of his cutest stages.

This can be easily avoided if you set aside the first weekend of every month to take pictures of baby—at home or on vacation. Plan to shoot a cartridge of film, picturing baby's normal activities plus any high points. Of course, you'll still continue to take unplanned pictures when baby is doing something unusual, but the planned picture taking will insure there are no gaps in the picture record. Just think what a wonderful album you could make in the course of a year!

Eating, sleeping, bathing, playing are the big things in a baby's life—and they should be a part of the snapshot weekend shooting. The Minox Electronic Flash will enable you to take these pictures wherever baby happens to be. You can shoot fast and easily, without special set-ups. And don't worry about the flash bothering baby's eyes . . . it won't hurt even the very young.

The sleeping baby is usually best pictured from a high angle, with you looking down. In this way,



baby takes up almost the entire picture area and the bed provides an ideal background.

Bathtime can be sheer adventure for the older baby, and you'll want to capture his happy splashing or tearful face. The sink, bathinette or tub are equally good places for these pictures, but the background should be plain. If the bathinette has to be out in the middle of the room, look through the viewfinder to see what else may show up in the pictures. In this case, a plain, light-colored wall makes the best background.

Lunchtime will provide material for a whole series of pictures, beginning when baby is really hungry and wading in, going on through eating (even though it may be on the messy side) and finishing up with your tot in a happy, playful mood.

Pictures of baby at play can be taken almost anywhere. And if play includes another member of your family, be sure to include them in your pictures. The more realistic a picture record, the more fun it will be to reminisce over in later years.

Your Minox photos are magic windows through which you can look back into the past . . . but your looking back depends on your taking the pictures today.

FOCUSING TRICKS

The difference between fair or average Minox photographs and those of outstanding clarity and interest often lies in the photographer's care in focusing. The Minox distance scale takes the guesswork out of focusing and, at the same time, offers sufficient latitude of measurement to enable you to obtain sharply focused pictures with experienced guesswork of distances.

For example, when you set the Minox distance scale at 3 feet, the lens gives you a sharp picture of everything from $2\frac{1}{2}$ to $3\frac{3}{4}$ feet; with the distance scale set at 6 feet, the Minox takes in everything from 4 feet to 11 feet 4 inches! This "sharpness insurance" with the lens at full $f/3.5$ opening is a built-in bonus that only the Minox offers . . . and you should make the most of it.

Got your Minox handy? Good—take a look at the distance dial and

the small bracket next to it. That little curved line with the dot in the middle is the key to sharp pictures with your Minox! **It literally brackets the near and far distances that will come out sharp in your pictures.**

Want to take in everything from 6 feet to the farthest distance (infinity)? Just place the infinity mark (oo) at the left end of the bracket; it now reaches from infinity to the 6 foot mark. (Incidentally, the red dot set opposite the dot of the bracket gives you this "snapshot setting" at a glance.) If your subject is somewhere between 3 and 6 feet from the camera, just bracket these two distances and you're sure to get a sharp picture. Isn't it simple?

You can work this system all the way up and down the distance scale, but between 8 inches and 2 feet the zone of sharpness narrows

(Continued on Page 11)

Distance Focused On	Subject/Field Size in inches	Depth of Field
oo Infinity		12'8" to oo
*12'	105 x 77	6'1½" to oo
6'	53 x 38	4' to 11'4"
* 4'	35 x 25½	3'½" to 5'11"
3'	26 x 19	2'5⅞" to 3'9½"
* 2'4⅞"	20¾ x 15	1'11⅞" to 2'11¼"
2'	17⅞ x 12½	1'8¾" to 2'4½"
* 1'8¾"	14⅞ x 10⅞	1'6¾" to 2'
1'6"	12¾ x 9¾	1'4⅞" to 1'8½"
* 1'2¾"	10½ x 7½	1'1⅞" to 1'3⅞"
1'	8⅞ x 6	11⅞" to 1'1"
* 10⅞"	7½ x 5⅞	10⅞" to 11¾"
10"	6¾ x 4⅞	9¼" to 10¾"
* 8⅞"	6 x 4⅞	8⅞" to 9½"
8"	5⅞ x 3⅞	7⅞" to 8½"

FOCUSING TRICKS (Cont'd.)

down quite a bit and accurate focusing is more critical. Always use your measuring chain when focusing on subjects at this close range.

Now let's consider another way to make the distance scale give you better pictures. Portraits or pictures of people are most striking if the entire background is soft, i.e., out of focus. This presents no problem in extreme close-ups (2 or 3 feet), but if you want to take in two people you may have to shoot at a 6 foot distance to get them both into the picture. For a completely soft background, set the 6 foot mark of the distance scale **slightly to the left** of the dot on the bracket. You'll be surprised what a difference it will make!

Generally speaking, it is best to focus the camera for the distance which is most important to the overall picture. If there is no important foreground, in a landscape photo, use the infinity setting, but if you are most interested in shooting someone (or something) 6 feet in front of the camera, use the 6 foot setting.

At left is reprinted a complete table from Rolf Kasemeier's new book, "Small Minox—Big Pictures," which shows the depth of field (zone of sharpness) at all distances, as well as the areas covered. Distances are measured from the front of the camera. The starred distance settings are obtained by setting the distance scale exactly half-way between two adjacent engraved distance markings.

**MINOX SERVES AS GARDEN TOOL**

Add to the trowel, the spade, the hoe and the rake the Minox as a most helpful garden tool. In the increasingly popular field of flower arrangements, it has already arrived.

One winner of a coveted blue ribbon at last spring's New York Flower Show is a leading advocate of the camera's garden worth. Mrs. Ann Richman of Hartsdale, N. Y. uses her ultra-miniature Minox to capture scenes of her arrangements. At a mere eight inch distance, the camera's extra sensitive eye can reveal the slightest flaws in arrangements that mean the difference between blue ribbons and "also-rans."

Aside from studying the photos to spot possible flaws or improve future arrangements, Mrs. Richman enjoys taking garden shots in color to look over in winter for both practical and sentimental purposes.

Mrs. Richman says, "Other tools help create gardens and arrangements, but my Minox records the results that enrich my hobby."

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



**KLING HAS NO PHOTO FINISHING FACILITIES.
PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.**





MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

ARCHEOLOGICAL TRIUMPH

THROUGH
"EYE OF
MINOX"

See
Page 1



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volume 2 number 3

WINTER/1959

MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

MRS. JOHN FOSTER DULLES, PHOTOGRAPHER

Editor's Note: Vance Trimble, Scripps-Howard staff writer, spotted this unusual story because he is a Minox'er himself.

Like most amateur photographers, Mrs. John Foster Dulles just aims and snaps the shutter, and hopes she gets a good picture.

Usually she does. Most of her pictures are historic. That's because for many years she focused on our late Secretary of State or the world leaders he roamed the globe to see. Mrs. Dulles generally went along . . . and where she went she carried her Minox.

Until recently, her pictures had been seen only in the family circle. However, at the request of the Scripps-Howard newspapers, Mrs. Dulles selected the favorite snapshots she has made. Here they are . . . scenes from the history of our time.



During the Geneva Foreign Ministers' Conference, Harold Macmillan, now British Prime Minister, and Secretary Dulles pause during a stroll at Evian les Baines. (November, 1955)



Madame Tito, beautiful wife of the Yugoslav leader, stands on the dock at Tito's Adriatic retreat at Brioni. (November, 1955)

On the beach at Colombo, Ceylon, Secretary Dulles enjoyed an afternoon swim. This was in March of 1956, when the Dulleses were returning from the SEATO meeting in Pakistan.

MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, one of the world's most ardent Minox'ers, was first prize winner of the Pleasure Division in both the First and Second Minox Photo Contests, and is serving as a judge for the Third Contest. Mr. Marx is a regular contributor to the Minox Memo.

People often ask me what is the one most important thing they can do to become better Minox'ers. My answer can be summed up in just three words: "use your Minox." Use it every day. Follow a few simple basic rules, and I guarantee wonderful Minox pictures that you will show others with a feeling of deep pride.

You were right to choose a camera that is portable. Think of it as you do your belt or watch. Leave it on the dresser at night with your other belongings and put on your Minox again in the morning. Many a good picture has been lost because there was no camera at hand. Many another good picture has been lost because the camera at hand was too obvious.

My business is manufacturing rubber footwear and rubber suits for frogmen. Each year I go to Key West to visit the Navy Underwater Swimming School and confer with

some of the world's top commercial skindivers. What opportunities to shoot with Minox! I take other cameras along, but most of my best shots are Minox pictures.

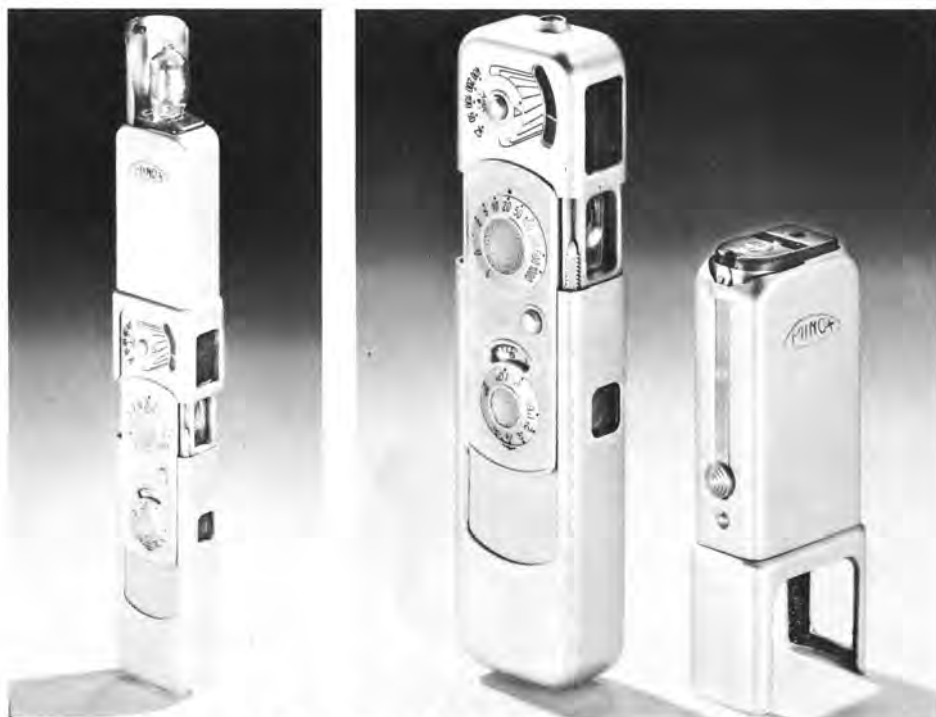
You don't have to go underwater to see amazing things at Key West. I am able to shoot hundreds of wonderful subjects. That's because I don't look like a photographer. I dress "loose" and nobody can tell that I'm carrying three Minox cameras (one with slow film, one with fast, and one with color). These, together with my flash gun, are all concealed under my jacket. **My pictures do not look posed because they are not posed.**

One of my pals in Key West is Mario Santana, Chief of Detectives. His father was my prize-winning subject in the First Minox Photo Contest—the lobster fisherman sitting on the wall. Said I to Mario one day, "I hear there's cock fighting in this town."

"I wouldn't know anything, amigo," he answered, "but I hear the game roosters crowing on Duvall Street." With great expectations I deviated from my rule and loaded up with a twin lens reflex, a 35 mm color, a big flash gun on my back and all my Minox material. The natives must have told each other to watch out—that a Life photographer was in town to expose their sport — because doors closed, roosters stopped crowing, and suddenly it seemed that there was not a soul within miles! This taught me not to look like a photographer in the future. Why telegraph the fact that you're shooting pictures? You don't when you carry a Minox.

With me, Minox is a way of life. After shooting 10,000 negatives, I find that much of the deep satisfaction that Minox has brought me has

(Continued on Page 11)



NEW MINOX B/C FLASH IS MIDGET-SIZED

The new Minox B/C Flash Unit, even smaller than the ultra-miniature Minox camera, will soon be making its debut. Measuring just $2 \times 1 \times \frac{1}{2}$ " and weighing a mere $1\frac{1}{2}$ ounces, the new Minox B/C Flash is the world's smallest and lightest flash unit.

Ingenious engineering has made the B/C Flash a compact, self-contained, highly efficient unit that houses a built-in telescoping reflector . . . assuring full illumination without the need for a cumbersome fan reflector. It uses inexpensive all-glass "jellybean" flashbulbs that can be purchased everywhere.

Designed in models to fit every camera, the B/C Flash will soon be available in Model A for the Minox III-S, Model B for the Minox B, and Model U for all cameras other than

Minox. Models A and B attach to the Minox without need for a connecting cord; Model U fits the accessory shoe of 35 mm or larger cameras and connects to the flash nipple of the camera shutter through an integral connecting coil cord.

Every Minox B/C Flash Unit comes complete with a leather belt case which is suitable for either a man's or woman's belt, thus enabling you to wear your Flash Unit side by side with your Minox. The B/C Flash and case are priced at \$19.95, in your choice of models.

Dealers listed on pages 16 through 19 will soon have new Minox B/C Flash units in stock. However, with the demand for this unit at a record high, we suggest that you place an order with your dealer right now.

MISS UNIVERSE ON PARADE



Mathew Matejcich of San Pedro, California, had his Minox in his pocket ready to shoot when he stumbled onto a galaxy of international beauties—the finalists competing for the title of Miss Universe. We think you'll agree that these informal pictures seem to capture each girl's charm and beauty, and eloquently express the reasons why she was chosen to bear her country's title.



YOU COULD WIN THE 3RD MINOX CONTEST!



Amateur or professional, your next Minox shot *could* win top honors in the current nationwide Minox competition—if you enter it in the Third Minox Photo Contest.

You may enter as many Minox photos as you wish in one of two divisions: the Pleasure Division, for portraits, travel shots, family, animal, adventure shots, etc., or the Business Division, for commercial, industrial or business photographs. Duplicate prizes will be awarded to winners of each division.

Your photographs will be carefully judged by three renowned photographic experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contests.

Duplicate prizes will be awarded in each division as follows:

1st PRIZE—Minox B Camera plus a year's supply of film PLUS inscribed Minox Trophy with gold metal Minox camera symbol.

2nd PRIZE—Minox Electronic Flash with folding reflector and power pack in genuine leather carrying case.

3rd PRIZE—Minox Slide Projector for black-and-white or color. Carrying case included.

4th, 5th and 6th PRIZES—Minox Adjustable Copying Stand for copying letters, book pages, etc.

7th, 8th, 9th and 10th PRIZES—Minox Right Angle Finder Mirror. Permits around-the-corner picture taking.

Following are the rules of the Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959 and August 31, 1960.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight, August 31, 1960.

4. Print size must be $2\frac{1}{4} \times 3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both contest divisions.

6. Each print submitted must contain the following on the back:

- a. Classification of entry—either Business or Pleasure.
- b. Contestant's name, address and city.
- c. Type of film used.

7. Minox photography in the Pleasure Division will be judged on interest and artistic superiority.

8. Minox photographs in the Business Division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.

RAGGEDY ANN'S BIRTHDAY PARTY



When your "little mother" decides it's Raggedy Ann's birthday, then it's time for you to put your Minox to work, because you have a wonderful opportunity to capture your child's fantasy on film. A single snapshot of daughter, Raggedy Ann and birthday cake would be just one chapter. It may be lively and lovely, but it is not the whole story.



Begin your picture story at the beginning, just as the photographer did who made the above pictures. How old is Raggedy Ann today? Three, says the little mother, but it's hard to hold up just three fingers so up go all five. Next she blows out the candles, tests the frosting, helps Raggedy Ann do the same . . . and then we get down to the serious birthday business of cake eating.



This is the whole story—a story that just one picture can only hint at. It can be told best in a series of pictures, and it's easy to take a picture story—in fact, the key word is simplicity.

First, of course, you need a plot, and you never have to wait long for



inspiration with a child in the house. Whether it is a birthday party for a doll, the painstaking construction of a house of blocks, or just playing "dress up" with mother's clothes, you have a story unfolding before you and before your camera. The only trick is to be ready when it happens.

Once you have your plot, there are five simple things to keep in mind that will help bring your picture story alive:

1. **KEEP IT CANDID.** Let the child do his own posing. As he becomes engrossed in play, he may even forget you are around. That is when you can get the best, truly candid pictures. Stay on the fringe of the activity, and let your star "ad lib" as he goes along. He will do much better, and so will you.

2. **WATCH FOR "CUTE" EXPRESSIONS.** This follows the candid picture advice. The child will come up with facial expressions and physical contortions that you could never get from him "on request." Your role here is to be ready to snap on cue—when you see the expressions you want. And if you miss

one, don't be disheartened . . . there will be an even better one just seconds later.

3. **GET THE BEST ANGLE.** This, again, is a simple rule, but it is one that is frequently overlooked. And "overlooked" is the word, if you take a child's picture from an adult's-eye view. The child's world is probably a good three to four feet closer to the floor than your world. Get your camera down to his level and you will get better pictures. After all, the face and hands are what you want, not the top of his head and shoulders.

4. **GET CLOSE UP.** Again, this is simple but sometimes hard to remember. The lens of your camera "sees" all that you see through the viewfinder. Get close enough to your subject so that it fills the viewfinder.

5. **KEEP IT SIMPLE.** As we have said, the key word in any picture story is simplicity. It is most important to keep the setting simple. The child, and what he is doing, is what you want to photograph. A cluttered background—flowered wallpaper, lamps, couches—will only detract from the child. This is the only time you should act as a "director" . . . by having the story unfold in front of a plain wall. It will keep the child the center of interest, as he should be, in your pictures.

That is all there is to making good picture stories—pictures that will be treasured more and for a longer time than single snapshots because they tell so much more about your child and the fantasy that was his for a brief time. So be ready—your Minox loaded with Tri-X film or Minox flash equipment handy—for the next picture story that comes to life in your house. It's easy, it's fun, and the results are wonderful.



MINOX IN THE NEWS



**Robert
Bruce**

Assurance of Quality



▲ Light-heavyweight champion Archie Moore tried his hand at operating an ultra-miniature Minox B with great success. The champ weighed in at 174 in his return bout with Yvon Durrelle; the Minox B weighed in slightly over 3 ounces.



▲ Our new citizens of Hawaii are obviously just as Minox-conscious as those in this country. Here, for example, is an oil painting reproduction of the recent Harper's Bazaar cover featuring the Minox B which was prominently displayed in the window of a fashionable dress shop in Hawaii.

◀ Robert Bruce sweaters ran this full column ad in the October issue of Sports Illustrated, picturing their "outdoor man" as a Minox enthusiast.

WHY THE MINOX CAN "TAKE IT"

During a recent visit to the Minox factory in West Germany, we learned some astonishing facts which help to explain why the Minox works with exact precision year after year.

While watching the testing of Minox shutters, for example, the engineer in charge explained to us that the shutter blades which are only .004 mm in thickness, travel at a speed of 43¾ miles per hour when the exposure is made!

A special testing machine is constantly at work testing Minox shutters at the rate of 2400 exposures per hour on every camera that goes to the testing laboratory. This fantastic pace is maintained until the shutter is literally worn out. The particular camera being tested during our visit had been operated at this pace for more than 50 hours, without interruption and was still going strong. Translating this performance into actual use means over 120,000 exposures without a hitch. That's 2400 rolls of 50 exposure Minox film! Probably few people will ever reach such an impressive total of Minox pictures.

The next time you listen to the quiet click of your Minox shutter, you might devote a moment to the thought of what has gone into this soft click. "Minox precision" are not just words of advertising copy.

Inflation, as we get it, is when everybody is so rich that no one can afford anything.

To harmonize with the decor of the surroundings, automatic office machines now come in three attractive colors—blond, brunet and redhead.



OKAY, LEN?

Speaking of Minox enthusiasts, the editors have now received copies of this silly looking parrot six times. Needless to say, we always try to serve the interests of Minox'ers, whoever or wherever they may be. This parrot photo is strictly for the birds, but it is the pride and joy of the noted designer, Len Perlman, who designs all of the magnificent Minox literature—sort of our payoff to him.



NEW BROCHURE TELLS ROLE OF MINOX IN BUSINESS

The business world has recognized a new standard for presentations used in Employee Recognition Programs, executive awards and distinctive corporate gifts. Many organizations find that the ultra-miniature Minox camera is ideal in all three areas, and corporate purchasing agents are relying on the Minox camera to solve their gift problems. A study of how various corporations have employed the Minox as a business gift that returns its value to the *giver* has been compiled in an informative new brochure entitled "Minox . . . Today's New Standard."

Whether covering the Employee Recognition Program from its inception through the selection of special employees to be honored . . . showing the value of Minox in the field of business public relations—and in fulfilling the key executive's needs . . . or recounting how Minox solves the problem of satisfying executives who have almost everything . . . this stimulating new brochure will be a welcome aid to companies of every size—will spark the imagination in dozens of ways that will benefit you and your business!

"Minox . . . Today's New Standard" is available without charge to interested companies that request it in writing on their corporate letterhead. Address all requests to Service Recognition Department, Kling Photo Corporation, 257 Park Avenue South, New York 10, New York.

If you are interested in something that interests nobody, you have intellectual curiosity. If you are interested in something that interests everybody, you are just nosy.

WHO SELLS MINOX BEST?



From registration cards received, we know that our national advertising and public relations programs contribute to only part of the phenomenal success story of the Minox in America. Our best and most ardent salesmen are the thousands and thousands of enthusiastic Minox owners from coast to coast. Of the 2,434 registration cards recently analyzed, here is how your fellow Minox'ers answered the question, "How did you learn about Minox?": 595 checked "Magazine Advertisements," 374 listed "Dealer Recommended," and by far the greatest number—1,164—told us, "My Friends Recommended."

We'd like to sincerely thank each one of you who has done so much to boost the ultra-miniature Minox to its present prestige position . . . and has helped make it the world's most distinguished camera.

When your conversation next turns to Minox and a friend or business associate expresses interest in your ultra-miniature camera, you may wish to give him one of the invitations you will find on the facing insert. This invitation will insure preferential treatment from your Minox camera dealer to anyone you recommend. And, as a token of our appreciation, when your friend becomes a new Minox owner, your dealer will present him with either a box of Minox film or a complimentary copy of Rolf Kasemeier's informative new book, "Small Minox—Big Pictures."

Again, our sincere thanks for making the Minox the most famous name in the ultra-miniature field.

MINOXOLOGY (Cont'd.)

come from learning to improve, and in sending prints to others. There's always a new satisfaction with Minox.

Last week, I went over my fifty best shots and made a discovery. **NEARLY ALL OF THEM ARE CLOSE-UPS. MOST WERE TAKEN AT 6 FEET OR LESS.** Some of the best ones were shot at 2 or 3 feet. So now I offer you a suggestion . . . a suggestion which I *promise* will improve your pictures.

Try this: *shoot a whole roll of film* on nothing but 2 feet to 6 feet close-ups. Do not even use the little red dot this time. Get the habit of shooting close-ups. It will cost only a few dollars, and it will be more than worthwhile.

You **MUST** use the measuring chain which is attached to your Minox. The temptation will be for you not to do so—to guess. However, it is extremely important that you get the exact measurement on close-ups if you want good clear pictures. Now, not only do I want you to shoot the whole roll in this way, but I want you to do it all within a hour or two. Start with your family or friends or pets. Please follow my instructions carefully.

1. Pick a sunny day and take the pictures either in the early morning or in mid-afternoon, no later than 3 or 4 o'clock. Try to escape the noonday sun.
2. If you do happen to be shooting at noon, select a fairly bright spot under a tree in open shade.
3. Use your light meter, without fail.
4. Be sure to have your subject

face the direction of the sun. If the sun is not too strong or you are in open shade, the eyes will not be squinty.

5. Shoot three negatives of each subject, varying your speed on each. This is called bracketing your shots. For example, assume that your light meter calls for 1/100 second exposure. You might shoot one picture at 1/50 second with or without an orange filter, one at 1/100 second with a green filter, and one at 1/200 second without a filter. You will find that one of these is superior to the rest.

6. Instead of family pictures, you may prefer to go to a public park. Take along a package of cigarettes or some chewing gum. Here is a "formula" which I use that never fails. Set your distance and walk up to the person whose picture you want. Offer a cigarette or a stick of gum . . . talk about the weather and while talking, simply lift the camera to your eye and shoot the picture. Say *afterward*, "You've got a very strong face" or "beautiful hair" or "expressive eyes." Believe me, flattery *will* get you somewhere. Then say, "My hobby is taking pictures of interesting looking people."

7. When shooting at 2, 3 or 6 feet, do not try to include trees, clouds or other background.

8. Concentrate on close-ups at 2 to 3 feet. Whenever possible, shoot a *side* view in order to eliminate such cases where the nose would appear larger than normal.

It doesn't sound too difficult, does it? The hardest part of this small but mighty lesson is to conscientiously use the measuring chain which is attached to your camera. Good shooting!

EXCITING CHRISTMAS GIFT IDEAS

MINOX B . . . the gift supreme

World's smallest, lightest, easiest-to-use precision camera has built-in exposure meter. Weighs just 3¼ oz., measures 3⅞" long. So quick, so sure . . . just match speed dial with meter indicator for perfect pictures every time—in all light conditions.

#6014 Minox B, satin chrome finish camera and chain, complete with leather case. **\$169.95**

#6015 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case. **\$186.95**

Minox III-S . . . same as new Minox B but without built-in exposure meter. Weighs only 2½ oz., ⅝" thick, 1⅞" wide, 3¼" long

#6010 Minox III-S satin chrome finish camera and chain, complete with leather case. **\$139.50**

#6012 Minox III-S PRIVATE EYE, anodized black finish camera and chain, complete with black leather case. **\$154.50**

#6011 Minox III-S, gold-plated camera and chain, complete with genuine alligator case. **\$299.00**



**NEW
MINOX
B/C FLASH**

The world's smallest and lightest flash unit measures 2 x 1 x ½", weighs just 1½ oz. Built-in telescoping reflector gives full illumination.

#6543 Model B for Minox B; with belt case **\$19.95**

#6544 Model A for Minox III-S; with belt case **\$19.95**

#6545 Model U for 35mm or larger cameras; with belt case **\$19.95**

#6546 Battery for Minox B/C Flash **\$1.15**



MINOX EXPOSURE METER

Vital companion to the Minox III-S. No computations necessary—gives direct reading for Minox. Satin chrome finish meter and chain with leather case.

#6110 **\$27.95**

Anodized black meter and chain, leather case. **\$30.95**

#6112

FOR THE MINOX'ERS ON YOUR LIST



MINOX SLIDE PROJECTOR

Shows Minox and other ultra-miniature color slides with exquisite realism. Projects to a big 24"x30" at 8 ft. Measures 8 x 6 x 3½". Pearl gray finish, leather case.

#6301

\$94.95



MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #6922

\$8.50



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x ¾" diam. Includes camera clamp, leather case.

#6621

\$21.50



MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting. #6901

\$14.95



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #6923

\$2.25

SEE PAGE 16 FOR YOUR NEAREST MINOX DEALER

MORE CHRISTMAS GIFT IDEAS



RIGHT-ANGLE FINDER MIRROR

Perfect for around-the-corner picture taking. Shoot to the right or left while facing straight ahead. Great for candid photograph.

#6200 for Minox III-S

\$9.95

#6202 for Minox B

\$9.95



REFLEX VIEWFINDER

Lets you take pictures at waist level or near the ground for angle shots, or wherever eye-level isn't desired.

#6201 for Minox III-S

\$14.95

#6203 for Minox B

\$14.95



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #6612

\$24.50



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Brown simulated leather with padded cover.

#6930

\$6.95

MINOX BELT CASES

Lets you wear your Minox. Choose from genuine black, brown or red leather.

#6404 Minox III-S belt case

\$4.50

#6406 Minox B belt case

\$5.50

Accessory Cases

#6401 Minox exposure meter case

\$3.50

#6407 Leather cases for finders

ea. \$1.95



FOR MINOX ENTHUSIASTS



MINOX ENLARGER/COPY STAND

Enlarges up to 11 x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro-Minox lens, double condensers, high-low switch.

#6770

\$189.50



ADJUSTABLE COPYING STAND

Sturdy stand for copying letters, book pages, documents. Adjustable for distances from 8" to 18". Folds to only 9 x 1 x 1½"

#6602

\$29.95



MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710 \$12.50

MINOX FILM DEVELOPING KIT

15 sets of chemicals in pre-measured quantities.

#6720

\$3.95



"SMALL MINOX — BIG PICTURES"

Minox executive Rolf Kasemeier's complete one-volume pocket guide to Minox photography includes over 100 pictures and diagrams. Great for amateur and professional Minox'ers. 190 pages. \$2.95

YOUR MINOX DEALER HAS THESE GIFTS NOW!

SEE NEXT PAGE FOR YOUR NEAREST DEALER

THESE MINOX DEALERS INVITE YOU TO SEE THIS COMPLETE GIFT LINE

ALABAMA—Birmingham	Acton's Camera Shop	Pat Pacific Camera	Pueblo	Sparkleton Photo Service
	Bromberg and Company	Precision Photo Service	Greely	Barber Studio
	John's Photo Service	Ralke Co.	CONNECTICUT—Bantam	
Huntsville	Universal Photo Shop	Rowan Jewelers	Bridgeport	Morgan's Photo and Gift Shop
Mobile	Calagar Photo Supply	Royalstone Photo		Fritz and Hawley, Inc.
	Van Antwerp	Semler's		Jay James Camera Shop
Montgomery	Shop 21, Inc.	Silton's		Len's Camera Supplies
ALASKA—Anchorage	Bert's Payless Drug	Bill Toth's Camera Shop		Photo Sales
	Eastchester Drug	Western Camera Supplies		Spector's, Inc.
	Hewitt's Drug	Westwood Photo Lab	Colchester	Justin Hartley
	Mac's Foto Service	Windsor Hills Camera Shop	Danbury	Studevant's Photo Shop
	Stewart Photo Shop	Winter and Co.	Darien	Fairbanks Photo Shop
Fairbanks	Co-Op Photo Shop	Hurst Camera Shop	Fairfield	Todd's Camera Shop
Ketchikan	Schallert's Photo Shop	Menlo Park Camera	Greenwich	Camera Shop
ARIZONA—Casa Grande	Casa Grande Photo Shop	Plaza Camera Center		Greenwich Photo Supply
	Jean and Trax	Ken's Camera		The Photo Shop
Flagstaff	Capin Mercantile Co.	Valley Drug	Hartford	The Camera Bar
Phoenix	Camelback Photo Center	Hillcrest Camera Shop		Harvey and Lewis
	Cushman's Cameras	Sid's Camera Shop		Merrill's Camera Exchange
	Dineen Photo Supply	Family Camera Store		Monarch Photo Shop
	Dotz Photo Lab	Norwalk Camera Supply		Rozinsky, Inc.
	The Photo Shop	Alpha Photo Products Inc.	Millford	Millford Camera Shop
	Rosenberg's	Walter Bennett	New Britain	Leonard's Camera Exchange
	Wilson's Photo Shop	Camera Corner	New Haven	Davenport Photo Shop
Scittdale	Bill Cook's Camera	Sam Cohen's Camera Center		Fair Haven Camera Shop
Tucson	Scottsdale Photo	Lee's Normal Pharmacy		Fritz and Hawley, Inc.
	Caples Camera Co.	Orange Camera Shop		Harvey and Lewis
	Nu-Art Photo Service	Camera Exchange		Mongillo's
	Pereira Camera Shop	Pacific Palmsdes		Park Photo Co.
ARKANSAS—Clarksville	Palace Drug Store	Spotlight Photo Supply		Senior Camera Shop
	Ward's Photo Supply	Palm Springs Camera Shop	Norwich	The Cranston Co.
Fort Smith	McCaen Photo Company	Al Taylor Camera	Old Greenwich	Camera Center
Little Rock	The Camera Center	Key Bell, Inc.	Putnam	Grube Camera Shop
	Junkind Company	Panorama City	Ridgefield	Ridgefield Photo Shop
	Pfeifers of Arkansas	Alvin's Photographic Supply	Stamford	Brant's, Inc.
Stuttgart	Eddie Duerkle	Lee Mac Camera Exchange		Leon Deran
CALIFORNIA—Alhambra		Camera Corner		Photo Shop
	The Alhambra Camera Shop	Rivers Camera Shop	Waterbury	Goldie's Camera Shop
	Camera Exchange of Alhambra	Reseda Photo Service	West Hartford	Speed's
Anaheim	Jerry's Camera Shop	Dick's Camera Shop	Westport	Hilbert and Zacher
Bakersfield	Bob's Camera Mart	Nuhrberg, Inc.	DELAWARE—Wilmington	Lincoln Camera Shop
	Henley's Photo Supply	Sage's Market		Photo Center
	Mercury Photo Finishing	John Dardie		Wilmington Camera Shop
Berkeley	Towne Photo Supply	McCurry Photo Co.	DISTRICT OF COLUMBIA—	
	The Camera Shop	Green's Camera Shop		Baker's Photo Supply
	Elmwood Camera Shop	Reed's Photo Supply		Brenner Photo Co.
	Barry Evans	The Photo Shop		Camera Mart
	Gersh Photo	Roy Davis Camera Shop		Capital Camera Exchange
Beverly Hills	Beverly Hills Camera Shop	Del Garner Photo		Columbia Photo Supply
	California Camera	Alex Camera Exchange		Congressional Camera Center
	Camera Exchange of Beverly Hills	Boulevard Camera Shop		Conn Camera, Inc.
	Alfred Dunhill of London	Bunzel Photo Shop		District Camera Shop
	Jordan Hime Co.	Clifford's Camera		Duke Camera Shop
	Kerr's Sport Shop	Nelson Photo Supplies		Embassy Camera Exchange
Burbank	Burbank Camera Center	Winstead Bros., Inc.		Fuller and D'Albert
	Photo Art Shop	Abercrombie and Fitch		Ken Camera
Burlingame	Besse Camera Supplies	Allen Photo Supply Co.		Potomac Photo Supply
Carmel	Beaux Arts Studios	Almae Camera Store		Ritz Camera Center
	Camera Craft Shop	Artercraft Camera Shop		Sommer's Camera Exchange
Compton	Finley Camera Supply	Alfred Bass, Inc.		Mark Weiss Camera Center
Crescent City	Harris Studio and Camera Store	Bing's Camera and Sound		Woodward and Lethrop
Delano	Todd's Camera	Bradley Cameras	FLORIDA—Boca Raton	Boca Camera Center
Eureka	Photo Specialty Shop	Brooks Camera and Supplies	Bradenton	Harold Smith Camera Shop
	Seavastland's	Bullock and Jones	Clearwater	Clearwater Camera Center
Fairfax	Hallmark Photo Service	Camera Center	Coral Gables	Mileo Photo Shop
Fresno	Hollywood Camera Shop	The Enporium	Dartmouth Beach	Ivy Lane Camera Shop
	Horn Photo Shop	Fast Camera	Deland	Deland Camera Shop
	Suppliers, Inc.	Bill Goldfinger	Delroy Beach	Jim Harper Cameras
Glendale	Valley Camera Shop	Gong Num Co.	Eau Gallie	Southern Photo Supply
	Ernie's Camera Shop	Hobly Center	Fort Lauderdale	B and B Photo Supply
	Phototech	Jele's Camera Shop		Bird's Photo Center
Hanford	La Maine Drug Co.	Kaufman Camera Mart		Broward Photo Service
Hawthorne	B and B Camera	Retlaw Camera Shop		Miller's Camera
Hayward	Bowman's Camera Stores	Romney's Camera Shop		Southern Film Lab, Inc.
	House of Camera	Scheaffer's Camera Shop		Times Photo Shop
Hermosa Beach	Otto Busler	Skinner, Hirsch and Kaye		Zimmerman's Camera Shop
Hollywood	Birns and Sawyer	Walter Weis		Flamingo Camera Craft
	Don's Camera Exchange	Royal Camera Shop	Hiawah	Walter Gray
	Millers Camera and Art Supply	San Jose Camera Shop	Hollywood	Sutliff's Camera Fair
	Morgan Camera Shop	Webb's Photo Supply		Brandon's Inc.
	Schaeffer Photo Supply	Cal Photo Supply	Jacksonville	Brown's Camera Store
	Technophot	The Camera Shop		Orlen Pictures
	Ray Thelan	McDonald Camera Shop		Riverside Camera Shop
Huntington Park	Red Fox Camera Center	Camera Center	Key West	Florida Keys Photo Service
La Canada	Merritt Camera	Camera Photo Service	Lakeland	Sanborn Camera Center
Laguna Beach	Laguna Photo	Foreman's, Inc.		South Florida Photo
	Bill Thomas Cameras	Camera Center	Lauderdale	Hobby House
La Habra	La Habra Photo	Stiller Photo Supplies	Lauderdale-by-the-Sea	Surdin Enterprises
La Jolla	La Jolla Camera	Anderson Camera	Madeira Beach	Campfield's
	Pacific Camera Store	Westen's		Burney's Photo Center
La Mesa	La Mesa Photo Supply	Wreyer's Camera Shop		Camera Center
Lemon Grove	Lemon Grove Camera	Brentwood Camera Shop		Downtown Camera
Long Beach	Camera Supply	Carlson's Photo Supply		Everglades Camera Stores
	Mercury Photo	Stewart Photo Co.		Gilpin's
	Ward-Tallant Photo Supply	Keith's Photo Co.		Habersin Camera Shop
	Western Camera	Bob's Camera Shop		Madrice Camera Shop
	Winstead Bros.	French's Camera Exchange		Miami Camera and Gift Center
Los Altos	Los Altos Camera Shop	Logan Camera Shop		Reynolds Photo Shop
Los Angeles	American Camera Exchange	Reimer's Camera Shop	Miami Beach	Carl's Camera
	Bel Air Camera	Harry's Camera		Enfield's
	Buck's	Studio City Camera Exchange		Foto Fan
	Camera Exchange of Farmers Market	Sanguinetti Camera Shop		Imperial Camera
	Canopus Camera Shop	County Camera Shop		Johnson's
	Carl's Camera Center	Visalia		Lanolin Lane Camera Center
	Chiltron Stamp and Stationery	Walnut Creek		Admiral Photo Shop
	The Darkroom	Whittier		Bowstead's Camera Shop
	Flinnas Camera Shop	Anthony's Camera		Heini Camera Stores
	Bob Gamble	Colorado Springs		Sawdland Hobby Shop
	Griffith Camera Shop	Dents Bros. Camera and Gift Shop		Miller and Wallace
	Hollywood Camera Exchange	Shewmaker's Camera Shop	Palm Beach	Ramon's Camera Shop
	House of Rothschild	Wiggins Studio		Fronto Photo
	Twata Photographic Supply	Camera Exchange of Colorado	Pensacola	Pompano Beach
	Kinura Photomart	Colorado Visual Arts	Rivera Beach	Knight's Pharmacy
	King's Camera	Ford Optical	St. Petersburg	R & M Camera Shop
	Sid Klein, Inc.	Gart Bros. Sporting Goods		Robinson's Camera Shop
	E. V. Lewis Cameras	Hanstad's Camera Shop		Strand Camera Shop
	Monarch Photo	Mile High Photo Co.		Webb's City, Inc.
	Ed Morgan Camera Center	Skyline Camera Shop	Sarasota	Burt's Camera Shop
	B. B. Nichols, Inc.	Vine Ruyse Sports Shop		Camera, Inc.
		Varlow Drug Co.		Norton's Camera Center
		Midwest Photo		

FLORIDA (Continued)

Tallahassee Tallahassee Camera Center
Tampa Tampa Photo Supply
West Palm Beach Haley and Griffith
Winter Haven Carter's

GEORGIA—Albany

Dixie Theatre Service
Saville Jewelry, Inc.
Ace Camera Stores
Broadview Camera Inc.
Colonial Film & Equipment Co.
Frye's Camera Stores
Rich's Inc.
Star Photo Finishing

Augusta N. & W. Camera Exchange
Columbus Columbus Photo Service
Macon J. B. Coke
Savannah Photocraft
Valdosta Sport Center

HAWAII—Hilo

Hilo Camera Shop
Carter's Gift Shops
Colvin's Camera Center
Hawaii Camera Sales Co.
Kailua Camera Shop
Royal Hawaiian Camera Shop
Sandy's Camera Shop
Stewart's Pharmacies
Waterhouse Photo Co.
Maui Dry Goods and Grocery

IDAHO—Boise

Idaho Camera
Tollenaar's
Holston's Jewelry & Photo

ILLINOIS—Aurora

Assell Photo Shop
Rollins and Rice
Bland Photo and Art
Berwyn Colonial Camera Shop

Bloomington Hawkins Studio and Camera Shop
Champaign Fidelity Camera
Chicago Abercrombie and Fitch
Alpine Camera Co.
Altman Camera Co.
Backlund Jewelers
Bass Camera Co.
B and C Photo Service
Bel-Park Photo
Bolotin Camera Exchange
Camera Exchange
Center Camera Co.
Central Camera Co.
Chromoptics by Jay Reed
Color Cameras
Consolidated Watland Bros.
Corona Studios
Michael A. Dolkin
The General Camera Co.
Herman Camera, Inc.
Hobby Camera, Inc.
Jackson Camera
Katy Camera Co.
Kraetz Camera
Lambert's, Inc.
La Salle Camera Co.
Libby's Camera Co.
Loop Camera Mart
Mark's Camera
Marshall Field
Mercury Photo Service
Midwest Photo Supply Co.
Montgomery Ward
Morrison Camera Co.
Norman-Willems Co.
P-K Photo Supply
E. J. Pollak Photo Shop
Rivers Camera
Shutan Camera Co.
Supercam Photo Suppliers
Standard Photo Supply Co.
Triangle Camera, Inc.
United Camera Co.
Van Leuven and Antoine
Wolk Camera Company
Wolk-Englewood Camera Co.

Cicero

West End Cinema and Camera
Moran's Inc.

Decatur Pile's Camera Shop
Des Plaines Photo Service, Inc.
Elgin B. K. Photo Supply
Evanston McCoy Camera Co.

Fairfield Post's Audio Visual Service
Glenview Glencoe Camera Shop
Highland Park Powell's Camera Mart
La Grange Suburban Camera Shop
Lake Forest McMaster's Pharmacy
Martin's Drug Store

Lansing Besse Camera and Supply
Macomb Scott's Pharmacy
Moline Seashell's
Oak Park Austin Camera Co.
Oak Park Camera
Village Camera Co.
Camera Corner

Park Forest Lens and Camera Shop
Peoria Peoria Camera Shop
Rec Studio and Camera Shop
River Forest River Forest Camera Shop
Rockford Camera Craft
The Photo Shop
Lundgren's

Skokie Oulton Camera Shop
Springfield The Camera Shop, Inc.
Piles Camera Shop
Swanson's Camera Shop

Waukegan Klein's Photo Center
Wheaton Du Page Photo Company
Winnetka The Camera Shop
Winnetka Phototronics, Inc.
Wood River Photo Art Shop

INDIANA—Bloomington Wiles Drug Co.
Elkhart Elkhart Camera Center

Evansville Ray Herring Camera Shop
Smith and Butterfield
Tri State Camera Store

Fort Wayne The Howard Co.
Sunny Schick's
Gary Gary Camera
Village Card and Camera

Greencastle Coan's Pharmacy
Dave's Camera Mart
Hammond L. S. Ayres and Co.
J. W. Millikan, Inc.

Indianapolis The Camera Shop
Hoosier Photo Supply
H. Lieber Co.
Linsell Jewelry Shop
Post Photo Shop
Treatman Camera Co.
William Warner, Inc.
Quick Film Service

Logansport Dodd's Rexall Camera Shop
Monticello Muncie Camera Shop, Inc.
Muncie H. B. Edwards Jeweler
North Manchester Mark's Drug Store
Shelbyville Meloy's, Inc.
South Bend Ault Camera Shop, Inc.
Schilling's
Smith Nu Art Photo
Stewart Martin's Snap Shop

Terre Haute Morris Sanford Camera
Des Moines Greenwald Drug
Dubuque Allied Camera Center
Iowa City Land's
Louis Drug Store
The Camera Shop
Mack Photo Shop
Walton Photos, Inc.

KANSAS—Concordia Martin Drug Company
Dodge City Southwestern Photo Supply
Lawrence Mosser Wolf, Inc.
Mission Travel House
Prairie Village Bruce Smith Drugs
Salina A-Smile-A-Minute
Topeka Wolfe's Camera and Photo
Wellington Epperson Studio and Camera Supply
Wichita Bob Gaskin's Industrial Photo Sales
Jeff's Camera Shop
Lawrence Photo Supply, Inc.
Moler's Camera Clinic

KENTUCKY—Lexington Foto Center
L. Michaels
Joe Rosenberg
Louisville Camera Center Inc.
Falls City Theater Equip. Co.
W. D. Gatchell & Sons
Kentucky Camera Shop
Schumann Click Clinic
Gent and Butterfield

Owensboro

LOUISIANA—Alexandria Newcomb Studio and Camera
Baton Rouge Bert's Camera Center
Kadair's Camera House
Ogden Park Drugs
Southern Camera Service
Streube Photo Supply
Miguel Studio
Franklin Griffin's Studio and Camera
Bellaire, Inc.
Bernett's
Camera Inc.
The Fox Co.
Security Company
Shreveport Film Arbor Photo Service
Grady's Camera Center, Inc.

MAINE—Augusta Mansur's, Inc.
Lexington Camera Service Center
Portland Becknell Photo Service
South Portland Innes Photo Service

MARYLAND—Annapolis A. N. Miller
Atlantic Photo Supply Co.
Baltimore Baltimore Photo Supply Co.
Berman Loan Office
Photo Center, Inc.
Read Drug
Ritz Camera Center
Service Photo Supply Co.
Stark Films
Zepp Photo
Victor, Inc.
Hobby House
Colonial Jewelers
Fahney's Photo Center
Bass Camera Center
Cameras, Inc.
Haynes Camera Center

MASSACHUSETTS—Andover Look Photo Service, Inc.
Beverly Cor-Nix Co.
Boston Adams Camera Exchange
Barry and Epstein Jewelers
Brenfield Camera Co.
Central Camera Exchange
Copley Camera Shop
Don Elder's
Claus Gelotte, Inc.
Ralph Harris Co.
Hawes Photo Shop
Jackson Photo Supply Co.
Lloyd Optical Co.
Jerdan Marsh Co.
Park Square Building Camera
Pigum Jewelers
Quality Camera Exchange
School St. Camera Exchange
Smith's Photographic Studio
Stone Camera Inc.
Benner's Camera Shop
John Allen Camera
Crimson Camera Exchange
Ferranti Dugé, Inc.

Brackton

Brookline

Cambridge

Chelsea Slade's Photo Service
Chestnut Hill Jack Seltzer and Co., Inc.
Chicopee Chicopee Camera Center

Clinton Zoli's Photo Shop
Concord William W. Anderson
Fall River All's Photo Supply
Fitchburg Art Photo Supply
Framingham Fitt's Photo Shop
Holyoke D'Addario's Camera Shop
Hudson Super's
Hyannis Colby Photo Supply
Lawrence Weiner-Chimes
Lexington Theatre Camera Shop
Lowell Maloff's
Lynn Lynn Photo Supply Co.
Malden Davis Camera Supply
New Bedford Centre Jewelry Co.
Converse Photo Supply
Newton Center Alwood's Camera Shop
Northampton The Triplex Shop
Pittsfield Movie Mart
The Photo Shop
Essex Camera Shop
Regent Camera Shop
Somerville Bloom's Photo Supply Inc.
Valley Cinema
Wareham Win's Camera and Photo Supplies
Wellesley Hubert's Photo Supplies
Pond's Camera Store
The Snap Shop
West Lynn McLaughlin and Demasson
Worcester Harvey and Lewis Co.
Wheaton, Inc.
Warcester Photo Shoppe

MICHIGAN—Adrian Adrian Camera Shop
Main Photo Supply
Ann Arbor Follett's Michigan Book Store
Purchase Camera Shop
The Quarry, Inc.
Benton Harbor Goodman and Goldbaum
Birmingham Birmingham Camera Shop
Dearborn City Camera
Detroit Acme Camera Exchange
Alvin Camera Exchange
Detroit Camera Shop
Paul Gach Photography
Garrick Photo Supply
Gugula Camera Shop
Gould Camera Shop
J. L. Hudson Co.
Lobby Hobby
The Photo Shop
Pointe Camera Shop
Seven Mile Camera Shop
Silhouette Camera Shop
Village Camera Shop
A. D. Camera Shop
Harry's Camera Shop
Arden's Drive-In Photo Mart
Camera Center
The Camera Shop
Camera Center
Studio Camera Shop
Meier Camera Shop
Wade Drug Company
Kline Pharmacy
Range Photo Service
Jackson Photo Service
Crescent Studio and Camera
Morison Studio and Camera
Lansing Lansing Camera Shop
Linn Camera Shop, Inc.
Van's Photo Service
Durray Photo Finishes
Wright's Studio and Camera
Mandel Camera Store
Radium Photo Service
The Photographic Center
The Camera Mart
Dann's Camera and Hobby
Camera Center
The Photo Center
Feldman Camera Exchange

MINNESOTA—Duluth Mollard Berg's
The Kamera Shop
Security Co., Inc.
Brand's Camera Craft
Century Camera Shop
Gopher Camera
Jay's Cameras
Leigh, Inc.
Natural Camera Exchange
Camera Craft Gift Shop
Weber and Judd Co.
Keller Brothers
Fine Cameras
Finn's
Fisher Photo Supply
Goodman's Jewelers
O. N. Olsen Photographic Supplies
Schumann's
Swanson's Camera Sales and Service
Ed Buck's Camera Shop
May's Photo Service

MISSISSIPPI—Jackson Jackson Camera Center
Southwest Drug Stores

MISSOURI—Brentwood Dearing Pharmacy
Clayton Clayton Camera Shop
Columbia Smith Studio
H. A. Ueleke
Wingo's Inc.
Barnard's
Crick's Camera Shop
Elko Photo Products
Gateway Sporting Goods
Midland Camera Supply
Music Mart Camera Center

MISSOURI (Continued)

Maplewood	Harper Pharmacy, Inc.	Lawrence	Ace Photo Labs	Lockport	Jay's Camera Shop
St. Joseph	Vaz's Camera Shop	Long Island City	A. C. Camera Exchange	Manassas	Caruso Photo Service
St. Louis	Cook's Camera Shop	Lynbrook	Arnee Camera Exchange	Mount Kisco	Fox and Sutherland
	Atlas Jewellers Co.	Manhasset	Arrow Photo Shop	Mount Vernon	Camera Mart
	Avenue Camera Store	Manhattan	Abercrombie and Fitch	Newburgh	Baxter's Camera Shop
	Bader's		Aljan Camera		General Photo Supply
	Erker Optical Co.		Allied Camera Exchange	New Rochelle	Seaman's
	Famous-Barr Co.		B. Altman	Niagara Falls	Camera Craft Stores
	Jefferson Camera Shop		American Camera Exchange	Olean	The Camera Center
	Kay's Photo and Optical Co.		Bernard Arkin	Oneonta	Brackett's
	St. Louis Photo Supply		Awon Films	Painted Post	Tilman's Drug Store
	W. Schaller and Co.		Bart's Camera Mart	Poughkeepsie	State Studio and Camera Shop
	Stanley Photo Service		Joseph Baruch Photo Supply	Rochester	Hahn Photo Center
Springfield	Ozark Camera Center		Bolar Camera Stores		Le Beau Photo Shop
Washington	Fan Photo Service		Broadway Camera Exchange		Sibley's
			Broadway Camera Shop		Smith-Surrey, Inc.
MONTANA—Billings	Kasper's Photo Shop		Arthur Brown		M and S Photo Supply, Inc.
Butte	Farren's Village Drag		The Camera Barn	Rosine	Scandale Camera Shop
Great Falls	Barber's, Inc.		The Camera Box	Schenectady	Canter's Jewelers
Hamilton	Public Drug Co.		Camera Cade		Click Camera Shop
Helena	Roller's Book Store		Camera Craft 42nd Street		J. F. and D. B. Lyon
	Jordan Photo Shop		The Camera House	Syracuse	Camera Center
NEBRASKA—Lincoln	Müller and Paine, Inc.		Camera Land, Inc.		Francis Hendricks Co.
Omaha	Carl S. Baum		Camera Place		Lindner's
	Calandra Camera Co.		Camera Showcase		Wilson's Leading Jewelers
	Dean's Camera Center		Carlyle Camera Corp.	Troy	Tarrytown Camera Shop
	Eastman Kodak Stores		Circle Foto	Utica	E. A. Hahn Camera Shop
	J. G. Kretschmer		City Camera Exchange		Tracy Camera
NEVADA—Las Vegas	Geo's Gems		Abe Cohen's		Severance Photo, Inc.
	Photo Mart, Inc.		Columbus Photo Supply Corp.	Wellsville	Stoll's
Renov	Cameras Unlimited		Wm. C. Cullen	White Plains	The Camera Shop
NEW HAMPSHIRE—Hanover	Camera Shop of Hanover		Dumont's Camera Exchange		Colartone
Manchester	The Camera Shop		Exchangeable Camera and Card		
Nashua	Durette Photo Co.		Federal Camera Exchange		
Portsmouth	Photo Center		Foremost Camera Stores		
NEW JERSEY—Atlantic City	Betesh & Lependorf		FotoShop, Inc.		
East Orange	County Photo Service		Photo-View		
Elizabeth	Ritz Drug Photo Co.		Gillette Camera		
Englewood	Herbert's Camera		Grand Central Camera		
Hackensack	Main Camera Store		Haber and Funk		
Hoboken	Riger's Camera and Sport Shop		Heins and Bolet		
Irvine	Hoboken Cameras		International Camera Exchange		
Jersey City	Krafke Cameras		Jayder Camera Exchange		
	Court House Camera Shop		Kenny's Camera		
	Hudson Camera		Kent Luggage		
	Levy's Sport Shop		Lexington Camera		
	Daily Photo		Liberty Camera		
	Schreiber's Snapshot Service		Litok Camera		
Livingston	Livingston Camera Mart		Lugene, Inc.		
Mercerville	Photo Art Company		Macy's		
Millburn	Millburn Camera		Madison Camera Co.		
Montclair	Jacobson's Sport Shop		Medo		
Morestown	The Camera Corner		Merit Photo Shop		
Morristown	H. H. Neuman		Metro Photo, Inc.		
Newark	Academy Camera		E. B. Meyrowitz		
	Bamberger's		Midtown Camera Exchange		
	Grolier Camera		Midway Camera Exchange		
	L. Kalman and Sons		Miniature Photo Lab		
	Midtown Camera		Mintfilm		
	Schaefer Company		Modern Photo Store		
	29th Century Photo Service		Mogul's		
New Brunswick	College Pharmacy		Moorland's		
Newton	Michael Photo Supplies		New York Camera Exchange		
Nutley	Cameras and Cards		Par Camera		
Paterson	Hathaway's, Inc.		Photo Center		
	M.S.M. Company		Photographic Enterprises		
Perth Amboy	Falkin Brothers		Photographic Fair Ltd.		
Ridgewood	Ridgewood Camera		Photo Mart Ltd.		
South Orange	Village Camera		Popular Photo Stores, Inc.		
Summit	Art's Camera Shop of Summit		J. Posner and Sons		
			Radios City Camera		
			Ritz Camera		
			Royaltone, Inc.		
			Sandra Camera Shop		
			Snapshots Stores		
			Star Camera Exchange		
			Tower Camera Exchange, Inc.		
			Trinity Talking Machine Co.		
			Unicam Camera		
			United Camera Exchange		
			University Camera		
			Wall Street Camera Exchange		
			Warman Photo Service		
NEW MEXICO—Albuquerque	H. Cook Sporting Goods		Willoughby's		
	Fedway Stores		Wiloughby's		
	Kurt's Camera Corral		Village Camera Stores		
East Side Espanola	Pike's Jewelry and Gift Shop		Richmond Hill		
Farmington	Trio Art Camera Shop		Rockville Center		
Hobbs	Western Art Studio and Camera		Whitestone		
Las Cruces	Malone Drug Store		NEW YORK STATE		
Santa Fe	The Camera Shop of Santa Fe		Albany		
	Santa Fe Book and Stationery		Binghamton		
NEW YORK CITY & LONG ISLAND			Bronxville		
Brooklyn	Bedford Camera Shop		Buffalo		
	Beverly Photo				
	Boro Hall Camera				
	Camera Center				
	Claridge Camera				
	Miller's Camera Exchange				
	Paramount Photo				
	Potter's Camera Stores				
	Servel Photo Shops				
	Sperdy Camera Stores				
	State Camera Exchange				
	Valenti's				
Bronx	Bronx Camera Exchange				
	Photo Fin, Inc.				
	Sterling Howard				
	Westchester Square Camera				
East Northport	East Northport Camera Shop				
Forest Hills	Forest Hills Photo Center				
	Julian Camera Shop				
Garden City	Spies Camera Shop				
Great Neck	Great Neck Camera Exchange				
Hempstead	Albee Camera Exchange				
Idlewild Airport	Eastern Camera Exchange				
Jackson Heights	Photographic Distributors				
	Center Camera Stores				

OHIO (Continued)

Toledo Camera Shop
 Wauseon Kohn and Son
 Wooster Snyder Camera Shop
 Youngstown King's
 Photo Eye Film Corp.
 Stanbaugh-Thompson Co.
 Strouse-Hubers
 The Camera Shop
 Zanesville Herman's Studio and Camera
 OKLAHOMA-Bartlesville Howard's
 Muskogee Eastman Kodak Stores
 Oklahoma City Plinkin Photo Service
 Reeves Camera Store
 Tulsa Engler's Photo Supply
 Kirkpatrick's
 Muscogee's Inc.
 Rochester Photo
 OREGON-Baker Levinger's Rexall Drug
 Coos Bay Camera Shop
 Coquille Barron's Drug
 Duquenne King's Jewelry Co.
 Eugene Coburn Film Shop
 Don Dusen's
 Henry Lowery Film Camera
 Willshire's
 Grants Pass Artercraft Camera Shop
 Klamath Falls Leo's Camera Shop
 Underwood Camera Shop
 Medford Anders Photo Shop
 Brainerd Studio Camera Shop
 Hudson's Rogue Camera Shop
 Pendleton The Town Shop
 Portland The Camera Mart
 J. K. Gill Company
 Meier and Frank
 Sandy's Camera Shops
 Semler's Sporting Goods
 McVay's Photo Shop
 Salem Meier & Frank Co.
 Springfield Gerlach's Drug Store
 Warren Columbia Photo Services
 PENNSYLVANIA-Allentown Classic Photo Lab
 Hess Bros.
 Altoona George E. Phillips
 Ardmore The Camera Shop
 MacCallum Store
 W. Robert Swartz
 Paramount Photos
 Bala-Cynwyd Bob's Photo Shop
 Bethlehem Carli's
 Nichols Photo
 Bristol Broomal
 Butler Hople's
 Chester The Photo Mart
 Clifton Heights Camera Clinic
 Demers Central Drug Store
 Duquesne King's Jewelry
 Easton Easton Camera Center
 Slugg's
 Erie Duggan Rider
 Erie Camera Center
 Hoffman Camera Shop
 James L. Company
 Flourtown Oak Lane Photo
 Gettysburg Dave's Photo Supply
 Greensburg Perfection Photo Company
 Harrisburg James L. Company
 Penn Photo Supply
 Hatboro Noel Boggetti
 Hazleton Cosgrave Camera Shop
 Pans Photo Supply
 Photo Spot
 Jenkintown Johnstown Photo Supply
 Johnstown London Stores, Inc.
 Jaffee Cine
 Lancaster Brenner Photo Supply
 McKeesport Klingler Store
 Mount Union King's
 Newcastle Ken Camera
 Charles C. Shoulberg
 Northumberland M. A. Abushove
 Philadelphia Albert Color Research
 Barr's
 Basco Jewelry, Inc.
 Commercial Photo Service
 Dedaker's Camera Shop
 Foto Mart
 Oscar H. Hirt
 Klein and Goodman
 Kamin's Camera Exchange
 Mary Lewis Camera Shop
 Joseph S. Livengood
 Malena Company
 M. and H. Sporting Goods
 Mid City Camera Exchange
 Pearson's
 Peerless Camera Stores
 Perfect Photo Service
 Photo Cine Corp.
 Potter Camera Shop
 Rosenfeld Photographic Supplies
 Sun Ray Drug Company
 John Wanamaker
 Williams, Brown and Earle

Pittsburgh Almore Photo Supply
 Camera Exchange, Inc.
 W. J. Clapper Co.
 Foto Shop-Square Hill
 Gimbel Bros., Inc.
 Joseph Horne Company
 Kadet Photo Supply Co.
 Kaufman's
 Lebanon Camera Shop
 Peerless Camera Stores
 Penn Camera
 Triangle Camera
 Trigger and Riel
 Wolf's Kamera Exchange
 Arrow Camera Shop
 Yorkville Camera Shop
 Alton E. Bowers
 W. F. Drehs
 Kagen's
 Art Reagan Jeweler
 Scranton Photo Shop
 Sharon Rembrandt Camera Shop
 Gibson Photo Center
 S. A. Meyer
 Kenich's Rexall Drug
 Camera Craft Photo Service
 Boston Store
 Ace Hoffman Stores
 Hurjax Photo Supplies
 Hoyer's
 Swigart's Photo Service
 Beller Camera
 J. E. Brennan & Co.
 Adler's Inc.
 Almar's Photo Supply
 Starkweather and Williams
 United Camera, Inc.
 Payne Motion Picture Services
 Western Payne Motion Picture Services
 SOUTH CAROLINA-Charleston Norvell's Camera Exchange
 Columbia Catalina Camera Shop
 Hartner's Camera Store
 Orangeburg Bryant's Photographic
 Photo Art Center
 Sioux Falls Harold's Photography
 Bill Pay's Camera Store
 Camera and Craft
 T. H. Payne Company
 Violet Camera
 Myers Camera Store
 Rich's Inc.
 Snap Shops Inc.
 Bob's Camera Shop
 Ed's Camera Shop
 Sam Haynes Photo Shop
 K & B Photo Service
 Julius Lewis Inc.
 Memphis Photo Supply
 Perel and Lowenstein
 Max Price Camera
 Camera Shop
 George C. Dury Company
 McGinnis Drug
 Melrose Camera Center
 Wright Photo
 Bush and Sons of Texas
 Hartner's Camera Store
 Conely Drugs
 Austin Photo Supplies
 Ellison Photo Company
 Studman Photo Service
 Majestic Photo Finisher
 Rogers
 Cull's Camera
 Goltzman Luggage and Camera
 Taylor Bros.
 Debs House Inc.
 Lane Star Camera
 Longhorn Camera
 Marlow's
 Neiman Marcus
 Pete's Photo Shop
 Super Tex Camera Store
 Village Camera Shop
 Riley's Drug Store
 Camera House
 Desert Art Shop
 El Paso Sporting Goods
 Frank E. Myers Co.
 Patterson's
 Popular Dry Goods
 The Camera Shop
 Fort Worth Photo Supply
 Goldstein Brothers
 Seymour's Photo Center
 Stripling's
 Henry's Book Store
 Carroll Camera Co.
 Dugan Drug
 Foley Bros. Dry Goods
 Houston Photo Supply, Inc.
 George Lange and Co.
 Oshman Outdoor Stores
 Sharp Camera Co.

Southwestern Camera
 Star Electric and Engineering Co.
 Texas Photo Supply Co.
 Camera Shop
 Sound Photo Sales Co.
 Midland Camera Shop
 New Braunfels Seidl Studios Camera Shop
 Odessa Odessa Camera Center
 Pasadena Skylark Camera Co.
 Spooner's Photo Shop
 Dot's Photo
 Photo Center
 The Fox Company
 Studer's
 Martin Peterson Studio and Camera
 Sterling Studio and Camera
 King's Jewelers
 Dolcater's Camera
 Wichita Falls Allen Inkley, Inc.
 UTAH-Ogden Sports Shop
 Provo Allen's Photo Supply
 Salt Lake City Allen's Photo Supply
 Maurice Anderson Men's Shop
 Auerbach's Camera Shop
 Deseret Book Co.
 Ecker's
 Shippler's
 Standard Optical Co.
 Zank's
 VERMONT-Burlington Camera Shop
 Kelly and Green
 Yary's Camera Shop
 Campbell's Camera Center
 Pawtucket Mason's Camera Shop
 Mason Camera Center
 Galecki Photo Center
 Old Dominion Camera Shop
 Ewald Clark, Inc.
 Roanoke Photo Finishing
 WASHINGTON-Bellingham Bon Marche
 Bremerton Photo Supply
 Clarkston Wasen's Inc.
 Everett Alley's Camera Shop
 Richland Kinstler's Camera Shop
 Seattle Bon Marche
 Clyde's Camera Stores
 Coleman's Kodak Supplies
 Frederick and Nelson
 Glazer's Camera Supply
 Lattier, Inc.
 Magnolia Stationery
 Skips Burien Camera Shop
 Skips Camera Shops
 Studman's Camera Shop
 Tall's Camera Supply
 Warshall's Sporting Goods
 Bon Marche
 Wilcox's Camera Shop
 Camera Shop
 Harold Meyer Camera
 Richard's Camera Inc.
 Tallman Drug Store
 Clif Miller Camera Shop
 WEST VIRGINIA-Beeckley King Photo Supply
 Charleston The Gun Store
 Mann Jewelers
 Merrill Photo Supply
 S. Spencer Moore Co.
 Kyle and Company
 Honaker, Inc.
 Mack and Dave's
 Mr. Del Studios
 Cohen Drug Co.
 Carr Photo Service
 King's Photo Art Store
 Club Photos
 White Sulphur Springs Camera Exchange
 WISCONSIN-Appleton House of Cards and Camera
 Ideal Photo
 Yagla's
 Padgett Photo Service
 Fond Du Lac Camera Center
 Maxwell's Inc.
 Meuser Photomat House
 Central Film Lab
 The Darkroom, Inc.
 Gimbel's
 Herman Kuiper, Inc.
 Photoart Visual Service
 Reimer's Photo Materials
 Bob Sacks Camera
 Wack Sales Co., Inc.
 Jim's Camera Shop
 The Photo Credits
 Wick's Photo Center
 Marshall Field
 Wauwatosa Camera Shop
 Bi-Rite Drug Store
 Kov's Photo
 Rockford Studio
 PHOTO RICO-San Juan Photo Segunde, Inc.
 Santurce Rooney Photo Mart

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



KLING HAS NO PHOTO FINISHING FACILITIES.

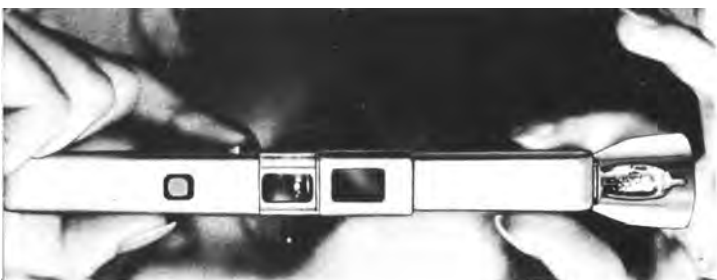
PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.





MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

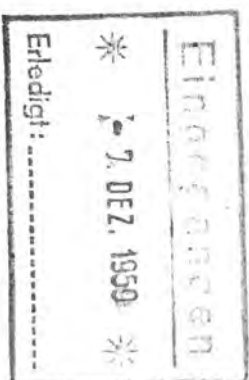


AN
EXCITING
NEW
MINOX
ACCESSORY!

See Page 3

Form 3547 requested

THE MINOX
CAMERA HAS
A BUILT-IN
EXPOSURE
METER



minox
minox
minox



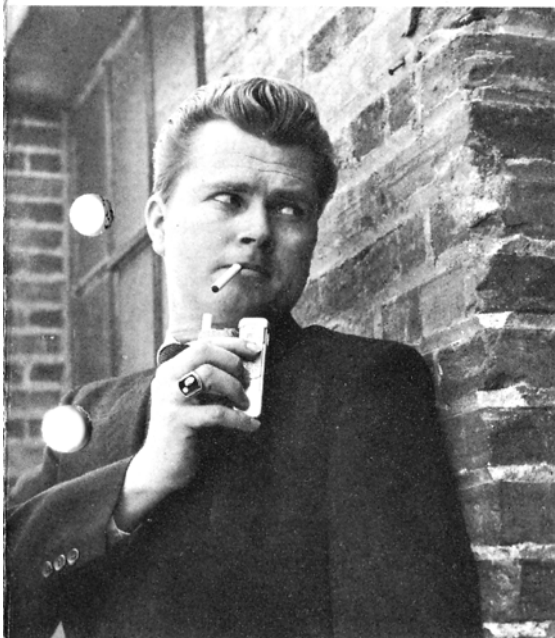
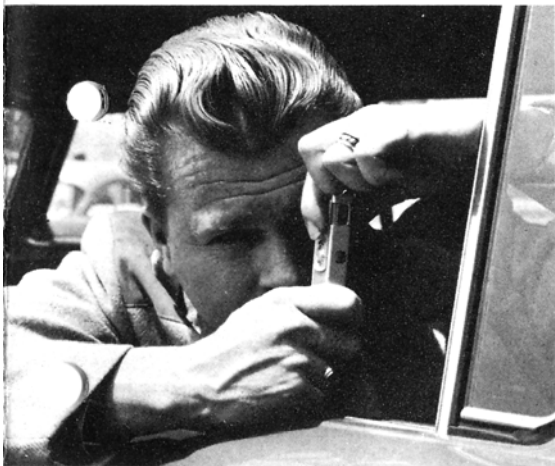
MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 3 number 1

SPRING/1960

TV SERIES FEATURES MINOX



The ultra-miniature Minox camera played an exciting rôle during the recent filming of Bill Burrud Productions "Treasure" television series. The "Treasure" series is based on actual adventurous searches for hidden, buried or lost treasures . . . and the episode featuring the Minox involved the exposure of opium traffic in San Francisco's Chinatown. The Minox was used by the cast as an aid to their undercover operations, and by newspaper men and members of the Narcotics Bureau who obtained photographic evidence without being detected.

This series will be telecast in many cities throughout the country in the near future. It is titled "Curse of the Poppy Drug," produced by and starring Leland W. Hansen. Photos by Jeanne Hansen.

WEAR COMPLETE MINOX PHOTOGRAPHY SYSTEM ON YOUR BELT



Minoxers everywhere can now travel the city or world . . . and wear both their Minox camera **and** **flash-gun** on their belt! The development of the revolutionary new Minox B/C Flash, weighing a mere 1½ ounces, has made this possible.

The exciting new Minox B/C Flash measures just 2 x 1 x ½", but it's small only in size. It is a compact, self-contained, highly efficient unit that houses a built-in telescoping reflector . . . assuring full illumination without the need of cumbersome fan reflectors. Designed for use with tiny all-glass AG-1 "jellybean" flashbulbs, the Minox B/C Flash allows its owner to carry several dozen flashbulbs in no more space than a package of cigarettes. The B/C Flash comes complete with an attractive genuine leather belt case.

Available in models to fit all cameras, the Flash Model B attaches directly to the Minox B, the Flash Model A directly to the Minox IIIS, and the Flash Model U fits the accessory shoe of 35 mm and larger cameras by connecting to the flash nipple. All models are priced at \$19.95, including case. See this thrilling new accessory at any of the Minox dealers listed on pages 11 through 15.

MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, is one of the world's most enthusiastic Minoxers. He was first prize winner of the Pleasure Division in both the First and Second Minox Photo Contests, and is serving as a judge for the Third Contest.

The strangest places provide some of the best opportunities for unusual Minox pictures. There is nothing like having friends in high places to provide a picture like the above. The Chief of Detectives here in Key West took this shot as a special "favor."

The best shots in my experience are of people—people whom you find sitting in the park, working, shopping, at a party . . . almost everywhere. For example, on the train yesterday I spied a fat man asleep with a book under his chin. What was the title of the book? "Sleep Till Noon."

When the train came to a stop, I captured a close-up of him and, as far as I know, the gentleman is still sleeping . . . peacefully unaware that his picture was taken. That's the most wonderful thing about Minox . . . it's always with you. I could have cried if that opportunity had presented itself, and I had no camera with me.

I am on my way home to Cincinnati where our sub-Miniature Camera Society is having another meeting. This time we will have a model, and a friend, who owns a studio and studio lights, will give us a lecture and demonstration.

I strongly urge other Minox owners to get together and compare results, just as we do. Even if there are not enough of you to form an organized Minox Club, a regular informal discussion between two or three interested Minoxers can be very valuable. Making a mistake once can cost you a good picture, but it is folly to make the same mistakes over and over again—particularly when your fellow Minoxers may have an insight into your problem.

Here are seven reasons why a Minox user may fail to get results:

1. He has not read and followed instructions. This is the hardest medicine of all to take, but it is the most beneficial for those who really want success. You must know the capabilities of your camera and be well versed in its use before it is possible to take acceptable pictures.
2. Move in closer—to six feet or less on most pictures that you take.
3. Instead of trying to cover the waterfront, select one important person, thing or detail and concentrate on that.
4. Visit an art gallery or examine prize-winning pictures in the photography journals. All too many Minoxers do not grow in their knowledge and appreciation of the elements that make a good picture.
5. Read "Ultra-Miniature Photography" by Joseph Cooper and "Small Minox—Big Pictures" by Rolf Kasemeier. It is well worth

(Continued on Page 15)

MINOX IN THE NEWS



▲ Pan American recently selected a "man with a Minox" to illustrate the sophisticated, worldly type of passenger who selects Pan Am's luxurious Jet Clipper Flight to Europe. Used as a full page newspaper ad, this was a striking advertisement that gave Minox a pat on the back as well. Photo by Chester Kronfeld, Pan Am's well-known travel photographer.

Furniture designer Lawrence Peabody of Boston captured on-the-spot candid shots of his contemporary designs for Richardson Bros. Company and Nemschoff Chairs, Inc. at a recent Chicago Furniture Show. ➡



King Frederik IX of Denmark demonstrates his Minox to his daughters, Princess Margarethe and Princess Anne-Marie, who share their father's interest in ultra-miniature photography.



NEW HIGH SPEED MINOX FILM WILL SOON BE AVAILABLE



If you do your Minox picture-taking from dawn till dusk, and indoors without flash, you'll be delighted with the newest film being packaged by Minox in 36-exposure cassettes: KODAK PLUS-X! This amazing new film is almost as fast as Tri-X, yet it gives sharp, sparkling prints with a fine grain approaching that of ASA 25 film.

An outstanding achievement of modern film emulsion chemistry, Plus-X combines most of the important qualities demanded of an all-around film. If you have a Minox B camera, you can use Plus-X even for the most brilliant beach and snow scenes by using the neutral density filter of your camera. For other Minox cameras, the exposure in bright sunlight is 1/1000 second with the green filter.

But Plus-X shows up to best advantage under light conditions which could formerly be tackled only with grainy films. That's when its extra speed and fine grain will really surprise you!

The exposure meter setting for Plus-X packaged by Minox is 160 to 200 in daylight, or 130 to 160 in tungsten light. Since you can easily switch from one film to another with your Minox, you can always load up with the film best suited to the picture at hand.

For ultra-fine grain with maxi-

mum sharpness, and for all flash shots, use ASA 25. For extremely poor light conditions, and if grainy prints are acceptable in exceptional cases, use ultra-speed Tri-X film. And now, for all-round picture taking with high speed and fine grain, enjoy the exciting new Plus-X film! Your dealer will soon have it in stock. Ask him.

KEEP IT CLEAN!

Your Minox was ingeniously designed to require a minimum of maintenance. Notice how completely such vital parts as the lens and viewfinder are enclosed and protected when the camera is not in use. Also, how precisely the camera body is made to exclude dust. Even the socket for the measuring chain automatically closes tight when you detach the chain!

Everything has been done to reduce the chance of dust getting into your Minox. Dust and grit are the worst enemies of a precision mechanism and of fine films. To completely protect your camera and keep it operating at top efficiency, follow these simple tips:

1. Always keep your Minox in its case when not in use.
2. Occasionally, or whenever necessary, gently clean the lens window, viewfinder lens and viewfinder eyepiece with a Q-Tip or similar soft cotton swab.
3. If you own a Minox B, remove smudges or finger prints from the exposure meter window with a soft linen handkerchief.
4. Never use liquids of any kind to clean your Minox.
5. Before inserting a fresh film cassette, blow out the film chamber

(Continued on Page 15)

SO FAR AND YET SO NEAR



If you own a pair of good binoculars in addition to your Minox camera, you have the basic ingredients for exciting new adventures in Minox picture-taking: long-distance shooting!

Whether it's a lion during an African safari, a racing sloop half a mile off, or the decisive putt on a tournament green . . . you can bring them close and take them home with your Minox.

The Telephoto/Binocular Clamp which connects the Minox to the binoculars is barely larger than the Minox itself, and is adjustable for oculars from 1" to 2". You simply remove one binocular eyepiece, attach the Minox and clamp flush against that ocular, and use the other eyepiece as a viewfinder and for focusing—it's as easy as that!

Compare the two photographs above which were taken from the same spot, shooting across New York's East River. The straight shot barely shows the opposite shore. However, the picture taken through an 8 x 30 binocular reveals amazing details—including the name of the vessel on the right, which is clearly legible in the actual Minox print, although the ship is almost a mile distant!

Mr. Theodore P. Afflerbach of Dayton, Ohio, also passes along a helpful tip on long-distance shooting. He writes, "With the Minox Telephoto/Binocular clamp, it becomes possible to use series 5 or 6 filters for correction (as illustrated) or for situations where the built-in filters in the Minox do not sufficiently cut down the amount of light." Mr. Afflerbach's photo clearly illustrates this usage. Incidentally, the Telephoto/Binocular clamp also attaches your Minox to any tripod.

You'll find endless new picture possibilities with your Minox for travel, sports or business use once you employ the Telephoto/Binocular clamp. Try it and see!



BEWARE OF FILMS SUPPLIED IN RE-LOADED MINOX CASSETTES

In recent weeks, we have learned that several unscrupulous dealers and finishers were selling, or giving free, films loaded into used Minox cassettes.

Unsuspecting Minoxers who used such "bargain" films, report shorter-than-standard film lengths, fogged and scratched films, and cameras damaged by mutilated and bent cassettes.

Used and re-loaded cassettes never have the proper alignment that your precision-made Minox requires. Because of its ultra-miniature size, Minox film must be cut, spooled, and loaded with infinite care under controlled dust-free conditions. The ten separate parts of each Minox cassette must be critically aligned to assure trouble free film transport in the Minox without jamming, fogging, or scratching.

Only by using original factory-loaded Minox cassettes can you be sure of getting film which will give you the fine results of which your Minox is capable.

Make certain that every Minox film you buy is packaged in the original factory-sealed Minox box!

PARDON OUR ERROR!

When we wrote about the amazing thinness of Minox shutter blades in the last issue of the Minox Memo, an extra zero somehow sneaked into the type.

Each Minox shutter blade is .04 mm thick . . . not .004 as erroneously reported. Or to get rid of the millimeter confusion, let's put it this way: 40 shutter blades are only 1/16" thick. That's pretty thin, isn't it— but it's typical of the tiny dimensions of the components of your Minox.

TRY A NEW FINISH ON YOUR NEXT PRINTS

For variety in your Minox Photo Album (and perhaps more pleasing results to you personally), why not try a new finish on your next order of Minox prints. As you know, Minox Processing Laboratories offers a choice of three fine finishes: imported eggshell, mat white or glossy. You may find one to be more pleasing to you than the other.

The new MPL mailing bags carry a listing of all three finishes, and you need only check the one desired. Incidentally, all prints in one cartridge must be printed on the same paper. The print price is the same for all finishes.

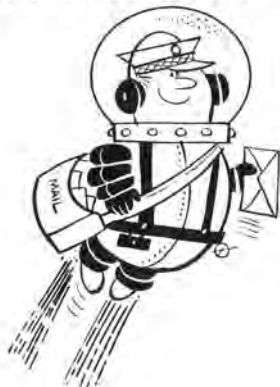
B/C FLASH NOW USES NEW BATTERY

As owners of the original Minox B/C Flash (for M-2 flash bulbs) are probably aware, there had been some difficulty with the Mercury battery employed by this accessory. The battery manufacturer claimed difficulties with its machinery in the production of this item, and many batteries were "leakers" and lasted only a few weeks. These batteries were always replaced without charge when brought to our attention.

The manufacturer has now changed to a hand operation which they claim assures Minoxers of a dependable, long-life Mercury battery. These new batteries naturally are higher in price; however, distribution profits have been waived and the battery will retail for \$2.80—just slightly higher than the cost of the old battery. We are sure that Minoxers will be satisfied with the performance of this new battery.

Incidentally, the latest Model A, B, and U Minox flashguns must be used with Eveready #504 (or equivalent) batteries.

MINOX PROCESSING NOW OFFERS RAPID RETURN OF PRINTS



For several years, Minox Processing Laboratories has endeavored to keep pace with its ever-increasing list of customers and, at the same time, provide quality processing with prompt service. Although efforts have been redoubled many times, because of the tremendous volume of film received from Minox dealers and Minox users—and the corresponding addition of hundreds of new accounts each month—it was difficult to keep processing flowing. A discouraging delay was sometimes the result.

In order to provide customers with the service they deserve, Minox Processing Laboratories has just completed further expansion and modernization of their facilities, and has added a considerable installation of automatic billing equipment. The following schedule will now apply which, as you can see, affords rapid return of your Minox prints. Minox Processing is pleased to offer this fast service, and invites those of you who have been disappointed in the past with the slow return of prints, to test the improved new schedule.

Your local Minox dealer will be glad to forward your processing orders to Minox Processing Laboratories for you.

Order Received	Order Returned	Order Received	Order Returned	Order Received	Order Returned
MARCH		APRIL		5/3	5/9
3/1	3/4	4/1	4/7	5/4	5/10
3/2	3/7	4/4	4/8	5/5	5/11
3/3	3/8	4/5	4/11	5/6	5/12
3/4	3/9	4/6	4/12	5/9	5/13
3/7	3/10	4/7	4/13	5/10	5/16
3/8	3/11	4/8	4/14	5/11	5/17
3/9	3/14	4/11	4/15	5/12	5/1
3/10	3/15	4/12	4/18	5/13	5/19
3/11	3/16	4/13	4/19	5/16	5/20
3/14	3/17	4/14	4/20	5/17	5/23
3/15	3/18	4/15	4/21	5/18	5/24
3/16	3/21	4/18	4/22	5/19	5/25
3/17	3/22	4/19	4/25	5/20	5/26
3/18	3/23	4/20	4/26	5/23	5/27
3/21	3/24	4/21	4/27	5/24	5/30
3/22	3/25	4/22	4/28	5/25	5/31
3/23	3/28	4/25	4/29	5/26	6/1
3/24	3/29	4/26	5/2	5/27	6/2
3/25	3/30	4/27	5/3	5/30	6/3
3/28	3/31	4/28	5/4	5/31	6/6
3/29	4/4	4/29	5/5	JUNE	
3/30	4/5	MAY		6/2	6/8
3/31	4/6	5/2	5/6	6/3	6/9

Order Received	Order Returned	Order Received	Order Returned	Order Received	Order Returned
6/6	6/10	8/15	8/19	10/24	10/28
6/7	6/13	8/16	8/22	10/25	10/31
6/8	6/14	8/17	8/23	10/26	11/1
6/9	6/15	8/18	8/24	10/27	11/2
6/10	6/16	8/19	8/25	10/28	11/3
6/13	6/17	8/22	8/26	10/31	11/4
6/14	6/20	8/23	8/29	NOVEMBER	
6/15	6/21	8/24	8/30	11/1	11/7
6/16	6/22	8/25	8/31	11/2	11/8
6/17	6/23	8/26	9/1	11/3	11/9
6/20	6/24	8/29	9/2	11/4	11/10
6/21	6/27	8/30	9/6	11/7	11/11
6/22	6/28	8/31	9/7	11/8	11/14
6/23	6/29	SEPTEMBER		11/9	11/15
6/24	6/30	9/1	9/8	11/10	11/16
6/27	7/1	9/2	9/9	11/11	11/17
6/28	7/5	9/6	9/12	11/14	11/18
6/29	7/6	9/7	9/13	11/15	11/21
6/30	7/7	9/8	9/14	11/16	11/22
JULY		9/9	9/15	11/17	11/23
7/1	7/8	9/12	9/16	11/18	11/25
7/5	7/11	9/13	9/19	11/21	11/28
7/6	7/12	9/14	9/20	11/22	11/29
7/7	7/13	9/15	9/21	11/23	11/30
7/8	7/14	9/16	9/22	11/25	12/1
7/11	7/15	9/19	9/23	11/28	12/2
7/12	7/18	9/20	9/26	11/29	12/5
7/13	7/19	9/21	9/27	11/30	12/6
7/14	7/20	9/22	9/28	DECEMBER	
7/15	7/21	9/23	9/29	12/1	12/7
7/18	7/22	9/26	9/30	12/2	12/8
7/19	7/25	9/27	10/3	12/5	12/9
7/20	7/26	9/28	10/4	12/6	12/12
7/21	7/27	9/29	10/5	12/7	12/13
7/22	7/28	9/30	10/6	12/8	12/14
7/25	7/29	OCTOBER		12/9	12/15
7/26	8/1	10/3	10/7	12/12	12/16
7/27	8/2	10/4	10/10	12/13	12/19
7/28	8/3	10/5	10/11	12/14	12/20
7/29	8/4	10/6	10/12	12/15	12/21
AUGUST		10/7	10/13	12/16	12/22
8/1	8/5	10/10	10/14	12/19	12/23
8/2	8/8	10/11	10/17	12/20	12/27
8/3	8/9	10/12	10/18	12/21	12/28
8/4	8/10	10/13	10/19	12/22	12/29
8/5	8/11	10/14	10/20	12/23	12/30
8/8	8/12	10/17	10/21	12/27	1/3/61
8/9	8/15	10/18	10/24	12/28	1/4/61
8/10	8/16	10/19	10/25	12/29	1/5/61
8/11	8/17	10/20	10/26	12/30	1/6/61
8/12	8/18	10/21	10/27	12/31	1/7/61

Time Running Out in Third Minox Contest!



If you're an enthusiastic Minoxer, you're probably planning to enter one or more of your best Minox shots in the Third Minox Photo Contest . . . but don't put it off. The closing date of the contest is drawing near, and entries are pouring in—make sure yours is among them.

Enter as many Minox photos as you wish in either the Pleasure Division, for portraits, travel shots, family, animals, etc., or the Business Division, for commercial, industrial or business photos. Duplicate prizes will be awarded to winners of each division.

All photographs will be judged by three famed photographic experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contests.

Duplicate prizes will be awarded in each division as follows:

1st Prize—Minox B Camera PLUS a year's supply of film PLUS inscribed Minox Trophy with gold metal Minox camera symbol.

2nd Prize—Minox Electronic Flash with folding reflector and power pack in genuine leather case.

3rd Prize—Minox Slide Projector f/1.6 Minolux lens. Carrying case included.

4th, 5th and 6th Prizes—Minox Ad-

justable Copying Stand for copying letters, book pages, etc.

7th, 8th, 9th and 10th Prizes—Minox Right Angle Finder Mirror, Permits around-the-corner picture taking.

Following are the rules of the Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959, and August 31, 1960.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight, August 31, 1960.

4. Print size must be $2\frac{1}{4} \times 3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both contest divisions.

6. Each print submitted must contain the following on the back:

a. Classification of entry—either Business or Pleasure.

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photographs in the Pleasure Division will be judged on interest and artistic superiority.

8. Minox photographs in the Business Division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.

MINNESOTA—Duluth

Miller Berg's
The Camera Shop
Security Co., Inc.

Minneapolis

Brand's Camera Craft
Century Camera Shops
Dayton's
Gopher Camera
Jay's Cameras
Leigh, Inc.
National Camera Exchange
Camera Craft Gift Shop
Weiler and Judd Co.
Keller Brothers
Fine Cameras
Fin's
Fisher Photo Supply
Goodman's Jewelers
O. N. Olsen Photographic Supplies
Schuerman's
Swanville Camera Sales and Service
Ed Buck's Camera Shop

Port Huron

St. Louis Park
St. Paul

Winona

Swanville Camera Sales and Service
Ed Buck's Camera Shop

MISSISSIPPI—Jackson

Jackson Camera Center
Southwest Drug Stores

MISSOURI—Brentwood

Deering Pharmacy
Clayton Camera Shop
Smith Studio
H. A. Ulsch
Wingo's Inc.
Barnard's
Cris's Photo Products
Elko Photo Products
Gateway Sporting Goods
Midland Camera Supply
Music Mart Camera Center
Harper Pharmacy, Inc.
Vau's Camera Shop
Cook's Camera Shop
Adler Jewelers Co.
Avenue Camera Store
Bader's
Eker Optical Co.
Famous-Barr Co.
Jefferson Camera Shop
Kay's Photo and Optical Co.
St. Louis Photo Supply
W. Schiller and Co.
Stanley Photo Service
Oraska Camera Center
Pan Photo Service

MONTANA—Billings

Butte
Great Falls

Hamilton
Helena

NEBRASKA—Lincoln

Miller and Paine, Inc.
Carl S. Baum
Calandra Camera Co.
Dean's Camera Center
Eastman Kodak Stores
J. G. Kretschmer
Hauke Rexall Drug

Scottsbluff

NEVADA—Las Vegas

Geo's Gems
Photo Mart, Inc.
Camera Unlimited

REMO

NEW HAMPSHIRE—Hanover

Camera Shop of Hanover

Exeter

Manchester

Nashua

Portsmouth

NEW JERSEY—Atlantic City

Rebesh & Lependorf
Peters Camera Shop
County Photo Service
Rubin Bros. Drug
The Camera House
Rite Drug Photo Co.
Herbert's Camera
It's Camera Time
Main Camera Store
Ruger Camera and Sport Shop
Krafte Camera
Hudson Camera
Levy's Sport Shop
Daily Photo
Schreiber's Snapshot Service
Livingston Camera Mart
Photo Art Company
Millburn Camera
Jacobson's Sport Shop
Montclair
The Camera Center
H. H. Ajenman
Academy Camera
Bamberger's
Davega's
Gruber Camera
L. Kalman and Sons
Lee's Jewelers
Midtown Camera
Scharf Company
20th Century Photo Service
College Pharmacy
Michael Photo
E. J. Korvette
Cameras and Cards
Masters
Hathaway's, Inc.
Broadway Camera
M. S. M. Company
Fuhkin Brothers
Ridgewood Camera
Village Camera
South Orange
A Camera Shop of Summit
Eastman's
Teasack Camera
St. N. and Photo Studio

Elizabeth
Englewood
Fair Lawn
Hackensack

Irvine

Jersey City

Linden

Livingston

Mercurville

Millburn

Montclair

Montross

Morrisstown

Newark

New Brunswick

Newton

North Brunswick

Nutley

Paterson

Perth Amboy

Ridgewood

South Orange

Summit

Teaneck

Union City

Upper Montclair

Watchung

West New York

Wildwood

Woodbury

NEW MEXICO—Albuquerque

H. Cook Sporting Goods
Fedyway Stores
Kurt's Camera Corral
Pike's Jewelry and Gift Shop
Farmington
Western Art Studio and Camera
Malone Drug Store
Camera Shop Santa Fe
Santa Fe Book and Stationery

NEW YORK CITY & LONG ISLAND—

Bayville
Briens
Brooklyn
Westchester Square Camera
Bedford Camera Shop
Beverly Photo
Boro Hall Camera
Camera Center
Miller's Camera Exchange
Paramount Photo
Potter's Camera Stores
Rothman Pharmacy
Serval Photo Shops
Sperry Camera Stores
State Camera Shop
Valenti's
E. J. Korvette
Marvin's Mart
East Northampton
Camera Shoppe
Forest Hills Foto Center
Julian Camera Shop
Squel Camera Shop
Eastern Camera Exchange
Bond Camera
Great Neck Camera Exchange
Marvin Leonard
Albion Camera Exchange
Eastern Camera Exchange
Eastern Camera Exchange
Korvette's
Airport Photographic Distributors
Center Camera Stores
Masters
Photo Photo Lab
A. C. Camera Exchange
Arnee Camera Exchange
Atrow Photo Shop
Abercrombie and Fitch
Advance Camera Exchange
Alijan Camera
B. Altman
American Camera Exchange
Bernard Arkin
Awan Film
Barl's Camera Mart
Joseph Baruch Photo Supply
Bolar Camera Stores
Broadway Camera Exchange
Broadway Camera Shop
Arthur Brown
The Camera Box
Camera Cade
Camera Craft 42nd Street
The Camera House
Camera Land, Inc.
Camera Place
Camera Showcase
Carlyle Camera Corp.
Circle Foto
City Camera Exchange
Ab Cohen's
Columbus Photo Service Corp.
Wm. C. Cullen
Davega's
D. K. Photo
Dumont's Camera Exchange
Equitable Camera and Card
Federal Camera Exchange
Foremost Camera Stores
Fotunishop
Foto-View
Gillespie Camera
Grand Central Camera
Haber and Fink
Heins and Belet
Jaydie Camera Exchange
Kennys Camera
Kent Luggage
E. J. Korvette
Lexington Camera
Liberty Camera
Lotnik Camera
Lugene, Inc.
Macy's
Madison Camera Co.
Masters
Medo
Merit Photo Shop
Metro Photo, Inc.
E. B. Meyrowitz
Midtown Camera Exchange
Midway Camera Exchange
Miniature Photo Lab
Minilife
Modern Photo Store
Mogilla's
Moormand's
New York Camera Exchange
Olden Camera

Parmer and Butters

Peoples Photo Service

Photo Mart Ltd.

Photo Service, Inc.

Popular Photo Stores, Inc.

F. Posner and Sons

Ritz Camera

Royalties, Inc.

Sanders Camera Shop

Snapshots, Inc.

Star Camera Exchange

Tower Camera Exchange, Inc.

Trinity Talking Machine Co.

United Camera Exchange

Wall Street Camera Exchange

Warnam Photo Service

Willoughby's

Windsor Camera Exchange

Fransvin Pharmacy

Nashville Photo

Eastern Camera Exchange

Village Camera Stores

Joel Photo

Stationery

Rockville Camera Center

Synset

Whitestone

NEW YORK STATE

Albany

Binghamton

Bronxville

Buffalo

Elmira

Elmsford

Glens Falls

Harrison

Haverstraw

Herkimer

Hornell

Ithaca

Jamestown

Larchmont

Lockport

Manarat

Mount Kisco

Mount Vernon

Newburgh

New Rochelle

Niagara Falls

Olean

Oneonta

Poughkeepsie

Rochester

Tonawanda

Saratoga

Schenectady

Troy

Utica

Watertown

Wellsville

White Plains

Williamsville

NORTH CAROLINA—Albemarle

Starnes Jewelry

Asheville

Burlington

Charlotte

Fayetteville

Greensboro

Raleigh

Shelby

Winston-Salem

NORTH DAKOTA—Dickinson

Osborn Studio

Fargo

Grand Forks

Minot

Stratus Brothers

Albany Camera Shop

Alexander's Photo Store

Berns Camera Store

L. F. Hamlin, Inc.

Stickley-Silver, Inc.

Tutill's

Bronxville Camera Shop

ABC Photo Supply

Buffalo Photo Materials

Delaware Camera Mart

Filmart

Hawthorn Photo

Lafayette Camera Shop

Maurer's Photo Supply

Plaza Camera Shop

E. Rich Photo Supply

Spector's Camera Exchange

United Projector and Film Corp.

University Camera Center

B. and C. Photo Supply

Wells Photo Supplies

Masters

Terrence Photography

Haverstraw Camera Mart

Keen's Drugs

Mendenhall

C. B. Smith, Inc.

Ithaca Photo Supply

Peoples Photo Service

Lockwood's

Caruso Film Service

Larchmont FotoCenter

Jay's Camera Shop

Caruso Photo Service

Fox and Sutherland

Camera Mart

Baxley Camera Shop

General Photo Supply

Seaman's

Camera Craft Store

Lindsay Photo Service

The Camera Center

Bruckett's

Tilling Drug Store

Arax Photo Supply Co.

State Studio and Camera Shop

Hahn Photo Center

Le Beat Photo Shop

Sibley's

Smith-Smyth, Inc.

M and S Photo Supply, Inc.

E. J. Korvette

Searsdale Camera Shop

Camera Jewelers

T. W. and B. Lyon

Camera Center

Francis Hendricks Co.

Wilson's Leading Jewelers

Tarrytown Camera Shop

E. A. Hahn Camera Shop

Tracy Camera

Severance Photo, Inc.

Stoll's

The Camera Shop

The Camera Shop

Colortone Camera

Amherst Camera Shop

Starnes Jewelry

National Photo Supply

Camera Center

Simpson Photo Service

Holly Smith

W. I. Van Ness and Company

Tyler News & Camera Shop

Carolina Camera Center

Capital Camera Shop

King Photo Supply

Harold A. Elliott Jewelers

Dooock-Stroud

Murphy's Camera Center

OHIO—Akron Airport Concessions
Akron Camera Co.
Industrial Photo Supply
Metzger Photo Supply
Photo Mart, Inc.
Sud's Camera Exchange
Ashtabula Ashtabula Photo Service
Bellaire King's
Berea Gorman's Photo and Hobby
Bowling Green Roger Bros. Drug
Canton Adams Camera Shop
Hillman's
The 36th St. Camera Shop
Cincinnati Alpha Cine Service
Eastern Hill Camera Co.
Huber
Jack's Camera Center
Obio Valley Photo
Provident Camera Shop
Shilto's
York Camera Shop
Cleveland Bryar Photo Supply
Camera Craft
The Dood Company
Hemming's Photo Supplies
Jordan's Camera Supply
Lester Camera Co.
Merks Jewelry and Photo
The Photo Shop
Prentice's Price Inc.
Reitman Camera Exchange
Columbus Dayton Valley Photo
Dayton Film Supplies, Inc.
Malone Camera Stores
Mike-Kunler Co.
Salem Camera Company
South Park Photo Shop
Don Eckert's Camera Mart
Elyria Loomis Camera
Euclid Dembar and Sons, Inc.
Photo Mart
Fairborn Fairborn Camera Shop
Fairview Park Neilson's Camera Shop
Fremont Townsend's Melody Lane
Garfield Heights Neilson's Camera Shop
Kettering Photo Leo, Inc.
Lima Lima Photo Supply
Mansfield Mansfield Photo Supplies
Snyder Camera Shop
Marietta Marzetta Office Supply
Martins Ferry Zimmerman's
Massillon Massillon Camera Shop
Medina E. A. Morton Camera
Middleton Davidson Camera Shop
Port Clinton Curt's Camera & Hobby
Mich Studio and Camera
Sandusky Galsborough Studio
Shaker Heights Otto G. Graeff, Inc.
Tiffin Sawyer Camera Studio
Toledo Basler Photo Co.
Gross Photo Mart, Inc.
Neumann Brothers
Point Place Pharmacy
Toledo Camera Shop
Kohl and Son
Wauseon Snyder Camera Shop
Worster King's
Youngstown Photo Eye Film Corp.
Stanbaugh-Thompson Co.
Strauss-Hirshberg
The Camera Shop
Zanesville The Camera Shop
OKLAHOMA—Bartlesville Herman's Studio and Camera
Muskogee Howard's
Oklahoma City Eastman Kodak Stores
Pipkin Photo Service
Reeves Camera Store
Tulsa Engle's Photo Supply
Kirkpatrick's
Looboye Wholesale Jewelers
Mason's Inc.
Rochester Photo
OREGON—Baker Levinger's Retail Drug
Coos Bay Camera Shop
Coquille Barrows Drug
Duquaine King's Jewelry Co.
Eugene Colburn Film Shop
Dut Nelson's
Henry Lowery Fine Camera
Grants Pass Wilshire's
Klamath Falls Leroff Camera Shop
Leo's Camera Shop
Underwood Camera Shop
Medford Anders Photo Shop
Brainerd Studio Camera Shop
Hudson's Bogue Camera Shop
Pendleton The Town Shop
Portland The Camera Mart
T. K. Gill Company
Maurice Hodge
Meier and Frank
Northwestern Drug Co.
Sandy's Camera Shop
Semler's Sporting Goods
McDon's Photo Shop
Meier & Frank Co.
Gerlach's Drug Store
Springfield Columbia Photo Service
Warren Photo Lash
PENNYSYLVANIA—Allentown Classic
Hess Bros.
George E. Phillips
The Camera Shop
MacCallum Stores
W. Robert Swartz
Paramount Photo
Baie-Cynwyd Paramount Photo

Bethlehem Bob's Photo Shop
Carl's
Bristol Nichols Photo
Bronx Camera Shop
Butler Hopie's
Camp Hill E. J. Korvette
Chester The Photo Mart
Clifton Heights Camera Clinic
Donora Central Drug Store
Duquesne King's Jewelry
Easton Easton Camera Shop
Sterling's
Erie Duggan Rider
Erie Camera Center
Hoffman Camera Shop
Flourtown Oak Lane Photo
Gettysburg Dave's Photo Supply
Greensburg The Photo Mart
Perfection Photo Company
Harrisburg James Lett Company
Penn Photo Service
Hathboro Noel Boggetti
Hazleton Cosgrove Camera Shop
Pine Photo Supply
Jenkintown Johnstown Photo Supply
Johnstown London Stores, Inc.
Lancaster Jaffa's
Richard's Photo
Lewistown Rubin Brothers
McKenney Brenner Photo Supply
Mount Union Kimble Store
Newcastle King's
New Kensington Ken Kamera
Norristown C. Shoulter
Northumberland Rea and Derick
Philadelphia M. A. Abuhove
Albern Color Research
Barr's
Basco Jewelry, Inc.
Commercial Photo Service
Dedaker's Camera Shop
Foto Mart
Oscar H. Hirt
Klein and Goodman
E. J. Korvette
Kosmin's Camera Exchange
Mary Lewis Camera Shop
Pittsburgh Joseph S. Livergood
Malena Company
M. and H. Sporting Goods
Mid City Camera Exchange
Pearson's
Peerless Camera Stores
Perfect Photo Service
Photo Cine Corp.
Petter Camera Shop
Rosenfeld Photographic Supplies
John W. Wenzel
Williams, Brown and Earle
Pittsburgh Almore Photo Supply
Camera Exchange, Inc.
W. J. Clapper Co.
Foto Shop—Squirrel Hill
Gimbel Bros., Inc.
Joseph Horne Company
Kadet Photo Supply Co.
Kaufmann's
Lebanon Camera Shop
Peerless Camera Stores
Penn Camera
Triangle Camera
Triguer and Reel
Wolk's Kamera Exchange
Pottstown Arrow Camera Shop
Pottsville Yorkville Camera Shop
Reading Alton E. Bowers
W. F. Drehs
Kagen's
Savoy Art Reagan Jeweler
Scranton Scranton Photo Shop
Sharon King's
Rembrandt Camera Shop
Photograph, Inc.
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Washington S. A. Meyer
Wellsville Kentel's Retail Drug
West Chester Camera Craft Photo Service
Wilkes-Barre Boston Store
Ape Hoffman Studios
Hurax Photo Supplies
Hoyer's
Williamsport Masters
York Serpant's Photo Service
RHODE ISLAND—Newport Bellevue Camera
J. E. Brennan & Co.
Providence Adler's Inc.
Alman's Photo Supply
Starkweather and Williams
United Camera, Inc.
Westerly Payne Motion Picture Store
Woonsocket Yvonne's Photo
SOUTH CAROLINA—Charleston Navel Camera Exchange
Carolina Camera Shop
Palmetto Pictures, Inc.
Greenville Simpson Photo
Orangeburg Bryant's Photographic
SOUTH DAKOTA—Rapid City Gamble's
Photo Art Center
Sioux Falls Harold's Photography
Bill Py's Camera Store
TENNESSEE—Chattanooga Camera and Craft
T. H. Payne Company
Violet Camera
Knoxville Myers Camera Store
Rich's Inc.
Snap Shops Inc.
Memphis Bob's Camera Store
Ed's Camera Shop
Sam Haynes Photo Shop
Hunt's
K & B Photo Service
Julius Lewis Inc.

Memphis Photo Supply
Perel and Lowenstein
Max Price Camera
Nashville Camera Shop
George C. Dury Company
McGinnis Drug
Melrose Camera Center
Wright Photo
TEXAS—Abilene Austin Camera Shop
Bush and Sons of Texas
Amarillo Hertner's Camera Store
Arkansas PAM Conoly Drugs
Austin Austin Photo Supplies
Ellison Photo Company
Stadman Photo Service
Beaumont Majestic Photo Finisher
Brownsville Collie's Camera
Corpus Christi Rogers
Goltzman Luggage and Camera
Taylor Bros.
Dallas Dobbs House Inc.
Lone Star Camera
Longhorn Camera
Marlow's
Neiman Marcus
Pete's Foto Shop
Super Tex Camera Store
Village Camera Shop
Riley's Drug Store
Camera House
El Paso Desert Art Shop
El Paso Sporting Goods
Frank E. Myers Co.
Peterson's
Popular Dry Goods
The Camera Shop
Fort Worth Photo Supply
Goldstein Brothers
Seymour's Photo Center
Stripling's
Galveston Henry's Book Store
Houston Carroll Camera Co.
Dugan Drug
Foley Bros. Dry Goods
Houston Photo Supply, Inc.
John's
George Lange and Co.
Oshman Outdoor Stores
Sharp Camera Co.
Southwestern Camera
Star Electric and Engineering Co.
Texas Photo Supply Co.
Longview Camera Shop
Lubbock Sound Photo Sales Co.
McAllen Britton's
Midland Midland Camera Shop
New Braunfels Seidell Studios Camera Shop
Odessa Odessa Camera Center
Skyark Camera Co.
Pasadena Spooner's Photo Shop
Port Arthur Dot's Photo
San Antonio Foto Center
The Fox Company
Studier's
Texarkana Martin Peterson Studio and Camera
Sterling Studio and Camera
Texas City King's Jewelers
Wichita Falls Dolcater's Camera
UTAH—Logan Cardon Jewelry
Ogden Allen Inkley, Inc.
Sports Shop
Provo Allen's Photo Supply
Salt Lake City Allen's Photo Supply
Maurice Anderson Men's Shop
Auerbach's Camera Shop
Deseret Book Co.
Eaker's
Shipley's
Standard Optical Co.
Zink's
VERMONT—Burlington Camera Shop
VIRGINIA—Bristol Kelly and Green
Charlottesville Cary's Camera Shop
Norfolk Campbell's Camera Center
Mason's Camera Shop
Mason Camera Center
Richmond Galeski Photo Center
Old Dominion Camera Shop
Roanoke Ewald Clark, Inc.
Roanoke Photo Finishing
WASHINGTON—Bellingham Bon Marche
Bremerton Bremerton Photo Supply
Clarkston Wasen's Inc.
Everett Alley's Camera Shop
Richland Klotter's Camera Shop
Seattle Bon Marche
Clyed's Camera Stores
Coleman's Kodak Supplies
Frederick and Nelson
Glazer's Camera Supply
Littler, Inc.
Magnolia Stationery
Skips Burtens Camera Shop
Skips Camera Shops
Snelson's Camera Shop
Tall's Camera Supply
Warshall's Sporting Goods
Spokane Bon Marche
Tacoma Wilcox's Camera Shop
Camera Shop
Harold Meyer Camera
Richard's Camera Inc.
Tallman Drug Store
Yakima Anderson's Camera
Cliff Miller Camera Shop
WEST VIRGINIA—Beckley King Photo Supply
Charleston The Gun Store
Mann Jewelers
Merrill Photo Supply
S. Spencer Moore Co.

Clarksburg
Fairmont
Huntington

South Charleston
Weirton
Wheeling
White Sulphur Springs

Kyle and Company
Lipson's, Inc.
Hunshee, Inc.
Mack and Dove's
Ma Del Studios
Cohen Drug Co.
Carr Photo Service
King's
Kirk's Photo Art Store
Club Photos

WISCONSIN—Appleton
House of Cards and Cameras

Deloit
Chippewa Falls
Fond Du Lac
Kenosha
Madison
Milwaukee

Ideal Photo
Yagla's
Padraic Photo Service
Fond Du Lac Camera Center
Maxwell's Inc.
Meuer Photoart House
Central Film Lab
The Darkroom, Inc.
Gimbel's
Herman Kuper, Inc.
Photoart Visual Service
Reimer's Photo Materials
Bob Sacks Camera
Wack Sales Co., Inc.

Racine
Shorewood
Stevens Point
Wausau

Jim's Camera Shop
The Photo Crafts
Wick's Photo Center
The Camera Center
Joseph Hannen
Marshall Field
Wausau Camera

WYOMING—Casper
Sheridan

Bl-Rite Drug Store
Ken's Photo
Rockford Studio

PUERTO RICO—San Juan
Santurce
Photo Segundo, Inc.
Rooney Photo Mart

MINOXOLOGY (Cont'd.)

spending an evening with these two books in order to greatly broaden your knowledge and improve your picture-taking technique. I carry them with me on my trips, just to refresh myself.

6. Avoid "so what" pictures. Now I must admit that it takes some skill and experience to know in advance whether a picture is a "so what" or not. However, such pictures as average landscapes, views of buildings, sunsets and such do not produce an emotional response in the viewer. The fact that newspaper editors look for the following elements to make picture stories of exceptional reader interest should give you, the photographer, a hint as to what are **not** "so what" pictures: money, life, death (incorporating decay or obsolescence), success, youth and beauty. Remember, a picture does not always have to be happy or beautiful to be a good picture—but it must have an emotional element that will strike a responsive chord in the viewer.

7. Don't give up too easily. Be critical of your pictures, but don't let a few bad shots or an off day discourage you. With practice comes success . . . with Minox as well as with anything else!

KEEP IT CLEAN (Cont'd.)

to remove any small film particles. (It must be a **dry blow!**)

6. Don't remove the film cassette from its black wrapper until you are ready to load your Minox. And don't discard the wrapper, but use it to protect the exposed cassette which you have taken from the camera.

7. To keep your Minox looking its best, occasionally clean the satin chrome panels on top and bottom with a soft rubber eraser.

These few simple tips will greatly prolong the years of peak performance that your Minox has been engineered to give . . . and will keep you proud of its looks.



The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



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MINOX MEMO

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Flushing, New York

Permit No. 232



volume 3 number 2

MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

SUMMER/1960

MINOXING AROUND THE WORLD



When Robert J. Goldman, President of the Photographic Society of America, and his wife made a round-the-world cruise in January, their Minox traveled right along with them, recording the strange and memorable sights of foreign lands—a few of which are shown here. Taking pictures under a great variety of lighting conditions with a minimum of preparation, Mr. Goldman brought home a wonderful record of his trip.

Of the photo at the upper left, he says, "This was taken under difficult and contrasty lighting conditions in a native market in Africa. Pictures of natives, human interest shots and any other photos of people are always the most interesting, but the hardest to take. Most people 'freeze' when a camera is pointed at them—but not when you're using a Minox. Its inconspicuous size makes it invaluable—particularly when shooting those who do not want their pictures taken."

The upper right photo was taken in the S.S. Bergensfjord's motor



launch, going ashore to one of the South Sea Islands. Mr. Goldman comments, "The helmsman at the tiller was completely unaware of the fact that his picture was being taken. I can never get over the tremendous depth of field obtained with the Minox lens, and believe this is a good example of it." The third photo was taken at the marketplace in Madeira, Portugal, where "again the light was very

(Continued on Page 19)



LAST CHANCE TO ENTER 3RD MINOX CONTEST

The time has come to stop procrastinating and start scrutinizing in earnest all the Minox shots you've taken during the past year—in order to enter the best of them in the Third Minox Photo Contest before it closes on August 31st! Time is quickly running out . . . and you'll never win top honors unless you enter. Look through your Minox prints today . . . send in the best ones tomorrow!

The Contest has two divisions. Commercial, industrial and business photographs should be entered in the "Business" division; portraits, travel shots, family, animal, adventure shots, etc. fall under the "Pleasure" classification.

All entries will be judged by three renowned photography experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contests.

Duplicate prizes will be awarded winners of the "Business" and "Pleasure" divisions as follows:

1st Prize—Minox B Camera PLUS a year's supply of film PLUS inscribed Minox trophy with gold metal Minox camera symbol.

2nd Prize—Minox Electronic Flash with folding reflector and power pack in genuine leather case.

3rd Prize—Minox Slide Projector with f/1.6 Minolux lens. Carrying case included.

4th, 5th and 6th Prizes—Minox Adjustable Copying Stand for copying book pages, letters, etc.

7th, 8th, 9th and 10th Prizes—Minox Right Angle Finder Mirror. Permits around-the-corner picture taking.

Following are the rules of the Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959, and August 31, 1960.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight August 31, 1960.

4. Print size must be 2¼" x 3¼" or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both contest divisions.

6. Each print submitted must contain the following on the back:

a. Classification of entry—either "Business" or "Pleasure."

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photographs in the Pleasure Division will be judged on interest and artistic superiority.

8. Minox photographs in the Business Division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies, and members of their families are not eligible.



Laughs And Lather Make Exciting Photos



Soapsuds are incredible, fascinating playthings, and any child who shares a bathtub with suds makes this discovery. The happy 3-year-old pictured here knows that all sorts of magic can be performed with big blobs of soapy lather. She discovered, during a shampoo, that well-lathered hair can be "set" in any style to help a girl choose her own hair do . . . and that soap beards and mustaches can reduce parents to peals of laughter. Incidentally, fathers and mothers can have as much fun as their offspring, recording their mirthful antics on film.

The child's bath and shampoo should be a treat, not a bore to be endured under threat of punishment, and the ideal way to accomplish this is to mix fun and pleasure into the soapsuds. Creating funny effects with well-lathered hair is the most exciting game of all, and you can capture it all with your Minox.

Whether you're an experienced photographer or an amateur Minoxer, you can enjoy the children's bath time. Keep your camera handy and loaded with the new Plus-X Pan that permits shooting indoors in available light, with or without flash, with a negligible amount of



grain in the finished prints. You'll find yourself snapping some rewarding candid . . . and remember—if at first you don't succeed very well, the subject matter will prove so tempting that you'll want to keep on trying!



Overheard at the Waldorf-Astoria: "If all cameras were women, Minox would be the lady among them."

FORERUNNERS OF THE



Lancaster watch camera, 1889



Photoret of 1893



Kombi of 1893

When Daguerre developed the first camera, film was unknown. Instead silvered copper plates measuring $6\frac{1}{2}$ " x $8\frac{1}{2}$ " were used in his daguerreotype process — a size big enough to show details yet not awkward. This size plate, however, necessitated a bulky camera. Smaller plates could not be used because there was no practical method of enlargement.

Throughout most of the 19th century, the size of the camera almost invariably determined the size of the final picture. But all this was changed with the introduction of gelatin-bromide emulsion. By 1880 the gelatin dry plate was universally adopted, and in 1889 practical transparent film was put on the market by the Eastman Dry Plate & Film Company. The increased sensitivity of the new material eliminated the need for the photographer to carry a tripod, materials and equipment for sensitizing his plates, and processing equipment. He could now carry nothing but his camera.

FIRST "MINIATURE" CAMERAS ARE BORN

As a result, a host of hand held cameras appeared on the market.

They were mostly box cameras which, in an age when the typical camera was a bellows affair supported on a tripod, were called "detective cameras" because they did not resemble a camera at all. George Eastman's Kodak detective camera of 1889 with its load of American film enabled 100 exposures to be taken simply by pressing a button, turning a knob and pulling a string.

The same year saw the introduction of a "watch camera," manufactured by James Lancaster of Birmingham, England. It was $2\frac{1}{4}$ " in diameter and $\frac{3}{4}$ " thick. When the stem was pressed, the front swung open and six telescoping tubes popped out to form the bellows of a miniature camera. The lens was set on the front, and a freely revolving disc with a hole in it served as a shutter.

In America in 1893 the Magic Novelty Company manufactured another camera modeled upon the pocket watch—the Photoret. About the same size as the Lancaster camera, it was loaded with a 2" disc of film on which six negatives could be taken, each $\frac{1}{2}$ " square. This appears to be the first ultra miniature with which several exposures could be made on one loading.

ULTRA MINIATURE MINOX

The incorporation of roll film, which enabled an increased number of negatives to be taken on a single loading, was left to Alfred C. Kemper of Chicago, whose Kombi camera of 1893 was a metal box $2\frac{1}{4}" \times 1\frac{5}{8}"$ which accepted specially spooled roll film. Each roll gave 25 negatives. The Kombi was introduced at the World's Fair of 1893 and, although it was a crude instrument, it had great success and was mass produced.

In 1903 a German manufacturer built a roll film camera into the handle of a cane. Twenty negatives measuring $1" \times \frac{1}{2}"$ were obtained on one loading. Four extra spools were stored in the handle. The ultra miniature was now anticipated as far as film size was concerned, but since the camera was an integral part of the walking stick, it could hardly be classed as more than a novelty.

With the Expo of 1904 and its British imitation, the Ticka of 1906, the present-day ultra miniature was strikingly approached in design, function and results. Both cameras resembled watches; both were loaded with enough 17.5 mm film in cassettes to enable 25 negatives to be taken with one loading.

The watch Expo was followed by the Expo Police Camera of 1911. This was a much larger camera in the form of a box measuring $3\frac{3}{8}" \times 2\frac{1}{2}" \times 1\frac{3}{16}"$. The roll film was increased to 26 mm in width. The Ticka last appeared in 1908, and was replaced in the following year with the company's Ensignette, a folding roll film camera which collapsed into a size slightly smaller than the Expo Police Camera.

After enjoying widespread popularity, the extremely small cameras

dropped out of sight in the excitement of the development of the 35 mm. No camera used film as small as the Expo and Ticka until the advent of the Minox.

This fascinating account and the accompanying pictures were reproduced in part from an article by Beaumont Newhall in Image Magazine, an outstanding publication of the George Eastman House that features material on the history of photography of today and yesterday. Image is available at a cost of \$6.00 per year from the George Eastman House, 900 East Avenue, Rochester 7, New York.



Cane handle camera of 1903



Expo Police Camera, 1911

THEY SELL MINOX . . . THEY SHOOT MINOX



By Fred Buchholz, Kansas City

In an effort to find out how the men who sell the Minox, rate as Minox photographers, Kling Photo Corporation, U. S. Minox distributor, recently conducted a Minox Print Contest among members of its sales staff. Prints were judged for both technical quality and pictorial content, and, in addition, each man submitted a short article on "Why I Like Taking Pictures with the Minox."

Top winner was Len Wickens of Lexington, Massachusetts, who wrote, "I have all sorts of cameras, but the Minox is the one I have the most fun with. Yes, F-U-N is the operative word with Minox . . . because my Minox is my pal, my constant companion. It's always HERE, that's why. Where's HERE, you ask? Why, that's simple—HERE is where I am at any time. It's not THERE, like the other cameras usually are when I need them most. It's HERE with me on vacation, HERE with me in the garden, HERE with me and the family, HERE with me at work all day, HERE with me in the plane, in the car, in the train, in the boat. And I never notice it. Just 3¼ ounces, slim and sleek, in my trousers pocket. It gets all the photos I want when I want them — quick as

wink. Yes, that's Minox: light as a feather, quick as a wink, always HERE, and lots of fun. No wonder you'll never catch me without it!"

Other winners were Abbott Sydney of Van Nuys, California, 2nd; Fred Buchholz, Prairie Village, Kansas, 3rd; and Richard Halpert, Los Angeles, California, 4th.



By Joe Schechtman, Detroit



By Len Wickens, Boston

MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, is one of the world's most enthusiastic Minoxers, having won first prize in the Pleasure Division in both the First and Second Minox Photo Contests. A regular contributor to the Minox Memo, Mr. Marx explains in this issue some of his tips on "How to Win a Contest."

I had never entered a contest in my life until my wife asked, "Why don't you?" . . . so I did, and I won first place in the Minox Photo Contest in 1958, and first and seventh in 1959. Now they've made me a judge, and I'm happy to pass along these hints. Help yourself to them, and I hope you win contest number three!

First, remember that the Minox contest is not one designed to invite millions of entries. There are relatively few photos submitted, so your entries have a good chance. Here are some suggestions which may be helpful to you.

1. Carefully go through all your Minox prints for which you have negatives. Show the best one to a photographer friend, as well as to two or three others whose judgment you respect. From all these opinions—and especially your own

—pick several Minox prints that you think have (a) human interest appeal, (b) some originality and (c) are clear, properly exposed and *reproducible*.

2. Now send in the print as is or, better still, "dress it up" in some way, such as mounting on cardboard, to get the attention of the judges. While quality of idea and quality of work are essential to success, your presentation is also important. A poor print won't stand a chance just because you "circus" it up, but a good picture, well presented, does make a better impression. Be straightforward . . . don't try to use tricks. Let the work itself stand out on its own merit.

3. I have met many Minox users and many more have written to me, and from all of our conversations I have come to the conclusion that few Minoxers realize the added value of enlargement. If you have your own Minox enlarger, get busy with those selected negatives. A Minox photo dealer or a member of a local camera club will help you—do not hesitate to ask. People like to give advice. If you do not have an enlarger, send your favorite prints and negatives in strip form to Minox Processing Laboratories, P. O. Box 94, Forest Hills, 75, New York, circling the number of the negative or negatives that you want enlarged. A size 8 x 10 is only \$1.25. And while you're at it, why not order two prints of each and keep one for yourself?

4. Before selecting your entries, consider the three judges and what you think this art curator, this newspaper photo editor and this previous contest winner would like. (Contest judges try hard not to let their personal preferences or prejudices in photography influence their judgment, but remember—judges are human too.)

(Continued on Page 19)

CAUTION: WATCH THAT BLANK FILM!

Upon occasion, Minox Processing Laboratories has received letters from Minox'ers who sent in cassettes of "exposed" film but received no pictures in return. They are sure that something is wrong with their cameras, but, in reality, the cause often lies in another direction.

When Minox Processing Laboratories receives a film for processing and finds there is nothing on the roll, they return it to the customer. If the film was properly exposed, then something is wrong with the camera. Quite often, however, the truth of the matter is that a fresh box of film is opened, and one cassette is put into the camera and exposed. Upon reloading the camera, the two cassettes become switched, and the exposed film is reinserted. The unexposed film is then sent out for processing.

When the customer receives his processed film, he naturally finds no pictures, and is generally so annoyed that he doesn't use his Minox again for perhaps a month or more. Eventually he proceeds to expose the already used film (which, inasmuch as Minox film cannot be double exposed, keeps the original exposures safe), and sends it out for processing. When the film is developed and printed, the customer receives his original pictures and believes that the processing lab had been holding it for months . . . returning it only when the new roll was sent in for processing. This, of course, is not the case, and the exposures that he thought he was making have been lost.

Another cause of blank film is a relatively recent one—appearing since the introduction of the Minox B. Many Minox'ers who are new owners of the model B push the meter button instead of the shutter

release when shooting. To avoid this, be sure you hear the familiar click of the shutter before transporting the film to the next exposure number.

So take care. The next time you receive a blank strip of negatives, check these points before rushing off your camera for repair.

MINOX CLUBS LOOKING FOR MEMBERS



Minox'ers in the Chicago area will soon have an opportunity to meet and exchange ideas with other Minox owners, thanks to Stuart Katz, 1246 Pratt Blvd., Chicago. Mr. Katz has advised us that he would like to hear from other Minox enthusiasts regarding the formation of a Chicago Minox Club for mutually helpful discussion. Minox'ers in and around Chicago who would be interested in joining may contact him at the above address or by calling his home, BR 4-4800.

New York Minox Clubs: attention! Jerome S. Kriska, 900 West End Avenue, New York, is interested in becoming a member of a Minox Club, and would appreciate hearing from an existing club relative to his joining.

The rapidly growing Boston Minox Club is always anxious to hear from Minox'ers in the Boston area who would be interested in becoming members. Contact Arthur E. Frank, 14 Linda Lane, Newton Highlands, Mass., for information.

The Minox Memo is always interested in the activities of Minox Clubs throughout the country . . .

(Continued on Page 19)

WHAT'S GOING ON HERE?



Seymour St. John, headmaster of the Choate School in Wallingford, Connecticut, took this wonderfully alive Minox shot in Tashkent in the Soviet Union, capturing the diversity of peoples living at the cross-roads of Asia. Here melted together in the land of origin of the Ameri-

can Indian are races from Central Europe to Korea, from the Arctic Circle to the Himalayas. Schools are taught in 16 different languages.

What was going on here? This particular group was intrigued by a rare sight indeed: an American headmaster having his hair cut!

SHOOTING FROM THE HIP



Les Barry's column in the February issue of *Popular Photography Magazine* was a fascinating discussion of surreptitious shooting that could be extremely helpful to all Minox'ers. Mr. Barry had received a letter from a Cleveland Minox'er, John Cheshire, who wished to find new and better methods of capturing completely candid pictures with his newly acquired Minox.

Among the suggestions Mr. Barry offered was the use of the Minox Reflex Viewfinder (shown above at left), a mirror-prism attachment that slips onto the camera's viewfinder to permit viewing from a 90-degree angle, thus enabling you to hold your Minox in any position—at the waist, above the head, etc.—glance into the prism finder and shoot. The Minox two-lens prism viewfinder is available at \$14.95, in models to fit both the Minox B and the IIIS.

Another answer to "sneaky" shooting is through the Minox Right Angle Finder Mirror (shown above at right) a device that enables you to shoot to the right or left while facing straight ahead . . . thus permitting, in effect, around-the-corner picture taking. This is also available in models for both the Minox B and Minox IIIS, and retails for \$9.95.

It is possible, however, to keep your picture-taking actions completely disguised without the use of accessory equipment. As Mr. Barry suggested, "I have found that shoot-

ing from the hip without the aid of an accessory finder is altogether possible and practical, because of the broad fields of view provided by the ultraminiature's relatively wide-angle lenses. This takes a little practice, but if precise composition is not a question, you can work out your hip-shooting method with little difficulty. It's mostly a matter of being able to recognize your camera's field of view without having to look through the viewfinder. In other words, you should be able to tell, just by glancing at a scene, how much of it would be included in your picture if you were to take it with camera to eye.

"My method is to draw a set of imaginary lines extending from my shoulders. These lines go forward at a very slight angle for the first five feet. In other words, if I'm going to take a horizontal picture of something within five feet of me, I face the subject headon and assume that only that area within a pair of parallel lines beginning at my shoulders will be in the picture. If the subject is more than five feet away, I imagine that each of these invisible lines leaves its shoulder at something like a 30-degree angle. You can practice by extending your arms to make a 60-degree angle with yourself at the point where they meet.

"Having established the field of view, I make sure that the camera, which I hold about waist high, is perfectly level, or tilted upward to include a standing person's head or other high object. With practice, I've become quite adept at estimating angles of view, even to the extent of being able to shoot verticals from the hip. Start with horizontals, trying, at first, to simply get the subject within the picture, and narrowing down to eliminate extraneous area as you gain confidence through experience."

Thank You, 50,000 Minox'ers . . . In Advance!

In a constant effort to improve our service and provide Minox owners with the facilities and equipment that they desire, we are again conducting a survey among Minox'ers everywhere.

As you may remember, the last Minox survey was made three years ago, and its results were published in the Minox Memo. At that time, the list of Minox owners interviewed totaled 1200. This year, however, we hope to get a much broader sampling by distributing the questionnaire through the pages of the Minox Memo to over 50,000 readers.

We would greatly appreciate your taking 3 or 4 minutes to fill out the postage-paid questionnaire at the left. In the event you no longer own a Minox, please mark it "DO NOT OWN" and return it to us anyway. Although we would very much like to know your occupation, it is not necessary to include your name and address if you do not so desire.

We will again publish the results of this study in a future Minox Memo . . . and thank you in advance for helping us by completing the questionnaire.



MINOX B IS AWARDED GOLD MEDAL

Newest honor in the long list of coveted national and international awards that have been bestowed upon the ultra-miniature Minox camera is that of the California State Fair and Exposition, which

recently awarded their gold medal to the Minox B camera for excellence in design, engineering and performance. The beautiful medal, pictured above, is an impressive addition to the Minox collection.

TRY SHOOTING IN SEQUENCE . . .



IT'S EXCITING PHOTOGRAPHY!



The Minox Memo has often carried stories which stated that the Minox is excellent for rapid sequence photography, but never have we been able to illustrate this use so clearly as with this wonder-



ful series of Minox photos by Milton Stark of Baltimore, Maryland.

When Mr. Stark recently visited San Francisco, he recorded the turn-around of one of the famous San Francisco cable cars in a 19-photo sequence so vivid that you can almost see the car in motion. Note how the gentleman in the first picture runs to catch the cable car, see the conductors pull the car to a stop, then watch it move slowly out of sight. If you haven't already experienced the thrill of rapid sequence photography, try it the next time you're watching your children at play, attending a baseball game, observing your wife in animated conversation or the dozens of other moments you'd like to preserve permanently in your memory.

Store Executive Uses Minox As Note-Taker



H. R. Bloch, Jr., Vice-President of the John Shillito Company, southern Ohio's largest department store, is far from an avid pleasure snap shooter, taking pictures only when on vacation. However, in spite of this, he wouldn't think of leaving his home without his 3¼ ounce Minox camera! The reason is that 90% of his camera shots are to record things of business interest which he sees in traveling around the country, looking at other department store operations . . . and his Minox serves as a convenient pocket secretary with an infallible memory.

As a retail executive, Mr. Bloch is continually studying new selling fixtures, attractive decoration and layout of selling departments, as well as the wide variety of processing and materials handling facilities which are important to properly servicing customers. His Minox is an invaluable aid in accurately recording competitive facilities and methods which may provide food for thought in the Shillito operation.

Recently Shillito's broke ground for a new warehouse and large branch store. In the course of planning these installations, he looked at many other warehouse facilities. Most of the things he wanted to record with his Minox had to be

photographed at low light levels, about 10 to 20 foot candlepower. The same poor lighting conditions existed in stock and materials handling areas, as exemplified by the above photographs of a packing hamper and warehouse rug area, but Mr. Bloch was able to record it all without flash with his Minox loaded with Tri-X film.

He took pictures of everything that he believed could be worthwhile to Shillito's management. He then turned over the pictures either to the Building Department or to the operating executive most interested in the subject, together with a note describing what he had seen. In studying the selling areas, he followed a similar pattern, except that he normally found 30 to 4 foot candles of light which made it easier to get a picture.

Mr. Bloch explains his success with the Minox by saying, "I have little interest in developing artistic photographs, and I am wholly concerned with getting an accurate view of the details of an installation. For a long time I felt that I was lucky in getting these shots. More recently I have come to feel that the Minox engineering and simplicity deserves the credit. I find that, amateurish as I am, it is rare that I do not get 90% to 95% clear, accurate prints."

FLORIDA (Continued)

Lauderdale Hobby House
Lauderdale-by-the-Sea Sardinia Enterprises
Lauderdale Florida Newsmen
Lauderdale Campbell's
Lauderdale Atlantic Photo Supply
Lauderdale Burrey's Photo Center
Lauderdale Camera Corner
Lauderdale Everglades Camera Store
Lauderdale Gilpin's
Lauderdale Habersham Camera Shop
Lauderdale Leo's Camera
Lauderdale Masters
Lauderdale Maurice Camera Shop
Lauderdale Miami Camera and Gift Center
Lauderdale Troger Brothers
Miami Beach Carl's Camera
Miami Beach Enfield's
Miami Beach Foto Fair
Miami Beach Imperial Camera
Miami Beach Lincoln Lane Camera Center
Miami Beach Graymar Studios
Miami Beach Photo Center
Orlando Admiral Photo Supply
Orlando Bowler's Camera Shop
Orlando Heim Camera Exchange
Orlando Southland Hobby Shop
Orlando Miller and Wallace
Orlando Ramon's Camera Shop
Orlando Photo Photo
Orlando Park Camera
Orlando Photo Shop
Orlando Riva's Beach
Orlando R & M Camera Shop
Orlando Robinson's Camera Shop
Orlando Strand Camera Shop
Orlando Webb's City, Inc.
Orlando Burt's Camera Shop
Orlando Cameras, Inc.
Orlando Norton's Camera Center
Orlando Ed Creasey
Orlando Tallahassee Camera Center
Orlando Tampa Photo Supply
Orlando Warrington
Orlando West Palm Beach
Orlando Winter Haven
Orlando Carter's

GEORGIA—Albany

Albany Dixie Theatre Service
Albany Saville Jewelry, Inc.
Albany Ace Camera Stores
Albany Colonial Film & Equipment Co.
Albany Fry's Camera Stores
Albany Hilton Cates
Albany Rich's Inc.
Albany Star Photo Finishing
Albany Wing's
Albany N. & W. Camera Exchange
Albany Columbus Photo Service
Albany J. B. Coke
Albany Photocraft
Albany Sport Center

HAWAII—Honolulu

Honolulu Hilo Camera Shop
Honolulu Carter's Gift Shop
Honolulu Colvin's Camera Center
Honolulu Hawaii Camera Sales Co.
Honolulu Kaula Camera Shop
Honolulu Royal Hawaiian Camera Shop
Honolulu Sandy's Camera Shop
Honolulu Stewart's Pharmacy
Honolulu Waterhouse Photo Co.
Honolulu Maui Dry Goods and Grocery

IDAHO—Boise

Boise Ballon-Lattimer Co.
Boise Idaho Camera
Boise Verne A. Soss
Boise T. J. Soss
Boise Hobson's Jewelry & Photo

ILLINOIS—Aurora

Aurora Aswell Photo Shop
Aurora Rollins and Rice
Aurora Bland Photo and Art
Aurora Colonial Camera Shop
Aurora Imperial Camera
Aurora Hawkins Studio and Camera Shop
Aurora Farchild Camera
Aurora Abercrombie and Fitch

ALAN STORES

Albany Alpine Camera Co.
Albany Altman Camera Co.
Albany Baskind Jewelers
Albany B and C Photo Service
Albany Bel-Park Photo
Albany Balotin Camera Exchange
Albany Camera Exchange
Albany Center Camera Co.
Albany Central Camera Co.
Albany Chromotopes by Jay Reed
Albany Consolidated Watland Bros.
Albany Conway Camera
Albany Corona Studios
Albany The General Camera Co.
Albany Herman Cameras, Inc.
Albany Hobby Cameras, Inc.
Albany Jackson Camera
Albany Kady Camera Co.
Albany Kravetz Camera
Albany La Salle Camera Co.
Albany Libby's Camera Co.
Albany Loop Camera Mart
Albany Mark's Camera
Albany Marshall Field
Albany Mercury Photo Service
Albany Michael's World Camera Shop
Albany Midwest Photo Supply Co.
Albany Montgomery Ward
Albany Morrison Camera Co.
Albany Norman-Willets Co.
Albany P & K Photo Supply
Albany E. J. Pollak Photo Shop
Albany Revers Camera
Albany Shuman Camera Co.
Albany Socopy Photo Suppliers
Albany Standard Photo Supply Co.

LOUISIANA—Alexandria

Alexandria Newcomb Studio and Camera
Alexandria Bert's Camera Center
Alexandria Southern Camera Service
Alexandria Stroube Photo Supply
Alexandria Miguel Studio
Alexandria Griffin's Studio and Camera
Alexandria Bellamora, Inc.
Alexandria Bennett's
Alexandria Camera Inc.
Alexandria The Fox Co.
Alexandria Security Company
Alexandria Dee's Photo Supply
Alexandria Film Art Photo Service
Alexandria Grady's Camera Center, Inc.

MAINE—Augusta

Augusta Manour's, Inc.
Augusta Camera Service Center
Augusta Bicknell Photo Service
Augusta Inness Photo Service

MARYLAND—Annapolis

Annapolis A. N. Miller
Annapolis Atlantic Photo Supply Co.
Annapolis Baltimore Photo Supply Co.
Annapolis Berman Loan Office
Annapolis Camera Mart
Annapolis Parkville Photo
Annapolis Photocenter, Inc.
Annapolis Rita Camera Center
Annapolis Service Photo Supply Co.
Annapolis Stark Film
Annapolis Zepp Photo
Annapolis Vicar, Inc.
Annapolis Hobby House
Annapolis Colonial Jewelers
Annapolis Fabre's Photo Center
Annapolis Rupp Camera Center
Annapolis Cameras, Inc.
Annapolis Haynes Camera Center

MASSACHUSETTS—Andover

Andover Look Photo Service, Inc.
Andover The Camera Shop
Andover Car-Nu Co.
Andover Adams Camera Exchange
Andover Barry and Epstein Jewelers
Andover Bromfield Camera Co.
Andover Central Camera Exchange
Andover Copley Camera Shop
Andover Don Elder's
Andover Claus Gelotte, Inc.
Andover Ralph Harris Co.
Andover Hawes Photo Shop
Andover Jackson Photo Supply Co.
Andover Lloyd Optical Co.
Andover Jordan Marsh Co.
Andover Park Square Building Camera
Andover Pignum Jewelers
Andover Quality Camera Exchange
Andover School St. Camera Exchange
Andover Smith's Photographic Store
Andover Stone Camera Inc.

BRANTREE

Brantree Alves Camera Center
Brantree Benner's Camera Shop
Brantree Jon Allen Camera
Brantree Crimmon Camera Exchange
Brantree Ferranti Dege, Inc.
Brantree Claus Gelotte, Inc.
Brantree Slade's Photo Service
Brantree Chicopee Camera Center
Brantree Zoli's Photo Shop
Brantree William W. Anderson
Brantree Art Photo Supply
Brantree Fitt's Photo Shop
Brantree D'Addario's Camera Shop
Brantree Colby Photo Supply
Brantree Weiner-Chimes
Brantree Theatre Camera Shop
Brantree Lynn Photo Supply Co.
Brantree Davis Camera Supply
Brantree Centre Jewelry Co.
Brantree Converse Photo Supply
Brantree Atwood's Camera Shop
Brantree The Tripod Shop
Brantree Movie Ma
Brantree The Photo Shop
Brantree Essex Camera Shop
Brantree Regent Camera Shop
Brantree Bloom's Photo Supply Inc.
Brantree Valley Cinema
Brantree Win's Camera and Card Shop
Brantree Bulber's Photo Supplies
Brantree Pond's Camera Store
Brantree The Snap Shop
Brantree Harvey and Lewis Co.
Brantree Arthur Burton
Brantree Wheaton, Inc.
Brantree Worcester Photo Shop

MICHIGAN—Adrian

Adrian Adrian Camera Shop
Adrian Follett's Camera
Adrian Purchase Camera Shop
Adrian The Quarry, Inc.
Adrian Krum's, Inc.
Adrian Michigan Photo Co.
Adrian Barnard Drug Store
Adrian Goodman and Goldbaum
Adrian Birmingham Camera Shop
Adrian Miner's
Adrian City Camera
Adrian Acme Camera Exchange
Adrian Alvin Camera Exchange
Adrian Cole & Irwin Jewelers
Adrian Davidson Brothers
Adrian Detroit Camera Shop
Adrian Paul Gach Photography
Adrian Garrick Photo Supply
Adrian Guggia Camera Shop
Adrian Guild Camera Shop
Adrian J. L. Hudson Co.
Adrian Lachman & Co.
Adrian Lobby Hobby
Adrian Padover Industrial
Adrian The Photo Shop

INDIANA—Anderson

Anderson Odell Camera
Anderson Wiles Drug Co.
Anderson Elkhart Camera Center
Anderson Ray Herrick Camera Shop
Anderson Smith and Butterfield
Anderson Tri State Camera Store
Anderson The Howard Co.
Anderson Sunny Schick's
Anderson Gary Camera
Anderson Village and Camera
Anderson Coan's Pharmacy
Anderson Armstrong's Jewelers
Anderson Dave's Camera Mart
Anderson J. W. Milliken
Anderson L. S. Ayres and Co.
Anderson Cam-Art, Inc.
Anderson The Camera Shop
Anderson Haas Drug Co.
Anderson Hooier Photo Supply
Anderson H. Lieber Co.
Anderson Lincoln Jewelry Shop
Anderson Post Photo Shop
Anderson Trattner Camera Co.
Anderson William Warner, Inc.
Anderson Quick Film Service
Anderson Joe Vivian's Photoshop
Anderson Dodd's Retail Camera Shop
Anderson Muncie Camera Shop, Inc.
Anderson H. R. Edwards Jeweler
Anderson Mark's Drug Store
Anderson Moley's, Inc.
Anderson Auto Camera Shop, Inc.
Anderson Schilling's
Anderson Sonnenborn's
Anderson Stewart Martin's Snap Shop
Anderson Foster Film Service

IOWA—Cedar Rapids

Cedar Rapids Morris Sanford Camera
Cedar Rapids Elliott Camera Shop
Cedar Rapids Gould Camera Shop
Cedar Rapids Greenwald Drug
Cedar Rapids Allied Camera Center
Cedar Rapids Lind's
Cedar Rapids Louis Drug Store
Cedar Rapids The Camera Shop
Cedar Rapids Walden Photos, Inc.
Cedar Rapids Martin Drug Company
Cedar Rapids Southwestern Photo Supply
Cedar Rapids Winstead Photo Service
Cedar Rapids Moser Wolf, Inc.
Cedar Rapids Travel House
Cedar Rapids Miller Studio
Cedar Rapids Bruce Smith Drugs
Cedar Rapids A-Smile-A-Minute
Cedar Rapids Wolfe's Camera and Photo
Cedar Rapids Epperson Studio and Camera Supply
Cedar Rapids Ben Gaskin's Industrial Photo Sales
Cedar Rapids Jeff's Camera Shop
Cedar Rapids Lawrence Photo Supply, Inc.
Cedar Rapids Moler's Camera Clinic
Cedar Rapids Rudy's Photo Supply

KENTUCKY—Covington

Covington Covington Camera
Covington Photo Center
Covington L. Michaels
Covington Joe Rosenberg
Covington Camera Center, Inc.
Covington Falls City Theater Equip. Co.
Covington W. D. Gatechell & Sons
Covington Kentucky Camera Shop
Covington Schumann Clinic Clinic
Covington Gant and Butterfield
Covington Central Photo

	Pointe Camera Shop
	Seven Mile Camera Shop
	Silhouette Camera Shop
	Village Camera Shop
Ferrisdale	A. D. Camera Shop
Flint	Harry's Camera Shop
	1 & B Dist.
Grand Rapids	Arden's Drive-In Photo Mart
	Camera Center
Grosse Pointe	The Camera Shop
	Camera Center
Grosse Pointe Woods	Camera Center
Highland Park	Meier Camera Shop
Holland	Wade Drug Company
Hudson	Klee Pharmacy
Ironwood	Range Photo Service
Jackson	Jackson Photo Center
Kalamazoo	Crescent Studio and Camera
	Marino Studio Camera Shop
Lansing	Lansing Camera Shop
	Linn Camera Shop, Inc.
	Van's Camera Shop, Inc.
	Van's Photo Service
Marquette	Dorray Photo Finishers
Midland	Community Drug
	Wright's Studio Camera Shop
Monroe	Maezel Camera Store
Muskegon	Radium Photo Service
Muskegon Heights	The Camera Shop
Norwalk	The Photo Shop
Ontario	The Camera Mart
Port Huron	Camera Craft Gift Shop
Royal Oak	Dunn's Camera and Hobby
St. Clair	Camera Shop
Warren	The Photo Center
Wyandotte	Feldman Camera Exchange
	Gail's Office Supplies
MINNESOTA—Duluth	
	Millard Berg's
	The Camera Shop
	Security Co., Inc.
Minneapolis	Brand's Camera Shop
	Century Camera Shops
	Dayton's
	Gopher Camera
	Jay's Cameras
	Leigh, Inc.
	National Camera Exchange
Port Huron	Camera Craft Gift Shop
Rochester	Webb and Judd Co.
St. Louis Park	Keller Brothers
St. Paul	Fine Cameras
	Finn's
	Fisher Photo Supply
	Goodman's Jewelers
	Gregory's Lamp Camera Shop
	O. N. Olsen Photo Supplies
	Schumeman's
	Swanson's Camera Sales and Service
Winnipeg	Ed Buck's Camera Shop
MISSISSIPPI—Jackson	
	Jackson Camera Shop
	Southern Drug Stores
MISSOURI—Brenwood	
	Deering Pharmacy
Clayton	Southern Drug Stores
Columbia	Smith Studio
Jackson	H. A. Ueleke
Jennett	Robert's Book Store
Kansas City	Barnard's
	Crick's Camera Shop
	Eiko Photo Products
	Gateway Sporting Goods
	Midland Camera Supply
	Musie Mart Camera Center
Maplewood	Harper Pharmacy, Inc.
	Van's Camera Shop
St. Joseph	Cook's Camera Shop
St. Louis	Atlas Jewellers Co.
	Avenue Camera Store
	Bader's
	Erker Optical Co.
	Famous-Barr Co.
	Jefferson Camera Shop
	Kay's Photo and Optical Co.
	St. Louis Photo Supply
	W. Schiller and Co.
	Stanley Photo Service
Springfield	Ozarks Camera Center
Washington	Fan Photo Service
MONTANA—Billings	
	Kasper's Photo Shop
Great Falls	Robert's Barber's, Inc.
Hamilton	Robert's Book Store
Helena	Jorud Photo Shop
NEBRASKA—Lincoln	
	Miller and Paine, Inc.
Omaha	Carl S. Baum
	Calandra Camera Shop
	Dean's Camera Center
	J. G. Kretschmer
Scottsbluff	Hainke Rexall Drug
NEVADA—Las Vegas	
	Gee's Gems
	Photo Mart, Inc.
Reno	Buck's Unlimited
NEW HAMPSHIRE—Hanover	
	Camera Shop of Hanover
Exeter	Ben's Photo Shop
Manchester	The Camera Shop
	Durette Photo Co.
Nashua	Photomart
	Photo Center
Portsmouth	Eagle Photo
NEW JERSEY—Atlantic City	
	Deitch & Lependorf
Bergenfield	Peters Camera Shop
Bridgeton	J. T. Roberts
East Orange	Country Photo Service
	Mulan Bros. Drug
	The Camera House
Elizabeth	Nite Drug Photo Co.
Englewood	Herzli's Camera
Fair Lawn	It's Camera, Time
Hackensack	Men Camera Shop
	Photo Camera Shop

Irvington	Krafft Cameras
Jersey City	Court House Camera Shop
	Hudson Camera
	Levy's Sport Shop
Linden	Daily Photo
	Schreiber's Snapshot Service
Livingston	Livingston Camera Mart
Maplewood	Maplewood Camera
Morrisville	Photo Art
Millburn	Millburn Camera
Montclair	Jacobson's Sport Shop
Moorestown	The Camera Corner
Norristown	Photo Art
Newark	Academy Camera
	Bamberger's
	Davey's
	Gruber Camera
	L. Kaltman and Sons
	Klein's
	Lee's Jewellers
	Midtown Camera
	Schaeffer Company
	20th Century Photo Service
New Brunswick	College Pharmacy
Newton	Michael Photo Supplies
North Brunswick	E. J. Korvette
Paterson	Camera and Cards
	Masters
	Hathaway's, Inc.
	Broadway Camera
	M.S.M. Company
Perth Amboy	Fishkin Brothers
Princeton	Princeton University Store
Ridgewood	Ridgewood Camera
South Orange	Village Camera
Summit	Art's Camera Shop of Summit
	Teaneck Camera
Teaneck	Teaneck Camera
Toms River	Hi Fi and Photo Supply
Trenton	Brother's Camera Center
Union	H. H. H. Camera
Union City	John J. Tobler, Inc.
Upper Montclair	Burt Gale
Watchung	E. J. Korvette
West New York	Photo Art
Woodland	Fulginiti's Photo Shop
Woodbury	Jack's Camera and Hobby Shop
NEW MEXICO—Albuquerque	
	H. Cook Sporting Goods
	Fedway Stores
	Kurt's Camera Corral
	Tris Art Camera Shop
Farmington	Green's Camera
Holbrook	Malone Photo Store
Las Cruces	The Camera Shop of Santa Fe
Santa Fe	Santa Fe Book and Stationery
NEW YORK CITY & LONG ISLAND	
Bayside	Kurtzberg's
Brooklyn	Alitta Camera
	Bruna Camera Exchange
	Pa. Camera
	Photone, Inc.
	Sterling Howard
	Westchester Square Camera
	Bedford Camera Shop
Brooklyn	Beverly Photo
	Boro Hall Camera
	Brooklyn Camera Exch.
	Camera Center
	Camera Camera
	E. J. Korvette
	Miller's Camera Exchange
	Potter's Camera Stores
	Rothman Pharmacy
	Servel Photo Shop
	Sperdy Camera Stores
	State Camera Exchange
	Valenti's
	E. J. Korvette
	Marvin's Mart
	Flash Photo
Carle Place	East Northport Camera Shop
Cedarhurst	East Northport Camera Shop
East Meadow	East Northport Camera Shop
East Northport	East Northport Camera Shop
Flushing	Queens Camera Hospital
	Forest Hills Foto Center
Forest Hills	Julian Camera Shop
Garden City	Spies Camera Shop
Garden City (Roosevelt Field)	Eastern Camera Exchange
Great Neck	Bornstein
	Marvin Leonard
Hempstead	Albee Camera Exchange
	Eastern Camera Exchange
Hicksville	Eastern Camera Exchange
Huntington	Eastern Camera Exchange
Huntington Station	Morot Service, Inc.
Islip Airport	East Coast Camera
Jackson Heights	Center Camera Exchange
Lake Success	Masters
Lawrence	Ace Photo Lab
Long Island City	A. C. Camera Exchange
Lynbrook	Arnee Camera Exchange
Manhasset	Arrow Photo Shop
	Newbury
Manhasset	Abercrombie and Fitch
	Advance Camera Exchange
	Allan Camera
	B. Altman
	Bernard Arklin
	Bart's Camera Mart
	Joseph Baruch Photo Supply
	Bolar Camera Store
	Broadway Camera Exchange
	Broadway Camera Shop
	Artistic Camera
	The Camera Bar
	The Camera Box
	Camera Craft Photo Shop
	Camera Craft Photo Shop
	The Camera House
	Camera Place
	Camera Store

Carlyle Camera Corp.
 Chinatown Camera
 Circle Photo
 City Camera Exchange
 Abe Cohen's
 Columbia Photo Supply Corp.
 Wm. C. Cullen
 Davega's
 D. K. Photo
 Dumont's Camera
 Empire State Photo Shop
 Equitable Camera and Card
 Folson Camera
 Federal Camera Exchange
 Foremost Camera Stores
 Fotoquip, Inc.
 Foto-View
 Gillette Camera
 Grand Central Camera
 Haber and Fine
 Heins and Bole
 Heint Photo
 Jaycee Camera Exchange
 Kenny's Camera
 Kent Luggage
 Klein's
 E. J. Korvette
 Lexington Camera
 Liberty Camera
 Lotock Camera
 Luggins, Inc.
 Macy's
 Madison Camera Co.
 Marvin's Camera
 Masters
 Medo
 Merit Photo Shop
 Metro Photo, Inc.
 E. B. Meyrowitz
 Midtown Camera Exchange
 Midway Camera Exchange
 Miniature Photo Shop
 Minilife
 Modern Photo Store
 Moynihan
 Moormand's
 New York Camera Exchange
 Olden Camera
 Par Camera
 Parker and Batterley
 Peerless Camera Store
 Photo Center
 Photographic Enterprise
 Photographic Fair Ltd.
 Photo Mart Ltd.
 Photo Service, Inc.
 Popular Photo Stores, Inc.
 J. Posner and Sons
 Ritz Camera
 Royalties, Inc.
 Sanders Camera Shop
 Snapshot Stores
 Star Camera Exchange
 Tower Camera Exchange, Inc.
 Trinity Talking Machine Co.
 United Camera
 Wall Street Camera Exchange
 Warman Photo Service
 Willoughby's
 Windsor Camera Exchange
 Frannwin Pharmacy
 National Photo
 Eastern Camera Exchange
 Village Camera Shop
 Lipschutz Stationers
 Rockville Camera Center
 C. G. Photo Store
 Martin's
 Davega's
 Symes
 Klein's
 Whitestone Camera
 Albany Camera Shop
 Albany Photo Store
 Berns Camera Store
 L. F. Hamlin, Inc.
 Stickley-Silver, Inc.
 Tufhills
 Bronxville Camera Shop
 Steinhann's
 ABC Photo Supply
 Buffalo Photo Material
 Delaware Camera Mart
 Filmart
 Haefner Photo
 Lalayette Camera Store
 Maurer's Photo Supply
 Plata Camera Shop
 E. Bech Photo Store
 United Projector and Film Corp.
 University Camera Center
 G. and C. Photo Store
 Wells Photo Supplies
 Masters
 Lapham's, Inc.
 Terranova Photo Store
 Havenstraw Camera Mart
 Memory Camera Shop
 C. B. Smith, Inc.
 Rhuba Photo Store
 Pierless Photo Service
 Lockwood's
 Larchmont Photo Store
 Gregorka's Camera
 Jay's Camera Shop
 Caruso Photo Service
 Fox and Sullivan
 Camera Mart
 Baxter's Camera Shop
 Seashore Photo Supply

New Rochelle	Camera Craft Stores	Middleton	Davidson Camera Shop	Pittsburgh	Almore Photo Supply
Niagara Falls	Lindsay Photo Service	Port Clinton	Curt's Camera & Hobby		Camera Exchange, Inc.
Ryack	Nyack Camera	Sandusky	Mich Studio and Camera		W. J. Clapper Co.
Olean	F. R. Brothers	Shaker Heights	Gallesborough Studio		Photo Shop—Squirrel Hill
Oenota	The Camera Center	Tiffin	Otto G. Graeff, Inc.		Gimbel Bros., Inc.
Poughkeepsie	Brackett's	Toledo	Sayer Camera Studio		Joseph Horne Company
	Arax Photo Supply Co.		Bachren Photo Co.		Kadet Photo Supply Co.
Rochester	State Studio and Camera Shop		Gross Photo Mart, Inc.		Kaufmann's
	Hahn Photo Center		Neumann Brothers		Lebanon Camera Shop
	Le Beau Photo Shop		Point Place Pharmacy		Peerless Camera Stores
	Shiley's		Toledo Camera Shop		Penn Camera
Rome	Smith-Surrey, Inc.	Wauseon	Kolb and Son		Triangle Camera
Scarsdale	M and S Photo Supply, Inc.	Wooster	Snyder Camera Shop		Trigger and Reel
	E. J. Korvette	Youngstown	King's		Walk's Kamera Exchange
Schenectady	Scarsdale Camera Shop		Photo Eye Film Corp.		Arrow Camera Shop
	Berna Camera Store		Starbough-Thompson Co.		Yorkville Camera Shop
	Camera Jewell's		Strauss-Hirschberg		Alton E. Bowers
	Nate Heller	Zanesville	The Camera Shop		W. F. Drehs
	J. T. and D. B. Lyon	OKLAHOMA—Barber			Kagen's
Syracuse	Real's Photo		Herman's Studio and Camera		Scranton Photo Shop
	Camera Center		Hankin's Studio		Sharon
	Edwards Dept. Store		Howard's		Rembrandt Camera Shop
	Francis Hendricks Co.		Dee's Photo Supply		Photograph, Inc.
	Kamera Kraft		Eastman Kodak Stores		Gilson Photo Center
	Lindner's		Pipkin Photo Service		S. A. Meyer
	Wainwright Photo Service		Reeves Camera Store		Boston Store
Tarrytown	Wilson's Leading Jewelers		Engler's Photo Supply		Aet Hoffman Studios
Troy	Tarrytown Camera Shop		Kirkpatrick's		Hurjax Photo Supplies
Utica	Troy Camera		Looboye Wholesale Jewelers		Hoyer's
	E. A. Hahn Camera Shop		Mascara's Inc.		Masters
	Tracy Camera		Rochester Photo		Swigart's Photo Service
Watertown	Severance Photo, Inc.	OREGON—Baker	Levinger's Hexall Drug		Bellevue Camera
Wellsville	Stoll's		Camera Shop		Apex Inc.
White Plains	The Camera Center		Coquil's Drug		J. E. Brennan & Co.
	The Camera Shop		Duquesne		Adler's Inc.
	Colortone Camera		Eugene		Alman's Photo Supply
Williamsville	Amherst Photo Shop		Henry Lowery Fine Camera		Metropolitan Photo Supply
Yonkers	Klein's		Wildshire's		Starkweather and Williams
NORTH CAROLINA—Asheville	Starnes Jewelry		Granite Pass		United Camera, Inc.
	Bull Photo Supply		Klamath Falls		Payne Motion Picture Services
	Camera House		Medford		Yvonne's Photo
	National Photo Supply				Underwood Camera Shop
Burlington	Camera Corner				Anders Photo Shop
Charlotte	Simpson Photo Service				Bremner Studio Camera Shop
	Holly Smith				Hudson's Rogue Camera Shop
	W. I. Van Ness and Company				The Town Shop
Fayetteville	Tyler News & Camera Shop				The Camera Mart
Greensboro	Carolina Camera Center				J. K. Gill Camera
Raleigh	Capital Camera Shop				Maurice Dodge
	King Photo Supply				Meier and Frank
Shelby	Harold A. Elliott Jewelers				Northwestern Drug Co.
Winston-Salem	Beck-Stroud				Sandy's Camera Shops
	Murphy's Camera Center				Semler's Sporting Goods
NORTH DAKOTA—Dickinson	Osborn Studio				Meier & Frank Co.
Fargo	Kpho Film Service				Merl's Photo Shop
Grand Forks	Ness Epko, Inc.				Gerlach's Drug Store
Minot	Real's Minut Camera				Columbia Photo Service
	Strauss Brothers	PENNSYLVANIA—Allentown			Classic Photo Lab
OHIO—Akron	Airport Concessions				Heas Bros.
	Akron Camera Co.				K. Photo Service
	Industrial Photo Supply				George E. Phillips
	Metzger Photo Supply				The Camera Shop
	M. O'Neil Co.				MacCallum Stores
	Sid's Camera Exchange				W. Robert Swartz
Ashtabula	Ashtabula Photo Service				Paramount Photo
Bellaire	King's				Bob's Photo Shop
Berra	Gorman's Photo and Hobby				Carl's
Bowling Green	Roger Bros. Drug				Nichols Photo
Canton	Adams Camera Shop				Camera Shop
	Hillman's				E. J. Korvette
	The 30th St. Camera Shop				The Photo Mart
Cincinnati	Alpha Cine Service				Camera Clinic
	Eastern Hill Camera Co.				Central Drug Store
	Huber				King's Jewelry
	Jack's Camera Center				Easton Camera Center
	Ohio Valley Photo				Sterling's
	Provident Camera Shop				Dugan Rider
	Shilley's				Eric Camera Center
	York Camera Shop				Hoffman Camera Shop
Cleveland	Bylar Photo Supply				Dave's Photo Supply
	Camera Craft				Greensburg Photo Supply
	The Dodd Company				Perfection Photo Company
	Hemming's Photo Supplies				James Lett Company
	Jordan's Camera Supply				Penn Photo Service
	Lester Camera Co.				Noel Boggetti
	Merka Jewelry and Photo				Cosgrove Camera Shop
	The Photo Shop				Pane Photo Supply
	Pyntek's Price Inc.				Johnstown Photo Supply
	Rutman Camera Exchange				London Stores, Inc.
	Bexley Camera				Jaffee Cine
Columbus	Budd and Company				Richard's Photo
	Capitol Camera Co.				Brenner Photo Supply
	Chick's Camera Exchange				Loreski's Photo
	F. and R. Lazarus Co.				Klingler Store
	Don McAlister Camera Co.				King's
	Joe Modes and Company				Ken Camera
	Sabino Pharmacy				Norristown Camera
Cuyahoga Falls	Geith's Pharmacy				Shad C. J. Shulberg
Dayton	Dayton Camera Shop				Rea and Derick
	Dayton Film Supplies, Inc.				M. A. Abuhove
	Malone Camera Stores				Albion Color Research
	Rike-Kurrier Co.				Bar's
	Salem Camera Company				Basco Jewelry, Inc.
	South Park Foto Shop				Commercial Photo Service
East Liverpool	Burbank's				Dedaker's Camera Shop
	Don Eckert's Camera Mart				Photo Mart
Elyria	Loomis Camera				Oscar H. Hirt
Eucled	Denshar and Sons, Inc.				Klein and Goodman
	Photo Mart				E. J. Korvette
Fairborn	Fairborn Camera Shop				Kosmin's Camera Exchange
Fairview Park	Neilson's Camera Shop				Joseph S. Luvengood
Fremont	Townsend's Melody Lane				Malena Company
Garfield Heights	Neilson's Camera Shop				M. and H. Sporting Goods
Kettering	Photo Leo, Inc.				Mid City Camera Exchange
Lima	Acme Photo Supply				Pearson's
	Mack Camera Store				Pearless Camera Stores
Manassah	Manassah Photo Supplies				Perfect Photo Service
	Snyder Camera Shop				Photo Cine Corp.
Marietta	Marietta Office Supply				Pittsburgh Camera Shop
Martins Ferry	Zimmerman's				Rosenfeld Photographic Supplies
Massillon	Massillon Camera Shop				John Wanamaker
Medina	E. A. Morton Camera				Williams, Brown and Earle

Midland Midland Camera Shop
 New Braunfels Seidel Studios Camera Shop
 Odessa Odessa Camera Center
 Pasadena Skylink Camera Co.
 Port Arthur Spooner's Photo Shop
 San Antonio Dot's Photo
 Photo Center
 The Fox Company
 Studer's
 Tenaha Bill Hayden's Shop
 Texarkana Martin Peterson Studio and Camera
 Sterling Studio and Camera
 Texas City King's Jewelers
 Wichita Falls Dolceter's Camera
 UTAH—Logan Carden Jewelry
 Ogden Allen Inkley, Inc.
 Sports Shop
 Provo Allen's Photo Supply
 Salt Lake City Allen's Photo Supply
 Maurice Anderson Men's Shop
 Auerbach's Camera Shop
 Deseret Book Co.
 Eden's
 Shipley's
 Standard Optical Co.
 Zink's
 VERMONT—Burlington Camera Shop
 VIRGINIA—Bristol Kelly and Green
 Charlottesville Cary's Camera Shop
 Chesapeake A. Wilson Embrey
 Norfolk Campbell's Camera Center
 Portsmouth Macom's Camera Shop
 Mason Camera Center
 Richmond Galecki Photo Center
 Old Dominion Camera Shop
 Thalhimer's
 Roanoke Ewald Clark, Inc.
 Roanoke Photo Finishing

WASHINGTON—Bellingham Bon Marche
 Bremerton Bremerton Photo Supply
 Clarkston Wash's Inc.
 Everett Alley's Camera Shop
 Benson Camera Supply
 Kirkland Colman Pharmacy
 Lynnwood Wilson Thorne, Inc.
 Richland Kloster's Camera Shop
 Seattle Bon Marche
 Clyde's Camera Stores
 Coleman's Kodak Supplies
 Frederick and Nelson
 Glazer's Camera Supply
 Littler, Inc.
 Magnolia Stationery
 Olympic Camera Center
 Ships Baiten Camera Shop
 Tall's Camera Supply
 Warshall's Sporting Goods
 Spokane Bon Marche
 Luc's Camera Shop
 Mandell's Credit Jewelry
 Spokane Dry Goods
 Wilcox's Camera Shop
 Tacoma Camera Shop
 Harold Meyer Camera
 Richard's Camera Inc.
 Tallman Drug Store
 Anderson's Camera
 Cliff Miller Camera Shop
 King Photo Supply
 The Gun Store
 Mann Jewelers
 Merrill Photo Supply
 S. Spencer Moore Co.
 Kyle and Company
 Neales Drug
 Lipson's, Inc.
 Hensler, Inc.
 Mack and Dave's
 Ma' Del Studios
 South Charleston Cohen Drug Co.
 Weirton Carr Photo Service
 Wheeling Bernie Glenn's
 King's
 Kirk's Photo Art Store
 Club Photos
 White Sulphur Springs Camera Exchange
 House of Cards and Camera
 Ideal Photo
 Beloit Padgett Photo Service
 Chippewa Falls Yegla's
 Fond Du Lac Fond Du Lac Camera Center
 Kenosha Maxwell's Inc.
 Madison Meurer Photoart House
 Milwaukee Central Film Lab
 The Darkroom, Inc.
 Gimbel's
 Krown Camera Co.
 Herman Kupper, Inc.
 Photoart Visual Service
 Reimer's Photo Materials
 Bob Sacka Camera
 Wack Sales Co., Inc.
 Racine Jim's Camera Shop
 The Photo Crafts
 Wick's Photo Center
 Sheboygan Gene's Photo & Camera Shop
 Shorewood The Camera Center
 Stevens Point Joseph Hannon
 Wauwatosa Marshall Field
 Wauwatosa Camera
 WYOMING—Casper Bi-Rite Drug Store
 Ken's Photo
 Sheridan Rockford Studio
 Wheatland Ted S. Schrader
 PUERTO RICO—San Juan Photo Segundo, Inc.
 Santurce Rooney Photo Mart

Around The World (Cont'd.)

contrasty, but the Minox caught the mood."

"There were about 20 Minox cameras on the Bergensfjord," Mr. Goldman adds, "in the hands of people that were completely ignorant in the use of the camera. I made myself their self-appointed instructor and had a lot of fun teaching them to use the camera. That, of course, is one of the prime functions of the Photographic Society of America—helping others!"

The Photographic Society of America is a non-profit organization made up of both amateur and professional photographers who are interested in bettering their techniques. Minox'ers who are interested in finding out about the P.S.A. and learning how to join may contact Mr. Goldman at 170 Linden Lane, Glen Head, New York.

MINOXOLOGY (Cont'd.)

Now throw your fears and apprehensions out of the window, be brave and take the plunge. Legibly print the title, your name and address, the picture classification and type of film used on the back of each entry. Don't be impatient. You might receive from Mr. Baker that lovely letter announcing your success, as I did. Good thinking and good luck!

MINOX CLUBS (Cont'd.)

and the editors are eager to help in the formation of these clubs by recruiting prospective members through the Minox Memo. If you would like to start your own Minox Club, just send us your name and address and we'll publish the notice in the next issue of the Minox Memo. And Minox Clubs—be sure to tell us about your meetings, the subjects you discussed, and any other information that would be of interest to other Minox'ers.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



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SNEAKY SHOOTING

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WINTER/1960

MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

DR. JULIUS BAER AND DR. ROBERT BERRIS TRIUMPH IN THIRD MINOX PHOTO CONTEST

Don O. Thayer, president of Minox Processing Laboratories, has officially announced the selection of Dr. Julius Baer, Forest Hills, N.Y., and Dr. Robert F. Berris as first prize winners of the Third Minox Photo Contest in the Pleasure and Business Divisions respectively.

Covering every conceivable subject and involving every technique imaginable, this ultraminiature photography competition drew an overwhelming 7,256 entries, submitted by Minox'ers in every state in the union—including Hawaii and Alaska! The three judges—Hugh Edwards, Curator of Photographs of the Art Institute of Chicago; Al Madsen, Photo Editor of the Chicago Tribune; and Joe J. Marx, first prize winner of the two previous Minox Photo Contests, were amazed and delighted by the outstanding calibre of work represented. Following are the twenty Minox'ers who were chosen for top honors.

PLEASURE DIVISION

- 1st TWO CHILDREN
Dr. Julius Baer, Forest Hills, N.Y.
- 2nd NUNS AND ABSTRACT ART
William S. Luring, Elizabeth, N.J.
- 3rd ACAPULCO BULLFIGHT
Mel Wenger, Chicago, Ill.
- 4th WINTER FUN
Norm Fitzgerald, Jr., Chicago, Ill.

- 5th THE TELEVISION VIEWER
L. M. Radovsky, Toledo, Ohio
- 6th BABY
R. C. Larson, West Hartford, Conn.
- 7th FORT LARAMIE
Samuel R. Pressman, Shaker Heights, Ohio
- 8th HEAD IN COLOR
C. Torrey Adams, Newport, Mich.
- 9th THE FARM
Bennie D. Miller, Ft. Worth, Texas
- 10th CITY SCENE
Ferd Ziegler, Maplewood, N.J.

BUSINESS DIVISION

- 1st SURGERY
Dr. Robert F. Berris, Denver, Colo.



It's evident that the judges didn't take their responsibility lightly. Left to right are Hugh Edwards, Al Madsen and Joe J. Marx.

- 2nd RENDERING OF BUILDING
Lester W. Foley, Jacksonville, Fla.
- 3rd NAUTILUS UNDER THE POLAR ICE CAP
Philip G. Kaye, Buffalo, N.Y.
- 4th COVER DESIGN
Dr. William A. Laughlin, Berkeley, Calif.
- 5th FACTORY SCENE
Eugene C. Wright, Marengo, Ill.
- 6th CHEMISTRY BOTTLE
Don Samuels, San Luis Obispo, Calif.
- 7th MICROSCOPE VIEW OF HYDRA
William Tashjian, Westboro, Mass.
- 8th CONCRETE DESIGN
Thomas W. Steiger, Cincinnati, Ohio
- 9th GAS WELL PART
Frank Whittington, McAllen, Texas
- 10th PHOTOMICROGRAPHS
Henry Schlesinger, New York, N.Y.

Five additional entries, which were not selected among the first ten prizes in either division were considered so outstanding that the judges awarded them special Honorable Mentions. The Honorable Mention winners are:

STILL LIFE IN COLOR

John Amorosa, Brooklyn, N.Y.

PORTRAIT

John E. Fitzgerald, New Haven, Conn.

SUNSET

Dr. James T. Geddis, New York N.Y.

SUNSET FROM SUNION TEMPLE

Mrs. Harriet O. Peter, Burlingame, Calif.

SNOW SCENE

Miss Frances Segraves, New York, N.Y.

How can you take an award-winning picture . . . and what makes it one? That's the question that thousands of Minox'ers have asked, and in an effort to help them, we will reproduce in this and other



First Prize in the Pleasure Division, "Two Children" by Dr. Julius Baer, Forest Hills, N. Y.

First Prize in the Business Division, "Surgery," by Dr. Robert F. Berris, Denver, Colo.



Minox Memos some of the winning photos with pertinent information.

DR. JULIUS BAER MINOXES THE WORLD OVER

Although Dr. Julius Baer has carried his Minox to Europe four times, to Israel, Mexico and Hawaii, his award-winning "Two Children" was taken right in Forest Hills, N.Y. where he lives. This lovely photo has much of the quality of an impressionistic painting and in explaining it, Dr. Baer wrote, "I have photographed everything from the Mona Lisa in Paris to Tivoli Gardens in Copenhagen, the upcoming industry of Israel and the hula dances of Waikiki. My technique has been developed in the taking of many thousands of pictures of all kinds under all conditions (including impossible conditions—which turned out not to be so impossible and left me with wonderful mementos). I have, of course, made many mistakes, but gradually my pictures showed a fairly steady stream of happy results, with many pictures showing exceptional virtue which, up to now, I had been satisfied to enjoy only in the bosom of my family or to show off to an interested patient.

"I have, in addition, used my Minox as a note-taker at dental seminars, as well as other uses in line with my work. I have made a number of 'converts' to the Minox way among my colleagues who have admired my photo results from seminar to seminar. Many pictures I take with the little B/C flash. For others, I prefer available light for special effects. It was the available light streaming through a plastic sheeting dust curtain that produced the unusual lighting condition in the picture that I am happy was the winning photo."

A COINCIDENCE OF CONDITIONS GAVE DR. ROBERT BERRIS HIS WINNER

First Prize winner in the Business Division, Dr. Robert Berris, advises us that his winning photo was the culmination of a long series of fortunate events. From the time Dr. Berris received his Minox as a present, he says, "I have rarely been without it. I usually carry Tri-X in the camera, and ASA 25 and Anscochrome in film boxes in my pocket. I take pictures of interesting cases that I used to miss before having my Minox. It's always there. That's how I happened to get this shot.



Fifth Prize in the Pleasure Division, "The Television Viewer" by L. M. Radovsky, Toledo, Ohio.

"A patient of mine was being operated on, and I came up to surgery to see the results and to make sure that all was going well. I saw a scene that was so striking that I switched to ASA 25, set the camera for two feet. The background was so good, the lighting in surgery was excellent, the subject matter classical; the camera did the rest. I can claim nothing—it was simply circumstances and carrying extra kinds of film."

L. M. RADOVSKY GROWS HIS OWN SUBJECTS

Furniture company president L. M. Radovsky has three children—ages 4, 6 and 8—who are his principal subjects . . . and it is one of these who was the subject of his charming prize-winning Minox photo. Mr. Radovsky captured this intent study of his daughter while she was watching television, completely oblivious to her father's photographic activity. The picture was taken with ASA 25 film in available light coming through the



Seventh Prize in the Pleasure Division, "Fort Laramie" by S. R. Pressman, Shaker Heights, Ohio.

north window to the subject's left.

Mr. Radovsky says, "Up until a year ago I took very few pictures of any kind because during the long period between the times I used my larger camera, I would forget all of the adjustments and necessary information for the proper use of the equipment. That is the reason that when I saw the simplicity of the Minox in the hands of a friend less than a year ago, I immediately became interested and bought one. As a result I have taken more pictures in the past year than during my entire life previously, and a large proportion of these have come out surprisingly well."

ATTORNEY SAMUEL R. PRESSMAN FINDS MANY USES FOR HIS MINOX

The striking study that won Seventh Prize in the Pleasure Division for Samuel R. Pressman might never have been . . . if Mr. Pressman had restricted his Minoxing to his original objective. He writes, "I

am an attorney at law, and originally became interested in the Minox with the intention of using it solely for photographing legal documents, but soon afterwards began experimenting with taking pictures of other subjects. I soon realized that this camera had, with few limitations, the full capacity of many larger cameras, but had one quality the others lacked—its extreme portability.

"I think my prize-winning picture best demonstrates the high quality in high resolution this camera can produce. Because of the short focal length of the lens, it has a tremendous depth of field, as indicated in the photo—the closest wall having been perhaps ten feet away, and the building through the window some 200 feet distant. My technique consists largely of using a medium speed film, ASA 50, taking great care in focusing and keeping the exposure (which I prefer slightly on the over-exposed side) within the normal limitations of the film's latitude."

GRADUATE STUDENT WILLIAM LURING LOOKS FOR THE UNUSUAL

William S. Luring, chemical engineer from Cincinnati, Ohio who is now doing graduate work at Stanford University, considers subject matter first—then technique. Mr. Luring says, "I became interested in the Minox the first time I was Minoxed by a friend. After examining his camera, I was sold . . . and, in fact, purchased his camera!"

"I like to take pictures of people in unusual situations; thus the pictures of the 'Nuns and Abstract Art.' It was taken at the newly opened Guggenheim Museum in New York. For this type of picture, I use the faster films, and find Plus X fine grain film excellent."

AD MAN THOMAS STEIGER TRAVELS WITH HIS MINOX

Thomas W. Steiger's unusually artistic "Concrete Design," Eighth Prize winner in the Business Division, was shot for use as part of a business solicitation to an Atlanta



Second Prize in the Pleasure Division, "Nuns and Abstract Art" by William S. Luring, Elizabeth, N. J.



▲ Eighth Prize in the Business Division,
"Concrete Design" by Thomas W.
Steiger, Cincinnati, Ohio.

Sixth Prize in the Business Division,
"Chemistry Bottle" by Don Samuels,
San Luis Obispo, Calif. ➤



motel. His idea was to use architectural abstracts in a filmed commercial series. He writes, "I bought my Minox B in 1959. For an old 4 x 5 and Rollei man, it was difficult to adjust to Minox at first, but now I can consistently handhold 1/20 and 1/10 shots that make acceptable 8 x 10's. As I travel a bit, I'm always noticing shots that are 'naturals,' but am reluctant to tote a bulky camera to get them. No more missed pictures with Minox, the only precision camera you can put on your belt and forget—until you see a picture.

"It's helpful in business too . . . not only for location shots like 'Concrete Design,' but for recording point-of-purchase, outdoor and in-store displays. I have also used Minox for test shots for filmed commercials, and I find that with the finer grain films, acceptable 11 x 14 enlargements are quite possible."

STUDENT USES HIS MINOX AS A NOTE TAKER

Don Samuels, Sixth Prize winner in the Business Division, was so eloquent in his letter regarding his use of the Minox that we believe

he tells the entire story better than we could. He wrote, "I am a Senior Physics Major at California State Polytechnic College with more than a casual interest in photography. I am employed as a Photo-Tech by the College Audio-Visual Department and the Gainsborough Portrait Studio in San Luis Obispo.

"My interest in Minox started when I realized that I would be able to get more from the lectures in nuclear physics, optics and related subjects if I could devote more time to listening to the instructor instead of copying his diagrams on the blackboard with pencil and paper. I use the Minox to copy the diagrams off the board, and in the lab to record various equipment and apparatus setups. I started with one of the 35mm single reflexes, but the obvious noise and size soon started me looking toward the ultra-miniatures. In the Minox B, I found what I believe is the optimum camera in the ultraminiature field.

"One of the features that I have found to be of the utmost importance in getting the maximum enlargements that I do is the curving

(Continued on page 19)

BRILLIANT NEW COLOR FILM NOW AVAILABLE IN MINOX CASSETTES



Minoxers everywhere whose first requirement of color film is that it reproduce beautiful color and black and white prints will be delighted with the newest film now being packaged in 36-exposure Minox cassettes: Agfa CN-14. This excellent film offers extreme fineness of grain and contour sharpness, and can be used in many different ways for daylight and artificial light exposures. It gives negatives in complementary colors from which any required number of color or black and white prints in all standard sizes can be made.

Agfa CN-14 has long been recognized the world over as an outstanding film, producing some of the most brilliant and sharpest color photos obtainable. However, it poses many special processing problems, and for this reason, Minox held up its release until its experimental and development processing program could be perfected. After eight months experience, Minox Processing Laboratories is able to

process this new film to bring out its maximum quality.

Minox Processing Laboratories has set up special CN-14 laboratories which will exclusively process CN-14 for Minox dealers and enthusiasts throughout America. Don O. Thayer suggests that films be developed as soon as possible after exposure. The new Minox Processing Laboratories, which have been working directly with Agfa technicians since Agfa's introduction of CN-14, are believed to be the only laboratories in the United States thoroughly equipped and experienced in the processing of this highly versatile new film for Minox.

Shown below are the exposure meter settings for Agfa CN-14. These settings are approximate only. To obtain intermediate speeds not shown on your Minox, set the shutter speed dial between the speeds which are engraved on the scale. For example, for a speed of 1/300 sec., set the dial between 200 and 500.

Enjoy the thrill of taking magnificent color prints of your family and friends, made more beautiful than ever with the introduction of Agfa CN-14. Your dealer will have it in stock soon and will be happy to answer any questions you may have concerning its use.

SUBJECT	BRIGHT SUNLIGHT	HAZY SUN	CLOUDY BRIGHT	CLOUDY DULL
Average	150	75	50	20
Light	300	150	75	30
Dark	75	30	20	10

When in doubt, use setting for "Average Subject."

FLASH (Minox Flashgun)

Flashbulbs AG-1

Set speed dial to 20

Flash will be sufficient between 5 and 10 ft.



Set your Minox B with the 25 dot (•) centered between left line and black triangle indicator.

EVEN ROYALTY LOVES TO BE MINOXED!



When Princess Margaret married several months ago, all America attended the wedding via the medium of television. Among the interested viewers was Arthur H. Wilharm, a retired Pittsburgh banker, who aimed his Minox at the TV set during the telecast (probably like many of you) and took several photos of the royal event.

To his delight, several of the photos turned out remarkably well, and, at the suggestion of his granddaughter, he mailed prints to Princess Margaret at Buckingham Palace. Shortly thereafter he received the following note from Clarence House in London:

"Dear Mr. Wilharm: Princess Margaret desires me to thank you most sincerely for your letter and the photographs of her wedding taken from your television. Her Royal Highness much appreciated your kind thought. (signed) Iris Peake, Lady-in-Waiting."

Of course, Princess Margaret was acquainted with the Minox far in advance of receiving Mr. Wilharm's note. Prince Philip, the Duke of Edinburgh, has been an enthusiastic Minox Owner for many years, and has often been seen in public Minoxing the view!

A MINOX IS LOOKING FOR ITS OWNER

Some time in September, Dr. C. E. Boyd of Shreveport, Louisiana, found a Minox Camera in Shreveport Doctor's Hospital. After advertising for its owner and receiving no answer, he contacted Minox Processing Laboratories in the hope that we might be able to give him the name of its rightful owner. Unfortunately, the camera in question had never been registered, and some Minoxer in Shreveport is probably still searching high and low for his missing property.

For many years Kling Photo Corporation has requested that all Minox owners register the serial numbers of their cameras as a protective measure in the event of loss or theft. If you have not done so, send the registration number of your camera to Kling Photo Corporation immediately and avoid this same sad experience told above. And if you are the missing Minoxer, you may contact Dr. Boyd at the C. E. Boyd Clinic, 6815 Southern Avenue, Shreveport, La. We sincerely hope that this article will lead to the return of someone's treasured Minox . . . and that others will take heed from this example and protect themselves.

MINOX CLUBS SEEKING NEW MEMBERS

With Minox Clubs on the increase everywhere, we have just received word from New York regarding the formation of another new Minox Club. Miss Gladys C. Gilmore, 342 Madison Avenue, New York, would like to start a Midtown Manhattan Minox Club, and she would be interested in hearing from others in the midtown area of New York.

The very active Boston Minox Club is always on the lookout for new members. Minox enthusiasts

(Continued on page 19)

JOE J. MARX TOPS HIMSELF WITH SKYLINE MURAL



One of the most amazing feats of Minox photography we have ever encountered has just been accomplished by Joe J. Marx, previous top prize winner in the Minox Contests and a judge of this year's competition. Mr. Marx has often visited the Public Library of Cincinnati and gazed in fascination at the 1848 Fontayne & Porter mural of the Cincinnati skyline, reproduced from daguerrotypes, that stretches sixty feet across the large first floor reading room.

Not a man to bypass a photographic challenge, Mr. Marx decided to update the skyline by creating a 1960 photographic mural with his ultramodern, ultraminiature Minox! After pouring over all the "how to" information on murals, montages and panoramas that he could find, he started on his project.

He says, "I learned that when panning from one section of the panorama to another, a tripod **MUST** be used—something I seldom carry. And, of all things, I would need a



carpenter's spirit level. Otherwise the Ohio River might be tilted and thus be made to flow uphill. The shoreline in each panel must meet the shoreline of the other, and panels must be matched as to light and dark. I was able to enlarge and print these panels in my darkroom from only 2¼ inches of negative to a fifteen foot mural!"

The Fontayne & Porter mural is sixty feet long. It was enlarged from eight daguerrotypes, each 4 x 5". The Joe J. Marx mural in only fifteen feet long, but Mr. Marx made it from four negatives, each of which was only 8 x 11 mm!



COLLECTOR SHOOTS ART SHOW FOR FUN AND FUTURE REFERENCE



Art lover and relatively new art collector Allen Ash of Chicago recently found an ingenious use for his Minox B. Inasmuch as he attends several outdoor art fairs each year, he is often hard pressed to remember details of pieces of sculpture or paintings which he might add to his collection at a later date.

Because artists who exhibit at these fairs usually are not represented in any galleries, Mr. Ash formerly wrote detailed descriptions of pieces that interested him, and then contacted the artists in order to see the work again. Now, however, he simply Minoxes the object, writes the name of the artist on the back of the photo and can easily refresh his memory at any time, just by pulling out the photo. Shown on this page are shots taken at Chicago's recent Old Town Art Fair.



A LUCKY MINOXER WOULD LOVE THESE

MINOX B . . . the gift supreme

World's smallest, lightest, easiest-to-use precision camera has built-in exposure meter. Weighs just $3\frac{3}{4}$ oz., measures $3\frac{3}{8}$ " long. So quick, so sure . . . just match speed dial with meter indicator for perfect pictures every time—in all light conditions.

#6014 Minox B, satin chrome finish camera and chain, complete with leather case.

#6015 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

Minox III-S . . . same as new Minox B but without built-in exposure meter. Weighs only $2\frac{1}{2}$ oz., $\frac{5}{8}$ " thick, $1\frac{1}{8}$ " wide, $3\frac{1}{4}$ " long

#6010 Minox III-S satin chrome finish camera and chain, complete with leather case.

#6012 Minox III-S PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

#6011 Minox III-S, gold-plated camera and chain, complete with genuine alligator case.

Minox Camera prices start under \$140



**NEW
MINOX
B/C FLASH**

The world's smallest and lightest flash unit measures $2 \times 1 \times \frac{1}{2}$ ", weighs just $1\frac{1}{2}$ oz. Built-in telescoping reflector gives full illumination.

#6543 Model B for Minox B; with belt case

#6544 Model A for Minox III-S; with belt case

#6545 Model U for 35mm or larger cameras; with belt case

#6546 Battery for Minox B/C Flash

Priced under \$20



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #6612

Priced under \$25

THEY'LL BE REMINDED OF YOUR



MINOX SLIDE PROJECTOR

Shows Minox and other ultra-miniature color slides with exquisite realism. Projects to a big 24"x30" at 8 ft. Measures 8 x 6 x 3½". Pearl gray finish, leather case.

#6301

Priced under \$95



MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #6922

Priced under \$9



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x ¾" diam. Includes camera clamp, leather case.

#6621

Priced under \$22



MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting.

#6901

Priced under \$15



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #6923

Priced under \$3

SEE PAGE 15 FOR YOUR NEAREST MINOX DEALER

THOUGHTFULNESS EVERY DAY!



RIGHT-ANGLE FINDER MIRROR

Perfect for around-the-corner picture taking. Shoot to the right or left while facing straight ahead. Great for candid photograph.

#6200 for Minox III-S

#6202 for Minox B



REFLEX VIEWFINDER

Lets you take pictures at waist level or near the ground for angle shots, or wherever eye-level isn't desired.

#6201 for Minox III-S

#6203 for Minox B



MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710

MINOX BELT CASES

Lets you wear your Minox. Choose from genuine black, brown or red leather.

#6404 Minox III-S belt case

#6406 Minox B belt case



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Brown simulated leather with padded cover.

#6930



**THESE MINOX GIFTS ARE ALL PRICED UNDER \$15
SEE YOUR MINOX DEALER**

HERE'S JUST WHAT THEY WANT!



MINOX ENLARGER/COPY STAND

Enlarges up to 11 x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro-Minox lens, double condensers, high-low switch.

#6770

Priced under \$190



ADJUSTABLE COPYING STAND

Sturdy stand for copying letters, book pages, documents. Adjustable for distances from 8" to 18". Folds to only 9 x 1 x 1½"

#6602

Priced under \$30

MINOX FILM ALWAYS MAKES A WELCOME GIFT

Black and White—2 cassettes per box

Regular Film

ASA 25—Ultra-fine grain with maximum sharpness, best for all flash shots (50 exposures per cassette)

ASA 50—Fine grain all-weather film (50 exposures per cassette)

ASA 100—Moderate grain (50 exposures per cassette)

KODAK PLUS X—Fine grain ASA 160-200. Perfect for all-around picture-taking with high speed (36 exposures per cassette)

Special Purpose Film

ASA 5—Micro grain (50 exposures per cassette)

KODAK TRI-X—Ultra-speed (36 exposures per cassette)

Color Film—1 cassette per box

ASA 32—Daylight color film for slide projection and color prints (36 exposures per cassette)

AGFACOLOR CN-14—New high speed Color Negative film for color prints and black and white prints as well as projection transparencies (36 exposures per cassette)

All film priced under \$3 per box

**YOUR MINOX DEALER HAS THESE GIFTS NOW!
SEE NEXT PAGE FOR YOUR NEAREST DEALER**

THESE MINOX DEALERS LOOK FORWARD TO SERVING YOU

ALABAMA—Birmingham	Acton's Camera Shop	Filmex Camera Shop	Reiman's Camera Shop
	Bromberg and Company	Bob Gamble	Harry's Camera
	Goldstein Bros., Inc.	Graf's Camera	Studio City Camera Exchange
	John's Photo Service	Griffith Camera Shop	Collier's Camera Shop
	Pittz Dry Goods Co.	Henry's Camera	County Camera Shop
Huntsville	Universal Photo Shop	Hollywood Camera Exchange	Superior Photo Service
Mobile	Calagay Photo Supply	House of Roshal	Albert's Photo Center
	Hal's Photo	Iwata Photographic Supply	Photo Center
	Van Antwerp	Kimura Photomart	Anthony's Camera Shop
Montgomery	Shop 21, Inc.	King's Camera	Monte's Camera
Tuscaloosa	Tuscaloosa Photo Service	Sid Khin, Inc.	Alvin's Photographic Supply
ALASKA—Anchorage	Beri's Payless Drug	E. V. Lewis Camera	Ellett's Studio & Camera
	Eastchester Drug	Monarch Photo	Colorado Springs Camera Land
	Hewitt's Drug	Ed Morgan Camera Center	Deits Bros. Camera and Gift Shop
	Mac's Photo Service	B. B. Nichols, Inc.	Shewmaker's Camera Shop
	Mclain's	Pan Pacific Camera	Wiggins Studio
	Stewart Photo Shop	Peterson's Camera Exchange	Colorado Visual Aids
	Super Rexall Drug	Precision Photo Service	Dave Cook Sporting Goods
Fairbanks	Co-Op Photo Shop	Ralke Co.	Ford Optical
	Griffin's	Rowan Jewelers	Gart Bros. Sporting Goods
Ketchikan	Schallert's Photo Shop	Royalton Photo	Gem Camera
ARIZONA—Casa Grande	Casa Grande Photo Shop	Semler's	Haanstad's Camera Shop
Flagstaff	Dean and Trot	Silton's	Irving's
Nogales	Capin Mercantile Co.	Bill Toth's Camera Shop	May D and F
Phoenix	Kit's Camera Shop	Western Camera Supplies	Skyline Camera Shop
	Camelback Photo Center	Westwood Photo Lab	Vine Rurac Sports Shop
	Cushman's Camera	Windsor Hills Camera Shop	Dayton's Camera
	Dino Photo Supply	Winter and Co.	Conklin's Camera Shop
	Guid Camera Shop	Hurst Camera Shop	Grand Junction
	Outa Photo Lab	Menlo Park Camera	Midwest Photo
	The Photo Shop	Plaza Camera Center	Camera Craft
	Rosenweig's	Ken's Cameras	Sparkleton Photo Service
Scottsdale	Wilson's Photo Shop	Valley Drug	Barber Studio
	Schaefer's Camera Center	Hillcrest Camera Shop	
Scottsdale Photo	Scottsdale Photo	Sid's Camera Shop	CONNECTICUT—Bantam
Tucson	Caples Camera Co.	Family Camera Store	Morgan's Photo and Gift Shop
	No-Art Photo Service	Norwalk Camera Supply	Bethel Photo
	Pereira Camera Shop	Alpha Photo Products Inc.	Fritz and Hawley, Inc.
ARKANSAS—Clarksville	Palace Drug Store	Walter Bennett	Jay James Camera Shop
El Dorado	Ward's Photo Supply	Camera Corner	Len's Camera Supplies
Fort Smith	McCan Photo Company	Sam Cohen's Camera Center	Photo Sales
Little Rock	The Camera Center	Leo's Normal Pharmacy	Spector's, Inc.
	Jungkind Company	Scheer's Jewellers	Justin Hartley
Stuttgart	Eddie Bueckle	Orange Camera Shop	Krasow Camera Shop
CALIFORNIA—Alhambra	The Alhambra Camera Shop	Camera Exchange	Sturdevant's Photo Shop
	Camera Exchange of Alhambra	Spotlight Photo Supply	Fairbanks Photo Shop
Anaheim	Jerry's Camera Shop	Desert Camera Shop	Todd's Camera Shop
	Bob's Camera Mart	Palm Springs Camera Shop	Camera Shop
Bakersfield	Val & Vic	Al Taylor Camera	Greenwich Photo Supply
	Mercury Photo Finishing	Camera Shop	The Photo Shop
Berkeley	Towne Photo Supply	Key Bell, Inc.	The Camera Bar
	The Camera Shop	Panorama Camera Center	G. Fox & Co.
	Elmwood Camera Shop	Alvin's Photographic Supply	Harvey and Lewis
	Barry Evans	Lee Mac Camera Exchange	E. J. Korvette
	Gersh Photo	P. W. Reed Co.	Merrill's Camera Exchange
Beverly Hills	Beverly Hills Camera Shop	Camera Corner	Monarch Photo Shop
	California Camera	Cascade Camera Supply	Rozinsky, Inc.
	Camera Exchange of Beverly Hills	Redlands Camera Shop	Zacher's
	Alfred Dunhill of London	Revera Camera Shop	Milford Camera Shop
	Jordan Hine Co.	Reseda Photo Service	Leonard's Camera Exchange
	Kerr's Sport Shop	Richmond	Davenport Photo Shop
Burbank	Burbank Camera Center	Riverside	Fair Haven Camera Shop
	Photo Art Shop	Sage's Market	Fritz and Hawley, Inc.
Burlingame	Bosso Camera Supplies	Sacramento	Harvey and Lewis
Carmel	Beaux Arts Studios	John Pardee	Mongillo's
Compton	Camera Craft Shop	McCurry Photo Co.	Park Photo Co.
Crescent City	Finley Camera Supply	Green's Camera Shop	Senior Camera Shop
Delano	Harris Studio and Camera Store	Reed's Photo Supply	A.B.C. Film
Delatino	Todd's Camera	The Photo Shop	The Cranston Co.
Downey	Todd's Camera	Roy Davis Camera Shop	Camera Center
Eureka	Photo Specialty Shop	Old Garner Photo	Grube Camera Shop
	Swanlund's	Alex Camera Exchange	Ridgefield Photo Shop
Fairfax	Hallmark Photo Service	Boulevard Camera Shop	Ridgefield Photo Shop
Fresno	Hollywood Photo Shop	Bunnell Photo Shop	Springlelake Camera Center
	Horn Photo Shop	Clifford's Camera	Brant's, Inc.
	Suppliers, Inc.	Nelson Photo Supplies	Leon Derran
Glendale	Valley Camera Shop	Winstad Bros., Inc.	Photo Shop
	Ernie's Camera Shop	Alberchrome and Fitch	Goldie's Camera Shop
	Phototech	Allen Photo Supply Co.	Speed's
Indio	La Moine Drug Co.	Almae Camera Store	Zacher's
Lawton	B and B Camera	Artcraft Camera Shop	New Haven Camera
Hayward	Bowman's Camera Stores	Alfred Bass, Inc.	Hilbert and Gough
	House of Cameras	Bing's Camera and Sound	DELAWARE—Wilmington
Hermon Beach	Otto Bader	Bradley Cameras	Lincoln Camera Shop
Hollywood	Birns and Sawyer	Brooks Camera and Supplies	Photo Center
	Camera Craft	Bullock and Jones	Wilmington Camera Shop
	Din's Camera Exchange	Camera Center	
	Meyer-Reed Co.	The Emporium	Baker's Photo Supply
	Morgan Camera Shop	East Camera	Brenner Photo Co.
	Schaeffer Photo Supply	Bill Goldfinger	Camera Mart
	Techtophot	Gong Num Co.	Capital Camera Exchange
	Ray Thelan	Hobby Center	Columbia Photo Supply
Jackson Park	Red Fox Camera Center	Jebe's Camera Shop	Congressional Camera Center
	Park Camera	Kaufman Camera Mart	Conn Camera, Inc.
Laguna Beach	Laguna Photo	Rebaw Camera Shop	District Camera Shop
	Bill Thomas Camera	Ronnie's Camera Shop	Duke Camera Shop
La Habra	La Habra Photo	Schaefer's Camera Shop	Embassy Camera Exchange
La Jolla	La Jolla Camera	Skinner, Hirsch and Kaye	Fuller and D'Albert
	Pacific Camera Store	Walter Willey	Georgetown Camera
La Mesa	La Mesa Photo Supply	Royal Camera Shop	Penn Camera
Lemon Grove	Lemon Grove Camera	San Jose Camera Shop	Potomac Photo Supply
Loma Beach	Camera Supply	Weid's Photo Supply	Ritz Camera Center
	K & S Instrument Lab	Cal Photo Supply	Milton Schlosser Jewelry
	Mercure Photo	The Camera Shop	Sommer's Camera Exchange
	Tate-Wier Camera	McDonald Camera Shop	Mark Weiss Camera Center
	Ward-Tallant Photo Supply	Camera Photo Service	Woodward and Lethrop
	Western Camera	Parman's, Inc.	Boca Camera Center
Los Altos	Winefoot Bros.	A-1 Photo	Smith Camera Shop
Los Angeles	Los Altos Camera Shop	Camera Center	Clearwater Camera Center
	American Camera Exchange	Cumpley's Photo Center	Coral Gables
	Bel Air Camera	Anderson Camera	Daytona Beach
	Bullock's	Weston's	Ivy Lane Camera Shop
	Camera Exchange of Farmers Market	Weaver's Camera Shop	Deland Camera Shop
	Campos Camera Shop	Herndon Camera Shop	Jim Harper Camera
	Carl's Camera Center	Carlson's Photo Supply	Southern Photo Supply
	Chipman Stamp and Stationery	Stewart Photo Co.	B and B Photo Supply
	The Darkroom	Keith's Foto Co.	Bird's Photo Center
		Bob's Camera Shop	Broward Photo Service
		French's Camera Exchange	Muller's Camera
		Logan Camera Shop	Southern Film Labs, Inc.
			Times Photo Shop
			Zimmerman's Camera Shop
			Parker Studio
			Flamingo Camera Credit
			Walter Gray

FLORIDA (Continued)

Jacksonville Suitt's Camera Fair
 Brandon's, Inc.
 Brown's Camera Store
 Orben Pictures
 Riverside Camera Shop
 Florida Keys Photo Service
 Key West Swift's
 Sanborn Camera Center
 South Florida Photo
 Hobby House
 Surdna Enterprises
 Florida Newsrel
 Campfield's
 Atlantic Photo Supply
 Burney's Photo Center
 Camera Corner
 Downtown Camera
 Everglades Camera Stores
 Giffin's
 Habersham Camera Shop
 Len's Camera Exchange
 Masters
 Maurice Camera Shop
 Miami Camera and Gift Center
 Traeger Brothers
 Carl's Camera
 Edling's
 Foto Fair
 Imperial Camera
 Lincoln Lane Camera Center
 Graytor Studios
 Photo Center
 Admiral Photo Supply
 Bevestad's Camera Shop
 Cardinal Photo Supply
 Hein Camera Stores
 Southland Hobby Shop
 Miller and Wallace
 Ramon's Camera Shop
 Pronto Photo
 Pinellas Park Camera
 Photo Shop
 Knight's Pharmacy
 Montgomery Ward
 Robinson's Camera Shop
 Strand Camera Shop
 Webb's City, Inc.
 Burt's Camera Shop
 Cameras, Inc.
 Norton's Camera Center
 Ed Cressney
 Tallahassee Camera Center
 Tampa Photo Supply
 Le Valley Photo Shop
 Albright and Wood
 Halley and Griffith
 Winter Haven Carter's
 Dixie Theatre Service
 Saville Jewelry, Inc.
 Ace Camera Stores
 Colonial Film & Equipment Co.
 Frye's Camera Stores
 Hilton Cates
 Rich's Inc.
 Star Photo Finishing
 Wing's
 N. & W. Camera Exchange
 Columbus Photo Service
 J. B. Coke
 Photocraft
 Sport Center
 Settles Sundries
 Hilo Camera Shop
 Carter's Gift Shop
 Colvin's Camera Center
 Hawaii Camera Sales Co.
 Kaimuki Camera Shop
 Royal Hawaiian Camera Shop
 Sandy's Camera Shop
 Stewart's Pharmacies
 Waterhouse Photo Co.
 Maui Dry Goods and Grocery
 Ballon-Latimer Co.
 Idaho Camera
 Verne A. Saus
 Tollenaar's
 Hobson's Jewelry & Photo
 Asell Photo Shop
 Rollins and Rice
 Bland Photo and Art
 Colonial Camera Shop
 Imperial Camera
 Hawkins Studio and Camera Shop
 Fairchild Camera
 Abercrombie and Fitch
 Alan Stores
 Alpine Camera Co.
 Altman Camera Co.
 Backlund Jewelers
 B and C Photo Service
 Bel-Park Photo
 Bolotin Camera Exchange
 Camera Exchange
 Central Camera Co.
 Chromotopies by Jay Reed
 Consolidated Watland Bros.
 Conway Camera
 Corra Studios
 The General Camera Co.
 Herman Camera, Inc.
 Hobley Camera, Inc.
 Jackson Camera
 Jackson Raymond Co.
 Kady Camera Co.
 Koval Photo
 Kravetz Camera
 La Salle Camera Co.
 Libby's Camera Co.

Loop Camera Mart
 Mark's Cameras
 Marshall Field
 Mercury Photo Service
 Michael's World Camera Shop
 Milwaukee Photo Supply Co.
 Montgomery Ward
 Morrison Camera Co.
 Norman-Willeks Co.
 Photo Sound Equipment
 P-K Photo Supply
 E. J. Pollak Photo Shop
 Hewers Camera
 Shulau Camera Co.
 Spocoy Photo Suppliers
 Standard Photo Supply Co.
 Triangle Camera, Inc.
 Tri-City Camera Exchange
 United Camera Co.
 Von Lengerke and Antoine
 Work Camera Company
 Volk-Englewood Camera Co.
 Cicero Moran's Inc.
 West End Camera and Camera
 Norm's Camera Shop
 Pile's Camera Shop
 Photo Services, Inc.
 B. K. Photo Supply
 Elmhurst Camera Shop
 Bill's Camera Shop
 Hoos Drug
 McCoy Camera Co.
 Poe's Camera Co.
 Post's Audio Visual Service
 Powell's Camera Mart
 Hinsdale Camera Center
 Suburban Camera Shop
 McManis Pharmacy
 Martin's Drug Store
 Besse Camera and Supply
 Scott's Camera
 Sealock's
 Austin Camera Co.
 Oak Park Camera
 Village Camera Co.
 Camera Corner
 Harvard Productions
 Lens and Camera Shop
 Peoria Camera Shop
 Rex Studio and Camera Shop
 River Forest Camera Shop
 Rockford The Camera Craft
 The Foto Shop
 Lundgren's
 Oakton Camera Shop
 Klein Photo Center
 Piles Camera Shop
 Swanson's Camera Shop
 Village Camera Co.
 Camera Corner
 The Camera Shop
 Photo Art Shop
 Wood River Odell Camera
 Wiles Drug Co.
 Elkhart Elkhart Camera Center
 Ray Herring Camera Shop
 Schmitt Photo Service
 Smith and Butterfield
 Tri State Camera Store
 The Howard Co.
 Sunny Schick's
 Gary Camera
 Village Card and Camera
 Coan's Pharmacy
 Armstrong's Jewelers
 Day's Camera Mart
 J. W. Millikan, Inc.
 L. S. Ayres and Co.
 Cam-Art, Inc.
 The Camera Shop
 Haab Drug Co.
 Hoosier Photo Supply
 H. Lieber Co.
 Lincoln Jewelry Shop
 Post Photo Shop
 Trattner Camera Co.
 William Warner, Inc.
 Quick Film Service
 Joe Vivian's Photoshop
 Bleidene Camera Center
 Dodd's Rexall Camera Shop
 Muncie Camera Shop, Inc.
 H. R. Edging-Johnson
 Mark's Drug Store
 Meloy's
 Ault Camera Shop, Inc.
 Schilling's
 Sonnenborn's
 Stewart Martin's Snap Shop
 Valparaiso Camera Shop
 Foster Film Service
 Merrie Sanford Camera
 Elliott Camera Shop
 Gould Camera Shop
 Greenwald Drug
 Allied Camera Center
 Lind's
 Louis Drug Store
 The Camera Shop
 Walden Photos, Inc.
 Zale's
 Martin Drug Company
 Southwestern Photo Supply
 Winstead Photo Service
 Moser Wolf, Inc.
 Travel House
 Miller Studio
 Bruce Smith Drugs

Salina A-Smile-A-Minute
 Topeka Wolfe's Camera and Photo
 Zereher Photo
 Eperson Studio and Camera Supply
 Bob Gaskin's Industrial Photo Sales
 Joff's Camera Shop
 Lawrence Photo Supply, Inc.
 Moler's Camera Clinic
 Rudy's Photo Supply
 Covington Camera
 Carpenter-Denise-Sublett
 Foto Center
 L. Michaels
 Joe Rosenberg
 Camera Center Inc.
 Falls City Theater Equip. Co.
 W. D. Gatchell & Sons
 Kentucky Camera Shop
 Schumann Click Clinic
 Gant and Butterfield
 Central Photo
 Newcomb Studio and Camera
 Bert's Camera Center
 Southern Camera Service
 Stroube Photo Supply
 Miguas Studio
 Griffin's Studio and Camera
 Bellamore, Inc.
 Bennett's
 Camera Inc.
 The Fox Co.
 Security Company
 Don's Photo Supply
 Film Arbor Photo Services
 Grady's Camera Center, Inc.
 Mansur's, Inc.
 Camera Service Center
 Bicknell Photo Service
 Inness Photo Service
 A. N. Miller
 American Jewelers Co.
 Atlantic Photo Supply Co.
 Baltimore Photo Supply Co.
 Berman Loan Office
 Camera Mart
 Parkville Photo
 Photocenter, Inc.
 Ritz Camera Center
 Service Photo Supply Co.
 Stark Films
 Zapp Photo
 Vear, Inc.
 Hobby House
 Colonial Jewelers
 Palmer's Photo Center
 Raup Camera Center
 Cameras, Inc.
 Haynes Camera Service
 Look Photo Service, Inc.
 The Camera Shop
 Cor-Nix Co.
 Adams Camera Exchange
 Barry and Epstein Jewelers
 Bromfield Camera Co.
 Central Camera Exchange
 Copley Camera Shop
 Don Elder
 Claus Gelotte, Inc.
 Ralph Harris Co.
 Hayes Photo Shop
 Jackson Photo Supply Co.
 Lloyd Optical Co.
 Jordan Marsh Co.
 Park Square Building Camera
 Pilgrim Jewelers
 Quality Camera Exchange
 School St. Camera Exchange
 Smith's Photographic Store
 Stone Camera Inc.
 Alves Camera Center
 Benner's Camera Shop
 Jon Allen Camera
 Crimson Camera Exchange
 Ferranti Dege, Inc.
 Claus Gelotte, Inc.
 Lechnere Sales Co.
 Slade's Photo Service
 Chicago Camera Center
 Zoll's Photo Shop
 William W. Anderson
 Art Photo Supply
 Flitt's Photo Shop
 D'Addario's Camera Shop
 Colby Photo Supply
 Weiner-Chimes
 Theatre Camera Shop
 Maloni's
 Lynn Photo Supply Co.
 Davis Camera Shop
 Centre Jewelry Co.
 Converse Photo Supply
 Atwood's Camera Shop
 The Tripod Shop
 Movie Mart
 The Photo Shop
 Essex Camera Shop
 Regent Camera Shop
 Bloom's Photo Supply Inc.
 Valley Cinema
 Win's Camera and Card Shop
 Hubert's Photo Supplies
 Pond's Camera Store
 The Snap Shop
 Harvey and Lewis Co.
 Arthur Burtis
 Winston, Inc.
 Worcester Photo Shops
 Adrian Camera Shop

Ann Arbor	Follett's Michigan Tea Store Purdue Camera Shop	Scottsbluff	NEVADA—Las Vegas	Dean's Camera Center J. G. Kretschmer Hankes Rexall Drug	Great Neck	Band Camera Marvin Leonard
Battle Creek	The Quarry, Inc. Krum's, Inc.	Scottsbluff	NEVADA—Las Vegas	Geo's Gems Photo Mart, Inc. Camera Unlimited	Hempstead	Albee Camera Exchange Eastern Camera Exchange
Bay City	Michigan Photo Co. Barnard Drug Store	St. Louis	NEVADA—Las Vegas	Ben's Photo Shop The Camera Shop Durette Photo Co. Photomart Eagle Photo	Hicksville	Eastern Camera Exchange Eastern Camera Exchange
Benton Harbor	Goodwin and Goldbaum Birmingham Camera Shop	St. Louis	NEVADA—Las Vegas	Ben's Photo Shop The Camera Shop Durette Photo Co. Photomart Eagle Photo	Huntington	Eastern Camera Exchange Morat Service, Inc. Enell Enterprises
Birmingham	Nirminham Camera Shop	St. Louis	NEVADA—Las Vegas	Ben's Photo Shop The Camera Shop Durette Photo Co. Photomart Eagle Photo	Huntington Station	Enell Enterprises Center Camera Stores
Bloomfield Hills	City Camera Arnee Camera Exchange Alvin Camera Exchange Coff & Irwin Jewelers Davidson Brothers Detroit Camera Shop Paul Galt Photography Garrick Photo Supply Gugala Camera Shop Guld Camera Shop J. L. Hudson Co. Lariman & Co. Lobby Hobby Padover Industrial The Photo Shop Pointe Camera Shop Seven Mile Camera Shop Silhouette Camera Shop Village Camera Shop A. D. Camera Shop Hurry's Camera Shop J. & B. Dist. Arden's Drive-In Photo Mart Camera Center The Camera Shop Studio Camera Shop Meier Camera Shop S. & M. Appliance Photo Center Wade Drug Center Klee Pharmacy Range Photo Service Jackson Photo Center Crescent Studio and Camera Marion Studio and Camera Lansing Camera Shop Linn Camera Shop, Inc. Van's Photo Service Durray Photo Finishers Community Drug Wright's Studio and Camera Maedel Camera Store Radium Photo Service The Camera Shop The Photographic Center The Camera Mart Camera Craft Gift Shop Dunn's Camera and Hobby Camera Center Knapp's Photo The Photo Center Feldman Gail's Office Equipment The Kamera Shop Security Co., Inc. Brand's Camera Craft Century Camera Shop Dayton's Gopher Camera Joy's Cameras Leigh, Inc. National Camera Exchange Camera Craft Gift Shop Weber and Judd Co. Keller Brothers Fine Camera Finn's Camera Fisher Photo Supply Goodman's Jewelers Gregory's Ramp Camera Shop O. N. Olsen Photographic Supplies Schurman's Swanson's Camera Sales and Service Ed Buck's Camera Shop	St. Louis	NEVADA—Las Vegas	Ben's Photo Shop The Camera Shop Durette Photo Co. Photomart Eagle Photo	Lake Success	Masters Aces Photo Lab A. C. Camera Exchange Arnee Camera Exchange Arrow Photo Shop Newberry's Abercrombie and Fitch Advance Camera Exchange Alijan Camera B. Altman Bernard Arkin Barck's Camera Mart Joseph Barth Photo Supply Belar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Barn The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Land, Inc. Camera Place Camera Showcase Carlyle Camera Shop Chinatown Camera Circle Foto City Camera Exchange Abe Cohen's Columbus Photo Supply Corp. Wm. C. Cullen Duvaga's D. K. Photo Dumont's Camera Exchange Empire State Photo Shop Equitable Camera and Card Foto-View Federal Camera Exchange Foremost Camera Stores Foto-View Gavila Bros., Inc. Gillette Camera Gimble Bros. Gramercy Photo Supply Grand Central Camera Haber and Pink Heins and Holm Heintz Photo Jaydee Camera Exchange Kennedy's Camera Kent Luggage Klein's E. J. Korvette Leighton Camera Liberty Camera Lotock Camera Lugene, Inc. Madison Camera Co. Marvin's Camera Corner Masters Merrit Photo Shop Metro Photo, Inc. E. H. Meyowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minim Modern Photo Store Mogull's Moorman's New Deal Radio New York Camera Exchange Olden Camera Par Camera Parker and Battery Peerless Camera Stores Photo Center Photographic Enterprises Photographic Fair Ltd. Photo Mart Ltd. Photo Service, Inc. Popular Photo Stores, Inc. J. Pomeroy and Sons Ritz Camera Royaltone, Inc. Sanders Camera Shop Snapshot Stores Star Camera Exchange Tower Camera Exchange, Inc. Trinity Talking Machine Co. Union Camera United Camera Exchange Wall Street Camera Exchange Warman Photo Service Willoughby's Windsor Camera Exchange Franshin Pharmacy Rational Photo New Hyde Park Queens Village Reno Park Richmond Hill Rockville Center Southampton Stony Brook Syosset West Hempstead Whitestone

NEW YORK STATE

Albany Albany Camera Shop
Alexander's Photo Store
Berns Camera Store
Binghamton L. F. Hamlin, Inc.
Stuckley-Silver, Inc.
Tuthill's
Bronxville Bronxville Camera Shop
Steinmann's
Buffalo ABC Photo Supply
Buffalo Photo Materials
Delaware Camera Mart
Filmar
Haefner Photo
Lafayette Camera Store
Maurer's Photo Supply
Plan Camera Shop
E. Rech Photo Supply
United Projector and Film Corp.
University Camera Center
Ellettsville B and C Photo Supply
Elmira Wells Photo Supplies
Elmsford Masters
Glens Falls Lapham's, Inc.
Harrison Terranova Photography
Haverstraw Haverstraw Camera Mart
Hornell Memory Camera Shop
C. B. Smith, Inc.
Ithaca Ithaca Photo Supply
Jamestown Peerless Photo Service
Lockwood's
Larchmont Larchmont Fotocenter
Little Falls Gregor's Camera
Lockport Joy's Camera Shop
Mamaroneck Caruso Photo Service
Mount Kisco Fox and Sutherland
Mount Vernon Camera Mart
Newburgh Baxter's Camera Shop
General Photo Supply
Seaman's
New Rochelle Camera Craft Stores
Niagara Falls Lindsay Photo Service
Nyack Nyack Camera
Olen The Camera Center
Oneonta Brackett's
Poughkeepsie Arax Photo Supply Co.
State Studio and Camera Shop
Rochester Hahn Photo Center
La Beau Photo Shop
Sibley's
Rome M and S Photo Supply, Inc.
Scarsdale E. J. Korvette
Schenectady Berns Camera Store
Canter's Jewelers
Nate Heller
J. T. and D. B. Loren
Reale's Photo
Suffern Jay Law Drug, Inc.
Syracuse The Camera Center
Edwards Dept. Store
Francis Hendricks Co.
Kamera Kraft
Lindner's
Wainwright Photo Service
Wilson's Leading Jewelers
Tarrytown Tarrytown Camera Shop
Troy Troy Camera
Utica E. A. Hahn Camera Shop
Tracy Camera
Seaverance Photo, Inc.
Watertown Alexander's
Wellsville The Camera Shop
White Plains Colortone Camera
Williamsville Amherst Camera Shop
Yonkers Coss Bay

NORTH CAROLINA—Albemarle Starnes Jewelry
Asheville Ball Photo Supply
Camera House
National Photo Supply
Camera Corner
Burlington Simpson Photo Service
Charlotte Holly Smith
W. I. Van Ness and Company
Fayetteville Tyler News & Camera Shop
Greensboro Carolina Camera Center
Raleigh Capital Camera Shop
King Photo Supply
Shelby Harold A. Elliott Jewelers
Winston-Salem Boeck-Stroud
Murphy's Camera Center

NORTH DAKOTA—Dickinson Osborn Studio
Fargo Epko Film Service
Grand Forks New Epko, Inc.
Minot Reub's
Strauss Brothers

OHIO—Akron Airport Concessions
Akron Camera Co.
Block Brother
Industrial Photo Supply
Metzger Photo Supply
M. O'Neil Co.
Photo Mart, Inc.
Sid's Camera Exchange
Ashtabula Ashtabula Photo Service
Bellare King's
Berca Gorman's Photo and Hi-Hobby
Bowling Green Roger Bros. Drug
Canton Adams Camera Shop
Hillman's
The 30th St. Camera Shop
Cincinnati Alpha Cine Service
Eastern Hill Camera Co.
Huber
Jack's Camera Center
Ohio Valley Photo
Provident Camera Shop
Shillie's

Cleveland

Cleveland Bryan Photo Supply
Camera Craft
The Dodd Company
Hemming's Photo Supplies
Jordan's Camera Supply
Lester Camera Co.
Merka Jewelry and Photo
Mid-Mor Enterprises, Inc.
The Photo Shop
Prentice-Prior, Inc.
Reitman Camera Exchange
Reis Camera
Budd and Company
Capitol Camera Co.
Chick's Camera Exchange
F and R. Lazarus Co.
Don McAllister Camera Co.
Joe Modes and Company
Salino Pharmacy
Gerly's Pharmacy
Dayton Dayton Camera Shop
Dayton Film Supplies, Inc.
Malone Camera Stores
Ruke-Kumler Co.
Salem Camera Company
South Park Photo Shop
Burkhardt
East Liverpool Don Eckert's Camera Mart
Elyria Loomis Camera
Euclid Demshar and Sons, Inc.
Photo Mart
Fairborn Fairborn Camera Shop
Fairview Park Neilson's Camera Shop
Fremont Townsend's Melody Lane
Garfield Heights Neilson's Camera Shop
Kettering Photo Leo, Inc.
Lima Photo Supply
Mack Camera Store
Mansfield Mansfield Photo Supplies
Snyder Camera Shop
Marietta Marietta Office Supply
Martins Ferry Zimmerman's
Massillon Massillon Camera Shop
E. A. R. Brothers
Medina Davidson Camera Shop
Oberlin The Stefan Studio
Port Clinton Curt's Camera & Hobby
Mixch Studio and Camera
Gainesborough Studio
Sandusky Otto G. Graef, Inc.
Shaker Heights Sayger Camera Studio
Tiffin Bachman Photo Co.
Toledo Gross Photo Mart, Inc.
Neumann Brothers
Point Place Pharmacy
Toledo Camera Shop
Kolb and Son
Snyder Camera Shop
King's
Photo Eye Film Corp.
Stanbaugh-Thompson Co.
Strauss-Hushberg
The Camera Shop
Zanesville Herman's Studio and Camera
Bernard Ray
Duncan Hankin's Studio
Lawton Howard's
Muskogee Howard's Photo Supply
Oklahoma City Eastman Kodak Stores
Pipkin Photo Service
Reeves Camera Store
Engler's Photo Supply
Tulsa Kirkpatrick's
Looboyle Wholesale Jewelers
Masser's Inc.
Qurtle's Wholesale Drug Co.
Rochester Photo
Levin's Retail Drug
Coss Bay
Cocille Barrows Drug
Duquesne King's Jewelry Co.
Coburn Film Shop
Dot Dotson's
Henry Lowery Fine Cameras
Wilshire's
Arteralt Camera Shop
Grants Pass Leo's Camera Shop
Klamath Falls Underwood Camera Shop
Anders Photo Shop
Medford Brainerd Studio Camera Shop
Hudson's Rogue Camera Shop
Pendleton The Town Shop
Portland The Camera Mart
J. K. Gill Company
Lipman Wolfe Company
Maurice Hedge
Meier and Frank
Northwestern Drug Co.
Sammy's Camera Shop
Sandy's Camera Shop
Senier's Sporting Goods
McEwan's Photo Shop
Meier & Frank Co.
Gerlach's Drug Store
Columbia Photo Service
Classic Photo Lab
Hess Bros.
K Photo Service
George E. Phillips
The Camera Shop
MacCallum Stores
W. Robert Swartz
Paramount Photo
Bob's Photo Shop
Carl's
Nichols Photo
Camera Shop
Butler Hopley's
E. J. Korvette
The Photo Mart
Camera Clinic
Central Drug Store

Duquesne King's Jewelry
Easton Easton Camera Center
Sterling's
Erie Duggan Rider
Erie Camera Center
Hoffman Camera Shop
Davis's Photo Supply
Greensburg Greensburg Photo Supply
Perfection Photo Company
James Lett Company
Penn Photo Service
Hathoro Noel Boggetti
Hazleton Cosgrove Camera Shop
Pune Photo Supply
Jerkintown Photo Spot
Johnstown Johnstown Photo Supply
London Stores, Inc.
Lancaster Jaffee Cine
Richard's Photo
Rubin Brothers
McKeesport Brother Photo Supply
Media Roger Russell
Monroeville Loreski's Photo
Mount Union Klingler Store
Newcastle King's
New Kensington Ken Kamera
Norristown Norristown Camera
Charles Shustlerberg
Northumberland Rea and Derick
Philadelphia M. A. Abuheve
Albern Color Research
Bar's
Basco Jewelry, Inc.
Commercial Photo Service
Dedaker's Camera Shop
Foto Mart
Oscar R. Hart
Klein and Goodman
E. J. Korvette
Kosmin's Camera Exchange
Joseph S. Livengood
Malena Company
M. and H. Sporting Goods
Mid City Camera Exchange
Pearson's
Peerless Camera Stores
Perfect Photo Service
Photo Cine Corp.
Putter Camera Shop
Rosenfeld Photographic Supplies
John Wanamaker
Williams, Brown and Earle
Alvare Photo Studio
Camera Exchange, Inc.
W. J. Clapper Co.
Foto Shop-Squirrel Hill
Gimbel Bros., Inc.
Joseph Horne Company
Kadet Photo Supply Co.
Kaufmann's
Lebanon Camera Shop
Peerless Camera Stores
Penn Camera
Triangle Camera
Trigger and Reel
Walk's Camera Exchange
Arrow Camera Shop
Pottstown Yorkville Camera Shop
Reading Alton E. Bowers
W. E. Dechs
Kager's
Seranton Seranton Photo Shop
Sharon Rembrandt Camera Shop
Kuhn's Studio
Shippensburg The Camera & Hobby Shop
Swarthmore Photographic, Inc.
Uniontown Gibson Photo Center
Washington S. A. Meyer
Boston Store
Aze Hoffman Studios
Wilkes-Barre Horjux Photo Supplies
Hoyer's
Masters
Swager's Photo Service
Rhode Island—Newport Bellevue Cafe
Pawtucket Apex Inc.
J. E. Brennan & Co.
Adler's Inc.
Providence Almon's Photo Supply
Bellin-Wood Photo Service
Metropolitan Photo Supply
Starckweather and Williams
United Camera, Inc.
Westerly Payne Motion Picture Services
Woonsocket Yvonne's Photo

SOUTH CAROLINA—Charleston Sarrell's Camera Exchange
Columbia Carolina Camera Shop
Five Point Camera Center
Palmetto Pictures, Inc.
Simpson Photo
Greenville Bryant's Photographic
Orangeburg Bryant's Photographic
South Dakota—Rapid City Gamble's
Rapid City Jack's Camera Shop
Photo Art Center
Sioux Falls Harold's Photography
Bill Pay's Camera Stores

TENNESSEE—Chattanooga Camera and Craft
T. H. Payne Company
Violet Camera
Knoxville Myers Camera Store
Rich's Inc.
Snap Shop Inc.
Bob's Camera Store
Ed's Camera Shop
Sam Hayes Photo Shop
Hunt's
Julius Lewis Inc.
Memphis Memphis Photo Supply
W. L. Fandrey
Perel and Lowenstein

Nashville	Max Price Camera	Odessa	Odessa Camera Center	Spokane	Spokane Dry Goods
	Camera Shop	Pasadena	Skyline Camera Co.		Wilb's Camera Shop
	George O. Hurry Company	Port Arthur	Spook's Photo Shop	Tacoma	Camera Shop
	McGinnis Drug	San Antonio	Doi's Photo		Harold Meyer Cameras
	Melrose Camera Center		Foto Center		Richard's Camera Inc.
TEXAS—Abilene	Austin Camera Shop		The Fox Company	Walla Walla	Tallman Drug Store
	Busch and Sons of Texas	Tenaha	Studer's	Yakima	Anderson's Camera
	Camera Center	Texarkana	Bill Hayden's Shop		Cliff Miller Camera Shop
	Amarillo Photo Supply		Martin Peterson Studio and Camera	WEST VIRGINIA—Beckley	King Photo Supply
	Hertner's Camera Store		Sterling Studio and Camera	Charleston	The Gun Store
Arkansas—Fayetteville	Conolly Drugs	Texas City	King's Jewellers		Mann Jewelers
Austin	Austin Photo Supplies	Wichita Falls	Dolcater's Camera		Merrill Photo Supply
	Ellison Photo Company				S. Spencer Moore Co.
	J. J. Newberry Co.	UTAH—Logan	Cardon Jewelry	Clarkburg	Kyle and Company
	Studdman Photo Service	Ogden	Allen Inkley, Inc.	Elkins	Neales Drug
Beaumont	Majestic Photo Finisher		Sports Shop	Fairmont	Lipsen's, Inc.
Bellaire	Miller Camera Co.	Provo	Allen's Photo Supply	Huntington	Honaker, Inc.
Brownsville	Rogers	Salt Lake City	Allen's Photo Supply		Mack and Dave's
Corpus Christi	Cull's Camera		Maurice Anderson Men's Shop		Ma' Del Studios
	Geltman Luggage and Camera		Auerbach's Camera Shop	South Charleston	Cohen Drug Co.
	Taylor Bros.		Deseret Book Co.	Weirton	Carr Photo Service
Dallas	Dobie House Inc.		Ecker's	Wheeling	Bernie Glenn's
	Lone Star Camera		Shipler's		King's
	Longhorn Camera		Standard Optical Co.	White Sulphur Springs	Kirk's Photo Art Store
	Marlow's		Zink's		Club Photos
	Neiman Marcus	VERMONT—Burlington	Camera Shop	WISCONSIN—Appleton	Camera Exchange
	Pete's Photo Shop				House of Cards and Cameras
	Super Tex Camera Store				Ideal Photo
	Village Camera Shop	VIRGINIA—Bristol	Kelly and Green		Yagla's
	Wynwood Camera	Charlottesville	Cary's Camera Shop	Beloit	Padgett's Photo Service
Donna	Riley's Drug Store		Monticello Gift Shop		Fend Du Lac Camera Center
El Paso	Cameras House	Fredericksburg	N. Wilson, Embury		Green Bay
	Desert Art Shop	Norfolk	Campbell's Camera Center		Schmitt's, Inc.
	El Paso Sporting Goods		Mason Camera Center		Maxwell's Inc.
	Frank E. Myers Co.	Richmond	Galecki Photo Center		Meier Photostat House
	Paterson's		Old Dominion Camera Shop		Cameras, Inc.
	Popular Dry Goods		Ted's Camera		Central Film Lab
	Reed's Photo Mart		Thalheimer's		The Darkroom, Inc.
Fort Worth	The Camera Shop	Roanoke	Ewald Clark, Inc.		Gimble's
	Fort Worth Photo Supply		Roanoke Photo Finishing		Krohn Cameras Co.
	Goldsstein Brothers	WASHINGTON—Bellingham	Bon Marche		Herman Kupper, Inc.
	Seymour's Photo Center		Bremerton Photo Supply		Photostat Visual Service
	Stripling's		Wassen's Inc.		Reimer's Photo Materials
Galveston	Henry's Book Store	Clarkston	Alley's Camera Shop		Bob Sacks Camera
Houston	Carroll Camera Co.	Everett	Benson Camera Supply		Week Sales Co., Inc.
	Dugan Drug		Coleman Pharmacy		Jim's Camera Shop
	Foley Bros. Dry Goods	Kirkland	Wilson Thorne Inc.		The Photo Crafter
	Houston Photo Supply, Inc.	Lynnwood	Kloster's Camera Shop		Wick's Photo Center
	John's	Richland	Bon Marche		Gene's Photo & Camera Shop
	George Lange and Co.	Seattle	Clyde's Camera Stores		The Camera Center
	Oshman Outdoor Stores		Coleman's Kodak Supplies		Stevens Point
	P. S. Photo Shop		Frederick and Nelson		Joseph Hannon
	Sharp Camera Co.		Glaser's Camera Supply		Marshall Field
	Southwestern Camera		Littler, Inc.		Wauwatosa Camera
	Star Electric and Engineering Co.		Magnolia Stationery		John E. Daly Drugs
	Texas Photo Supply Co.		Olympic Camera Center	WYOMING—Casper	Bl-Rite Drug Store
	Weingarten's		Skips Burton Camera Shop		Ken's Photo
Longview	Camera Shop		Tall's Camera Supply		Rockford Studio
Lubbock	Sound Photo Sales Co.		Warshall's Sporting Goods		Ted S. Schröder
Luftkin	Cavanaugh-Peden Drug		Ben Marche	PUERTO RICO—San Juan	Photo Segundo, Inc.
McAllen	Britton's		Lue's Camera Shop		Rosney Photo Mart
Midland	Midland Camera Shop		Mandell's Credit Jewelry		
New Braunfels	Seidell Studios Camera Shop				

MINOX CONTEST (Cont'd)

of the film plane in the place of focus of the lens system. With extreme care, I've been able to produce grainless 16 x 20 prints. The usual exclamation I hear is, 'Are you trying to tell me that you got a picture that size from a camera that small. I don't believe it.' The silence is deafening when I turn the print over and they see the 8 x 11 mm contact print in the center of the back.

"You have a good product in Minox, and I bet your best advertising is from owners like me that keep bragging about it." All your editors can add is . . . he's so right!

Your editors join Mr. Don Thayer

in expressing our sincere appreciation to all of you everywhere who helped make the Third Minox Photo Contest an outstanding success. Your overwhelming enthusiasm has already started us planning the Fourth Minox Contest . . . and next time, we hope we can list YOU as one of the winners!

MINOX CLUBS(Cont'd)

are growing in number in the greater Boston area, and this Club has led to the very helpful mutual exchange of ideas. Boston Minoxers who might be interested in joining may contact Mr. Arthur Frank at 14 Linda Lane, Newton Highlands, Mass. or by calling BIGelow 4-3990.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • LOS ANGELES 46, CALIF.



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MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.
Form 3547 requested



THE JUDGES

Bulk Rate
U. S. POSTAGE
PAID
Flushing, New York
Permit No. 232



volume 4 number 1

MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

SPRING/1961

AUTHOR AND CURATOR PETER POLLACK USES MINOX FOR WORK AND PLEASURE



Peter Pollack, former Curator of Photography at the Art Institute of Chicago, practices what he preaches. In "The Picture History of Photography," Mr. Pollack's definitive work on the subject, he used more than 600 pictures to trace the development of photography from its origins to its role in contemporary society. The book was a labor of love that required seven years of the most intensive research and organization.

As indicated by the photographs



illustrating this article, Mr. Pollack is no mean Minoxer. He uses the mighty Minox to shoot artists and art objects, landscapes and interiors both here and abroad. The stunning shot at the left above is a Benin Bronze from the African Gold Coast, now in the collection of the Delgado Museum, New Orleans. The striking portrait study at the right is of Max Weber, dean of American painters.

(Continued on page 8)



MINOX ENTHUSIAST APPLAUDS ENLARGER

Mr. I. Pickell, manager of Sun Parts Distributors, Ltd., Washington, D.C., has doubled his photographic pleasure by doubling the amount of Minox equipment he owns. Long a Minox enthusiast, Mr. Pickell particularly enjoys enlarging his most successful efforts. Until recently he was getting less than satisfactory results. His delight with the results he now obtains with a recently purchased Minox enlarger prompted him to send along a few enlargements produced on his new equipment. We're reproducing one of them here and think you'll agree that none of the detail and sparkle of the tiny, 8 x 11mm Minox negative has been sacrificed in the process.

It has long been an open secret, of course, that Minoxers get best all around results by matching their Minox cameras with matchless Minox accessories. The enlarger is simply a case in point. The Minox pocket tripod, reflex viewfinder, right angle finder mirror and adjustable copying stand are all invaluable aids. Like the camera, these useful accessories are precision-engineered, and crafted by men with extraordinary skills in the manufacture of ultra-miniature camera equipment. If you've been using accessories other than those made by Minox, you might like to follow Mr. Pickell's lead and double your photographic pleasure.

4th MINOX PHOTO CONTEST TO GET UNDERWAY MAY 1

Warning! Don't throw anything away. You could have the winner in the 4th Minox Photo Contest, scheduled to get underway on May 1, 1961, and terminating on August 31, 1962. Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York, has good reason for expecting this to be the biggest one of all, with literally



thousands of entries expected. Each time around this event for avid Minoxers stirs up more and more enthusiasm and attracts greater attention.

TWO DIVISIONS

As in the past, you can't mix business with pleasure. Because the versatile Minox is widely used for both business and pleasure photography, separate contest divisions have been established for each area. Travel shots, family, portrait, animal and adventure pix are all eligible for the pleasure division; commercial, industrial and general business photographs fall into the business category. Thus, no matter what type of photography you lean toward, there's a logical place for

your entries in this highly competitive contest.

TEN AWARDS

Duplicate prizes will be awarded to winners in both divisions as follows: **1st Prize**—Minox B Automatic Camera plus a year's supply of film, plus an inscribed Minox Trophy with gold metal Minox camera symbol (shown on page 6). **2nd Prize**—Electronic Flash with folding reflector and power pack in genuine leather carrying case. **3rd Prize**—Minox Slide Projector for black-and-white or color, with carrying case. **4th, 5th, and 6th Prizes**—Minox Adjustable Copying Stand for copying letters, book pages, etc. **7th, 8th, 9th and 10th Prizes**—Minox Right Angle Finder Mirror for around-the-corner picture taking. You'll find Contest Rules on page 6.

THREE JUDGES

As in the past, three distinguished men in the photographic and camera world have been designated by Don Thayer as judges. The judging panel will be made up of Mr. Bruce Downes, Editor and Publisher of Popular Photography; Mr. Ralph Miller, long-time Minox enthusiast of the New York World Telegram; and Dr. Joseph D. Cooper, author of the books, "Ultra-Miniature Photography" and "The Minox Manual." Each of these men is eminently qualified to sit in final judgment on the thousands of entries that are expected and together they represent a wealth of experience that would be hard to match.



WORLD'S LARGEST SALAD MINOX'D

There's no job too small or too big for the Minox. And here's pictorial evidence.

The world's smallest precision camera was used recently to shoot the world's largest salad. (Most people toss salads, Minox owners shoot 'em.) The charming Minoxer shown in action at the left and on the opposite page is Mary Ann LeJoie, a photographic and highly photogenic model who appears in all retail ads for Hillman's, a leading Chicago food store chain.

The occasion, as suggested, was the shooting of a gargantuan salad for use in a Hillman's ad featuring salad greens and the makings. Miss LeJoie, who is so often aimed at by cameras, likes to take dead aim herself on occasion. She took advantage of this Mutt and Jeff situation to catch the enormous salad in all its tempting and oversize freshness in a series of color shots. The limitations of a black and white Minox Memo prohibit us from reproducing Miss LeJoie's color shots, but we're in the debt of Rose and Mayer, Chicago photographers in whose studios the shots were taken, for catching Miss LeJoie in the act of proving that no job is too big for the mighty Minox.

A portion of the ad itself, as it appeared in the Chicago daily newspapers, is reproduced on the opposite page. It's a lot of salad, all right. But then, the 3¼ ounce Minox is a lot of camera.

summertime... when good eating is easy

Here's Hillman's happy plan for making summertime meals as easy as 1-2-3. Step #1: Go to your nearest Hillman's store and head straight for our fabulous produce department with its colorful display of fresh from the garden vegetables for crisp, refreshing salads... fresh fish (fresh for delicious steaks, broil #2). Step #2: Stop off in our grocery department and select savory salad dressings, vinegars and oils from over 50 varieties. Step #3: Wheel your shopping cart into our ready-cooked foods shop and select from a mouth-watering selection of ready-cooked main dishes and freshly-prepared salads. And while you're about it, don't overlook more than 200 frozen foods and beverages for delicious week-end dinners, a tempting variety of smoked fish and spicy sausages to prepare and ready-to-serve foods just made for you and easy living! Chicago's greatest selection of simple-to-prepare and ready-to-serve foods just made for you and easy living!

ALL ITEMS IN THIS AD ON SALE THURSDAY, FRIDAY AND SATURDAY—JULY 18, 19 AND 20



sweet, juicy ripe and luscious

CALIFORNIA NECTARINES 2 lb. 29¢

from California—sweet

RED PLUMS 2 lb. 29¢

California perfect, garden-fresh

SLICING TOMATOES lb. 19¢

BIBB LETTUCE 10 special salad dressings 29¢

CUCUMBERS from and sliced 3 for 19¢

CELERY HEARTS from Michigan, sliced 25¢

CURLY ENDIVE on salad, sliced 10¢



HILLMAN'S

SEND US A STORY FOR THE MINOX MEMO

The editors of the Minox Memo make every effort to keep its contents lively, interesting and helpful to its readers. While the material used comes from many sources, the richest, most rewarding stories come from the readers themselves. This is as it should be and we are always interested in receiving material from the people for whom the Minox Memo is published. Why not send us the makings for a story in an upcoming issue? As a reader of the Minox Memo, you're familiar with the type of material that's of greatest interest—unusual pictures taken under any and all circumstances, human interest stories involving the Minox and the people who use it, anecdotes, useful side-lights on the use of the camera that you may have discovered yourself. In a word, Minox Lore. The editors will be glad to consider any and all material submitted and Minox Processing Laboratories will send a free roll of the new Agfa CN-14 film to anyone whose story is published. Please send your contributions to The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 No. Michigan Ave., Chicago 11.

YOUTHFUL MINOX GETS EARLY START

What's the best age at which to introduce your children to the delights of the Minox? Apparently there is no minimum age limit. Jann Hellyer, daughter of Mildred and George Hellyer, Minox dealers in New Bedford, Mass., began agitating for a Minox of her own at age 5. Her parents, feeling that Jann's interest in a camera was no more than a passing childish fancy, gave her a small, cheap camera they happened to have around the store.

It wouldn't do and Jann continued her relentless campaign to own a Minox. Recently she delivered to her parents a piece of paper on which she had drawn a Minox and written the following message: "I like minox because it is so small and easy to carry and you don't have to change the film so often. It is so easy to carry that you can take a picture of someone and they won't know it." That did it. On her 8th birthday, Jann was given a Minox B by her parents. Word reaches us that she is now the happiest little girl in New Bedford.

CONTEST RULES

Shown at the right is the handsome Minox Trophy with gold metal Minox camera symbol that will be awarded to first place winners in both divisions of the 4th Minox Photo Contest. Now is the time to start assembling your best photographic efforts for the competition. Contest rules follows:



1. Prints must be Minox photographs taken between May 1, 1961 and August 31, 1962.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Fourth Minox Photo Contest."

3. All entries must be postmarked prior to midnight, August 31, 1962.

4. Print size must be $2\frac{1}{4}$ " x $3\frac{1}{4}$ " or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both divisions of contest.

6. Each print submitted must contain the following information on back:

a. Classification of entry—either "Business" or "Pleasure."

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.

8. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing

Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies and members of their families are not eligible.



Above—First prize in the Pleasure Division of the First Minox Photo Contest, "Rest a Bit," by Joe J. Marx, Loveland, Ohio.

Below—First Prize in the Business Division of the First Minox Photo Contest "Illegal Gambling," by Ray Jones, Salt Lake City, Utah.



NOW THERE ARE FOUR MINOX PRINT FINISHES

With the addition of silk screen, Minox Processing Laboratories now offers a choice of four finishes for your black-and-white Minox prints. Egg shell, mat white and glossy finishes are also available, and Minox offers 3-day custom service. Skilled laboratory technicians, working in stainless steel, air-conditioned, dust-free laboratories are your assurance of the very finest in factory approved black and white developing, color processing, prints and quality enlargements. Play it safe with your precious Minox film. Insist that your dealer send it to Minox Processing Laboratories. They know Minox best.

DETECTIVE STORY

Minox furnishes the evidence in West Germany. Word reaches us from Camera Industries of West Germany that the training of detectives in the use of the Minox camera is far more intensive than pistol training in the courses given by the Federation of German Detectives at their institute in Hildesheim. At the outset of each course, local camera stores are asked to set up a special Minox display for the detectives in training to familiarize them with the uncanny ability of the Minox camera to record convincing legal evidence. Is any further evidence needed of the legendary German thoroughness and attention to detail?

COINED ANY MINOXISMS LATELY?

The editors of the Minox Memo are busy compiling a glossary of terms and phrases that stem from the word Minox. "Minoxer," for example. If you have any Minoxisms on the tip of your tongue, we'd be glad to include them in the Minox Glossary, soon to be published in these pages.

MINOXER WINS 3rd PLACE IN SNAPSHOT CONTEST



Recently, Miss Billie Roos, who likes to have a camera with her wherever she goes, bought a Minox B, thereby relieving herself of the clutter of gadgets and gadget bags. The purchase did more than unclutter Miss Roos. It enabled her to win third place in the finals of the National Snapshot Contest in the babies and children category. Miss Roos' winning entry, made on the spur of the moment, is reproduced here. It was taken in late afternoon at 1/1000 of a second on Plus-X film. Miss Roos, an addressograph operator for a Boston publishing firm who has been a shutter bug for years, gained the final judging in the National Contest by taking first place in the local competition sponsored by the Boston Globe. Welcome to the big leagues of the camera world, Miss Roos.

**PETER POLLACK***(Continued from page 1)*

Mr. Pollack used his Minox freely in the photographic research required for his historical work, and a number of the Minox shots were used to illustrate its pages. Three more of his striking camera studies are reproduced here. At upper left is a Bakonga wood carving of a fertility figure from Africa, which is in Mr. Pollack's private collection. Julio de Diego, noted contemporary American artist is shown at lower left. And flanking him is an Egyptian Horus (the hawk-headed god of day) dating back to 1500 B.C. and now residing at Chicago's Field Museum. "The Picture History of Photography" by Peter Pollack is published by Harry N. Abrams, Inc. of New York, publishers of fine art books, and retails for \$17.50. The editors of your Minox Memo highly recommend it.



MINOX CLUBS ACTIVE

It's spring and more Minox Clubs are blooming. In Kansas City, Mo., Mr. L. E. Donahoe would like to get a Minox Club off to an enthusiastic start. If you're a K.C. Minoxer, get in touch with him at 2020 West 92nd Street. Mr. Eral Abel, proprietor of the restaurant bearing his name, is forming a club in San Antonio, Texas. His phone number is TAYlor 2-3358. Meanwhile, the New York Minox Club held its organization meeting at 342 Madison Ave. on January 26, with 12 indomitable Minoxers in attendance despite the worst snow storm of the winter.

If you live in any of the following cities and would like to join the happy ranks of your local Minox Club, here is a list of them to put you in touch.

c/o Bob Pierce
Hammond Organ Studios
2188 Lakewood Blvd.
Long Beach 15, Calif.

Pandit's Minox Moghul's Club
P. O. Box 817
Santa Cruz, Calif.

c/c Stuart Katz
1246 Pratt Blvd.
Chicago, Illinois

c/o Arthur E. Frank
14 Linda Lane
Newton Highlands, Mass.

Yo H. L. Craddock
600 Northwestern Bank Bldg.
Minneapolis, Minn.

c/o Miss F. V. Horten
120 W. 183rd Street
New York 53, N.Y.

c/o Harry C. Copeland
101 Lincoln Avenue
Syracuse, N.Y.

NEW AGFA CN-14 FILM PERFECT FOR SPRING AND SUMMER SHOOTING

Agfacolor CN-14 negative film, now packaged in 36-exposure Minox cassettes, is a timely arrival for spring and summer photography.

This superior film delivers sharp and brilliant color shots that capture the broad spectrum of vibrant colors with utmost realism. The extremely fine grain and contour sharpness make this film particularly suitable for shooting in the brilliant sunlight of summer days. And from the complementary color negatives, any number of color or black and white prints can be made in all standard sizes. Introduced only a few short months ago, Agfa CN-14 has already established its popularity with Minox owners.

In all America, MPL is the only source for the processing of this superior film. And, as with all other film, the service is fast and the results eminently satisfactory.



MINOX GOES TO MOSCOW

And guess who was there? This candid closeup of Khrushchev was taken by Edward Steichen, world renowned photographer and director of the department of photography at The Museum of Modern Art in New York, while touring the capital of the Soviet Union. Judging from the activity in the background, the picture was apparently taken at a trade fair. Whatever the occasion, Mr. Steichen seems to have caught the Soviet leader in unusually good spirits. The other people in the photo are unidentified.

NEW KODAK TRI-X PAN FILM PERFORMS BRILLIANTLY IN AVAILABLE LIGHT



Enthusiastic reports on the new, improved Kodak TRI-X PAN film have been turned in by Minox owners who have tried this film. Now packaged in 36-exposure cartridges by Minox, this film is specifically designed for taking indoor snapshots without flash and for excellent results outdoors on overcast days or in shade. It has a rating of ASA 400. TRI-X PAN is not recommended for outdoor use with the Minox in sunlight. Despite its remarkable speed, this fine film compares favorably with medium speed films insofar as graininess is concerned.

Evidence of the splendid results you can expect in available light is demonstrated by the pictures reproduced at the top of and to the right of this column. The shot at the top was taken at the recent Auto Show in Chicago, without benefit of flash. The antique show car is Ole Man River, a Checker cab built in 1922 that clocked 600,000 miles in line of duty before it was retired. The gentleman with his hand on hip and foot on the running board is David Markin, Regional Sales Manager of Checker Motors Corporation. Because of its fine performance with available light, TRI-X PAN is particularly well-suited to use at shows, conventions and business gatherings.



Attractively designed in yellow, red and black, the Kodak TRI-X PAN film package contains two cartridges of 36 exposures each.



The young man and his younger sister shown above are the children of a Chicago Minox enthusiast who has experimented widely with TRI-X PAN with highly satisfactory results.



SPRINGFIELD MAN CAPTURES HEROIC HEAD OF LINCOLN

A prophet is not without honor in his own country after all.

The heroic head of Abraham Lincoln by the famous sculptor Gutzon Borglum, located at Lincoln's tomb in Springfield, is perhaps the subject of more tourist snapshots than any other monument to the great man in the Illinois capitol. It's gratifying to know that natives of Springfield also find it's a challenging and inspiring subject. In any case, we know of one Springfield native who does.

Mr. Carter Jenkins, a partner in the consulting firm of Jenkins, Merchant and Nankivil, has done hand-

somely indeed by Old Abe, as demonstrated by the Minox study reproduced at left. This splendid photo was given wide circulation by Mr. Jenkins and his partners who used it as one of the illustrations on their Christmas card last year in sending holiday greetings from The Lincoln Country.



TABLES TURNED: LONDON BEEFEATER INSPECTS MINOX

Countless indeed are the number of times the Beefeaters of London, traditional guardians of the crown jewels, have been "inspected" by a Minox. Now Mr. T. W. Church, Jr. of Charlotte, North Carolina, sends us a photo taken at the Tower of London in which a Beefeater inspects a Minox. Seems fair enough.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



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**WORK IS A
PLEASURE WITH MINOX...**

See pages 1 and 8

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volume 4 number 2

SUMMER/1961



SHOOTING DUCKS WITH THE MIGHTY MINOX

On a picturesque pond in Ohio there's a breed of ducks that has no biological name. But they could properly be called Castalian Ducks. Comprised of many different species, they have one thing in common: they all spend their winters in Castalia, Ohio, on a pond that never freezes. The pond is formed by overflow from the nearby Blue Hole, which is fed by an underground river. Yet, if it weren't for the cooperation of people living in and around Castalia, the ducks would have to winter elsewhere. The pond, while it maintains a year-round temperature of 48 degrees, does not support any animal or vegetable life.

Mrs. Allen Powell of nearby

Mentor, who used her Minox to "shoot" the Castalian ducks that illustrate this story, reports that people come from far and near to observe, feed and photograph the ducks. A second place winner in the First Minox Contest, Mrs. Powell does all her own processing and enlarging. Obviously no mean photographer and technician, she is particularly partial to Minox, the first camera she ever owned. Certainly the photo shown above and those on page 8 are convincing evidence of the versatility of Minox and the remarkable results that can be achieved in shooting even such difficult subject matter as ducks in flight.

(Continued on page 8)



NEW YORK MINOX CLUB CONDUCTS FIRST CONTEST AND EXHIBITION

Enthusiasm in the recently-formed New York Minox Club runs wide and deep. Organized only five months ago, on the night of Manhattan's worst snow storm of the year, the group has already held six lecture and discussion meetings, taken a photographic field trip to Idlewild and conducted an exhibition and prize contest for its 40 dues-paying members.

As demonstrated by the prize-winning photos of the exhibition reproduced on these two pages, the members of the New York Minox Club are more than merely enthusiastic. They're mighty handy with a Minox. The three black-and-white winners were among a total of more than fifty pictures submitted for judging. Program Chairman Gladys Chase Gilmore reports that the judges, most of whose experience has been in judging work of 35mm and larger cameras, were frankly astonished at the quality and flexibility possible with a Minox.

And here's an interesting sidelight. Unfortunately, we're unable to reproduce the winner in the color print division, but word reaches us that the gentleman who took it had just purchased a Minox and that the winning print was on the very first roll of Agfa CN-14 color film exposed with his new camera!

While the infant New York Minox Club is obviously robust and flourishing, the welcome mat is always out for new members. Interested New Yorkers, and we should think there would be plenty of them, can apply for membership at 342 Madison Avenue or by calling MURRAY HILL 7-5027.

JOAN—1st Prize. Taken by John L. Edwards with a Minox B. ASA 32 Film, 1/200 second, daylight.



TULIPS—2nd Prize. Taken by W. D. Gooden with a Minox III-S. PLUS-X PAN Film, 1/20 second, available light and flash fill-in.



AM I PHOTOGENIC?—3rd Prize. Taken by Margot Shaaf. KB14 Film, 1/20 second flash.



THE MINOX AND THE MISSIONARY

The Reverend Eugene R. Balsley, minister of The First Methodist Church of Hammond, Indiana, is an avid camera fan. He owns numerous cameras, among them a Minox. When Reverend Balsley went to Chile recently as a member of a Preaching Mission, he chose the Minox to accompany him. Everywhere he went and every time he took a picture, he was confronted with the same incredulous question: "What is that thing . . . not a camera?". Pictorial evidence, gathered in Chile, that Minox is indeed a camera is presented here. The group of ingratiating children are pupils of a Day School in Temuco; the street scene was taken during a political demonstration in Santiago. By using TRI-X PAN film exclusively, Reverend Balsley was able to bring back a fine collection of nostalgic photos, all taken by available light.



You said it . . . the MINOX GLOSSARY

Noah Webster is said to have spent more than 20 years compiling his dictionary. The editors of the Minox Memo are hopeful that it won't take quite that long to compile the Minox Glossary. But it depends in part upon you, since we feel that the source for most Minoxisms should be the Memo's readers. We're initiating the project with the following Minoxisms, some of which were contributed by readers. How about you? Coined any Minoxisms lately? Send them along and we'll be glad to publish them in subsequent issues. The rules are simple: all Minoxisms must stem from the word "Minox."

Minoxable—Capable of being Minox'd; existing.

Minoxette—A lady who would rather be caught with her hair in pincurls than without her Minox.

Minoxization—Granting of permission to use, reproduce or publish any shot taken with a Minox; usually restricted to only the best shots Minoxers take.

Minox Men—The photographic equivalent of the Minute Men; ready to shoot on a minute's notice.

Minox-Minded—The state of thinking of and looking at everything in terms of whether or not it's Minoxable.

Minoxonia—Any country in which the Minox is widely used; in other words, any country.

Minox-periences—The curious things that happen to Minoxers that don't seem to happen to other people.



MINOX JUSTICE

It seemed only just that someone Minox the oldest Justice of Peace in the nation, and someone finally has. T. E. Arnold, 80, is serving his second term as Justice of Peace for Colorado City, Texas. The picture was sent in by Linda Worley, Judge Arnold's grand-daughter and a news reporter for station WFAA-TV in Dallas. In passing, Miss Worley comments on the growing number of attorneys and law enforcement officers who are using the Minox in their work.

BALTIMORE CLUB FORMING

At least two residents of Baltimore are interested in starting a Minox Club, and there must be more. Samson Feldman, 700 Howard St. and Sam Rea, 407 Howard St. ask that other Baltimore Minoxers with the same interest join with them in forming the nucleus for a local club.



FOR PETE'S SAKE!

Cats are notorious bird watchers and Pete, the black beauty shown here, has brought a new dimension to this feline pasttime. As you see, Pete watches (and watches for, we suspect) birds from the most promising perch in the world . . . a birdbath.

This photographic oddity was brought to our attention by Mrs. Ruth Drinks of Ohiopyle, Pennsylvania, who is the proud owner of both Pete and a Minox. On her way to the birdbath one morning with a bucket of water, Mrs. Drinks was dumbfounded to see Pete as you see him here. The paradox of a cat in a birdbath struck her so forcibly that Mrs. Drinks instantly decided it should be preserved on film and shared with fellow Minoxers and cat lovers. She dropped the bucket, bolted for the house and grabbed her Minox, all the while admonishing Pete to stay right where he was. And, for Pete's sake, she made it!

4th MINOX CONTEST OFF TO GOOD START

With the 4th Minox Photo Contest only 3 months old, entries are already arriving at a record rate. As predicted by Don Thayer of Minox Processing Laboratories, this promises to be the most challenging and exciting Minox competition yet. You could be a winner. All it takes is a really first-class Minox photo and a desire to compete. Contest rules follow:

1. Prints must be Minox photographs taken between May 1, 1961 and August 31, 1962.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc. 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Fourth Minox Photo Contest."

3. All entries must be postmarked prior to midnight, August 31, 1962.

4. Print size must be 2¼" x 3¼" or larger. Negative must be available for future prize prints.

5. Enter as many prints as you wish in one or both divisions of contest.

6. Each print submitted must contain the following information on back:

- a. Classification of entry—either "Business" or "Pleasure."
- b. Contestant's name, address, city.
- c. Type of film used.

7. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.

8. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies and members of their families are not eligible.

USE OF THE MINOX IN ADVERTISING



CURLEE

Fashion focus on sports coats for spring

CURLEE clothing Co., St. Louis 1, Mo.

Focus on Fashion. As indicated by the ad reproduced here, people with an eye to current style trends recognize the Minox camera as an example of good contemporary design. This arresting Curlee Clothing Company ad for sports coats appeared in the May issue of Esquire.



DUCK SHOOT

(Continued from page 1)

At top, a young Castalian Duck feeder inserts a coin in a corn-dispensing machine, then proceeds to her pleasurable chore. It's one more instance of the photographic interest of sequence shooting.

Everyone knows that ducks take to water, but in Castalia, as shown above, they also take to snow.

The pair shown at the right are strange bedfellows indeed. The small wood duck drake, who has assumed proprietorship of the mallard hen, guards her jealously against the attentions of the mallard drakes.

It all adds up to some plain and fancy duck shooting with Minox.



NIGHT AND DAY WITH MINOX

People who are partial to the Minox camera advance a variety of reasons for their partiality . . . it's compactness, its versatility, its novelty as a conversation piece, the beauty of its precision craftsmanship. All of these advantages are cited by the average Minox owner. But the feature most Minoxers value most, as emphasized by Paul Corbalis of Stamford, Connecticut in a recent letter to the Memo, is the complete *freedom* a Minox affords the photographer. Freedom to take all types of pictures wherever you are, whenever you're there. In testimony to the photographic freedom his Minox provides, Mr. Corbalis forwarded a variety of shots taken under many different circumstances, in many of which any other camera would have been impractical. Two of the best are reproduced here, at the right. The night shot was taken on Times Square; the day shot is a fine study of a dab of Long Island Sound. Night and day, says Mr. Corbalis in speaking of his Minox, you are the one.

YOUR PIX COULD BE IN THE PUBLIC EYE

It's interesting to note that nearly 75% of the material that appears in this issue of the Minox Memo was contributed by its readers. The more, the merrier, we say. Why not send along a story and a few of your own best Minox shots for a subsequent issue? There's a good chance you'll see your pix in print, and contributors receive a free roll of Agfa CN-14 film from MPL. Please send contributions to The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 No. Michigan Ave., Chicago 11.





SUCCESS AT LAST! MAN WHO OWNS 5 CAMERAS FINALLY DISCOVERS MINOX

What do you do next when you've spent upwards of \$400.00 on cameras, gadgetry and equipment, yet somehow can't manage to take any pictures that fulfill your photographic ambitions? Faced with this dilemma, Ira Brichta of Chicago finally bought a Minox. One roll of ASA 25 film later, his photographic frustrations were behind him.

The view at the right of Chicago's Michigan Avenue, looking south, was one of the shots on his first roll of Minox-exposed film. It restored Mr. Brichta's faith in himself as a photographer and sent his enthusiasm soaring. And it convinced him that even an amateur can achieve effects with a Minox that he couldn't hope to achieve with any other camera. These days, where Ira Brichta goes, his Minox goes.

Mr. Brichta's experience is not

an uncommon one, of course, and one of the reasons for the frustrated photographer's affection for this tiny precision instrument is the sheer simplicity of Minox photography. Shooting with a Minox is just plain easier and more foolproof.

Further evidence of the joys and satisfactions of Minoxology are shown in the mood study of Mr. Brichta's two children, William and Carol. It was shot on TRI-X PAN film with the comparatively feeble lighting of a 75-watt bulb. The interesting interior shot on page 11 of New York's Guggenheim Art Museum was taken with available light on ASA 100 film.

GOOD MINOX STORIES?

**SEND YOURS TO
THE MINOX MEMO**



GUGGENHEIM — NEW YORK



MICHIGAN AVENUE — CHICAGO

MPL OFFERS BROAD SERVICE TO MINOXERS

Agfa CN-14 film poses many special processing problems. For this reason, Minox delayed its release until the experimental and development program could be perfected. As a result, Minox Processing Laboratories of Forest Hills, is the only source in all America for processing this superior, fine grain, sharp-contour, color film exclusively for Minox. We cite the foregoing to make a point — many particular Minox owners insist on having their film processed by MPL because they're certain of the most scrupulous care and confident that MPL will bring out the best in their exposed film.

Something many Minoxers may not know, however, is the fact that MPL offers other important services. For example, MPL also mounts transparencies in 2" x 2" cardboard mounts for standard 35mm projectors. Another MPL service many Minox owners might not be aware of is the mounting of transparencies in aluminum and glass for Minox projectors.

Whatever MPL services you take advantage of, you can be sure that the work is in competent hands. It's entrusted only to highly skilled laboratory technicians, working in stainless steel, air conditioned, dust-free laboratories. As thousands of Minox owners have learned, work of a quality that matches that of the camera itself is a long-standing tradition at Minox Processing Laboratories. So be sure your dealer sends all your processing to MPL.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



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MINOX DUCK SHOOT

See pages 1 and 8

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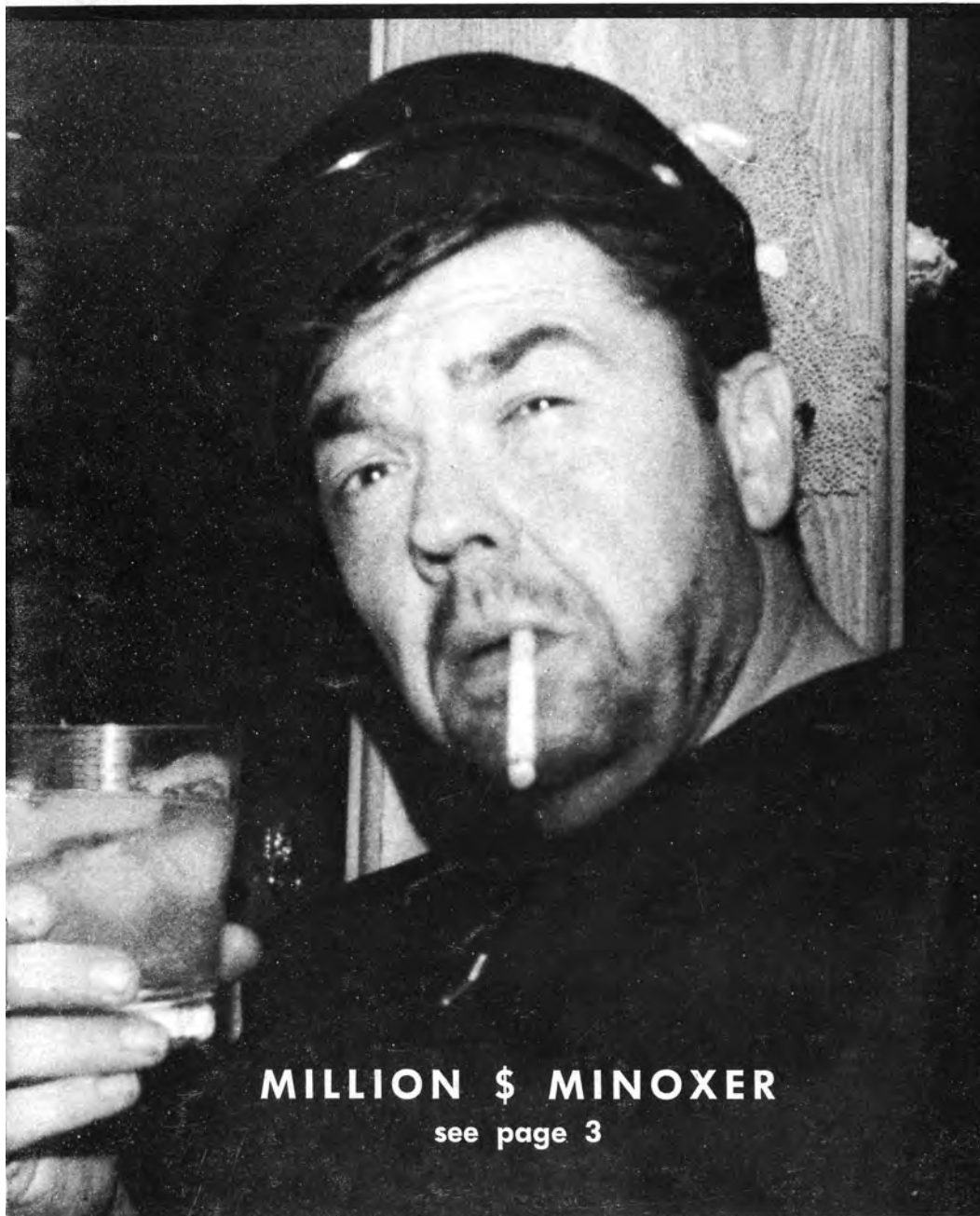


MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX
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PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS 75, N. Y.

volume 4 number 3

WINTER/1961



MILLION \$ MINOXER

see page 3

Introducing . . . MINOX FILTER KITS

Great Gift For The Minoxers Who Has Everything



New easy-to-use filters are now available to help Minoxers take better pictures, in black-and-white and also color, than ever before. These filters supplement the two already built into the various models of Minox cameras.

Each kit contains three mounted filters and a filter holder, neatly packaged in a clear plastic case. The holder quickly snaps into place over the Minox lens. All you have to do

is slip the appropriate filter into the holder.

The Color Correction Kit can be used with both Minox B and III S models. A different black-and-white kit is used with each model.

Three filters essential for color reversal film are contained in the Color Correction Kit: regular Skylight (pink); medium Skylight (reddish); and Flash Conversion (light blue). #6205

Black-and-White "B" Filter Kit, for Minox B cameras only, contains yellow, orange and light blue filters. #6204

Black-and-White "A" Filter Kit, for model III S cameras only, contains yellow, neutral density gray and ultra-violet filters. #6206

No matter which Minox you own, two of these kits will give you all the filters needed for every possible lighting condition or special effect. Full instructions with every kit.

The chart below shows proper use and effect of the various filters.

KIT	FILTER	PURPOSE	USE WITH B&W	EXPOSURE COLOR CORRECTION
COLOR CORRECTION for both B & III S models	R3-Skylight (pink)	Eliminates bluish cast in noon sunlight under blue sky		X None
	R6-Skylight (reddish)	Eliminates heavier blue cast of subjects in shade under blue sky		X 1/2 shutter speed slower
	B6-Flash Conversion (Light blue)	For using clear flash bulbs with daylight color reversal films		X Always set shutter at '20'
B for model B	Yellow 2	Darkens sky tones; brings out white clouds	X	1 shutter speed slower
	Orange 3	Cuts haze in distant landscapes. Renders blue sky very dark; brings out clouds with strong contrast	X	1 1/2 shutter speed slower
	Flash Filter (Light blue)	Renders skin tones better in flash shots with B&W — eliminates pasty faces	X	Reduce flashing zones by 1/3; set shutter at '20'
A for model III S	Yellow 2	Darkens sky tones; brings out white clouds	X	1 shutter speed slower
	UV	Sharpens pictures that might be fuzzy from high-altitude ultra-violet radiation. (Minox B has a built-in UV filter)	X	X None
	Gray	Reduces very bright light when exposure of 1/1000 sec. is insufficient for fast films	X	X 10-time reduction in speed. (i.e., 1/200 instead of 1/2000)

COLOR KIT PRICED UNDER \$11 — B&W KITS PRICED UNDER \$10

ACTOR PLAYS NEW ROLE WITH HELP OF THE MINOX

It's said that every comedian really wants to play the tragic role of Hamlet. It represents both a chance to get away from type-casting, and the professional urge to prove one's self in another medium.

Marvin Miller, pictured at right, is the well-known star of TV's series, "The Millionaire." He too has a yen to play off-beat roles. But he's been long identified with such dapper, smooth characters as Michael Anthony, the efficient gentleman who passes out million \$ checks.

One evening, after returning from a week-long sailing trip, Mr. Miller devised a plan to help him convince casting directors of his true versatility.

Unshaven, and still in his sailing garb, Miller loaded his Minox with ASA 100 film, set it on a tripod and attached the flash. Next, he took a glass in one hand, and with the other snapped a couple of self-portraits. Results were the "Surly Seaman," shown on our cover, and the "Bleary Boatswain" below.

Now he's really got a couple of character studies to show those casting directors!

Always Carries Minox

Mr. Miller, by the way, has been the proud owner of a Minox for a year-and-a-half. He carries it with him on his many personal appearance tours around the country. Likes to shoot black-and-white, ASA 32 color and Agfacolor CN-14. Next time you see a rough, tough old salt on your TV screen, look twice. It may be Minoxer Marvin Miller in a new Minox-y million \$ role!



Red Face Dept.**WE GOOFED . . . NOT ONCE, BUT TWICE!**

The Minox Memo turned Chicago around! An unfortunate production error in the Summer Memo resulted in the reversing of a photo of Michigan Avenue, Chicago's Magnificent Mile. Traffic was running backwards . . . buildings were on the wrong side of the street . . . all very confusing. Here's the photo again — larger this time — and printed properly. Our apologies to all Chicago. And especially to Arthur Rubloff & Co., realtors who helped make Michigan Avenue one of the world's showplaces.

In the same issue, we gave Pete the Cat's owner a new name. Pete, the bird-watching feline, belongs to long-time Minoxette Mrs. Ruth Trinks (with a "T") of Ohiopyle, Pa. We spelled her name with a "D" — but now we have a typewriter that spells right! Here's the latest shot of one of the world's most Minoxed felines.



MINOXING FAST MOVING OBJECTS

This Article Excerpted From Rolf Kasemeier's Book, "SMALL MINOX — BIG PICTURES," Available From Your Minox Dealer. Price \$3.75

If you photograph a passing car using a shutter speed of a twentieth of a second, your picture will show the street, houses and trees sharp but the car will be completely blurred. When the shutter is open, the film captures all light images passing through the lens. In a twentieth of a second the car has moved a considerable distance. Its contours are distorted, its image is "swimming." This is what we call subject movement in a picture.

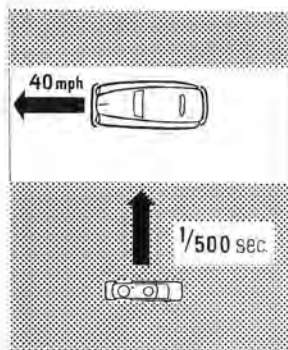
When looking at a blurred enlargement it is easy to tell if the trouble is caused by subject movement or camera movement. If it is due to subject movement, only the moving object will be blurred, the rest of the picture is sharp. If it is camera movement, the entire picture is blurred.

When taking pictures of moving objects or scenes which include any moving objects it is good practice

to use the fastest shutter speed that the lighting conditions will permit. A sidewalk full of pedestrians might turn out sharp with 1/50th of a second, while for a passing fire truck you might need 1/500th or 1/1000th of a second. It is not always possible to choose a shutter speed that is ideal for the subject. Your light meter will tell you your limits. Fortunately there is a trick or two by which we can use fairly long exposure times and still get sharp pictures.

When the action runs at right angles to the direction you point the camera, the danger of subject movement is greatest. If you stand in the middle of the street and photograph an on-coming car the subject hardly moves in the picture area — it only slowly becomes larger. Your main danger here is not subject movement but a steep hospital bill.

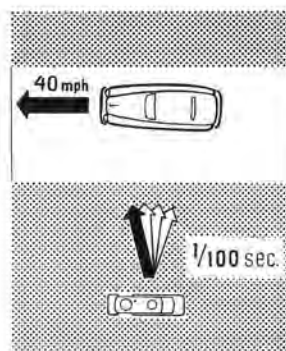
(Continued on next page)



A picture taken at right angle to the direction of movement requires a very short exposure time.

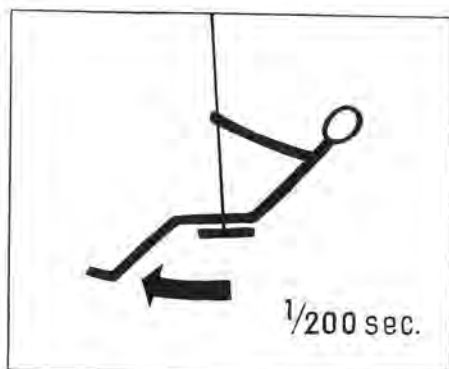


The danger of subject movement is less if you shoot at an angle from the front or back.



In "panned" shots the background is blurred, but the principal subject is sharp.

FAST MOVING OBJECTS (Continued)



If you make your exposure with the subject in full motion, you need a fast shutter speed to avoid subject movement.

Now it is easy to see why professional photographers post themselves on the curves to take pictures of auto races. First the vehicle must travel slower to make the turn; second, the cars can be photographed either broadside or head-on — without danger of that hospital bill.

Panning The Camera. The actual speed of the subject is unimportant. The trick is the relation between the direction of the movement and the direction you shoot. If you move the camera during the exposure so that the car always stays in the same place in the viewfinder, then it must be reproduced sharply. It works, too. This is called "panning" the camera. To do it successfully you must pick up the moving subject in the viewfinder, follow it along, keeping it in the same place in your field of view and then, press the shutter release without breaking the smooth movement of head and camera. We pan the camera to follow the subject. The car will come out sharp.

Not the background. It has *not* moved. But this is good, for the



If you shoot just at the 'still moment' in the action, you can use a longer exposure time and still get a sharp image.

blurred background gives the picture an immediate impression of action. The picture shows us something else: the wheels of the car are not egg-shaped blurs, they are correct in shape for the Minox shutter exposes all parts of the negative at the same time.

The Still Moment. Any back and forth or up and down movement has a "still moment." The pitching of a ship at sea, for example. There is a moment when it stops at the highest point, a fraction of a second pause before it slides down into the trough. If we shoot exactly at this moment we can expose for a substantially longer time without getting subject movement than we could in the middle of the action.

With all these examples and rules we must not lose sight of one thing: subject movement *can* make a picture. One prize-winning amateur photograph showed a woman standing helpless on the street pressed in among fast-moving and *completely blurred* automobiles. The picture was a striking symbol of our fast, modern times: man versus machine. It was no snapshot; it was a *picture*.

PIT STOP AT ELKHART

Dramatic Moments at Road Race Captured by Minox

Minox in one hand, monkey wrench in the other, Scott Cameron of Chicago was working with the pit crew of driver Bob Schroeder during the big Road America "500" auto race at Elkhart Lake, Wis.

In an adjacent pit was the crew of ace driving team Bob Holbert and Roger Penske. The Holbert-Penske team was leading the field with three first positions.

Just past the midpoint of the race, Penske's Porsche RS60 developed clutch problems. Penske pulled into the pit for repairs — and Minoxer Cameron took this sequence of shots on Plus-X film.

The hour-long pit stop cost the Penske-Holbert team the race. Cameron captured a great many of the excruciating moments with his Minox.

"Minox is the only camera I could take into the pit," he said. "Its small size and easy shooting made it possible to get photos like these during the breaks in my own work." Once again, Minox proves itself to be the sportsman's camera for sportsmen in the pit and on the track.



"Clutch trouble," Penske shouts, jumping out of the car.



Dejected, he waits anxiously while the mechanics go to work.



One hour later, the broken hydraulic line is repaired.



All hope lost for the coveted prize, he drives off to finish.

SEE PAGE 15 FOR ANOTHER KIND OF RACE PHOTO

IDEAL CHRISTMAS GIFTS

MINOX B . . . the gift supreme

World's smallest, lightest, easiest-to-use precision camera has built-in exposure meter. Weighs just $3\frac{1}{4}$ oz., measures $3\frac{3}{8}$ " long. So quick, so sure . . . just match speed dial with meter indicator for perfect pictures every time—in all light conditions.

#6014 Minox B, satin chrome finish camera and chain, complete with leather case.

#6015 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

Minox III-S . . . same as new Minox B but without built-in exposure meter. Weighs only $2\frac{1}{2}$ oz., $\frac{5}{8}$ " thick, $1\frac{1}{8}$ " wide, $3\frac{1}{4}$ " long

#6010 Minox III-S satin chrome finish camera and chain, complete with leather case.

#6012 Minox III-S PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

#6011 Minox III-S, gold-plated camera and chain, complete with genuine alligator case.

Minox Camera prices start under \$140



**NEW
MINOX
B/C FLASH**

The world's smallest and lightest flash unit measures $2 \times 1 \times \frac{1}{2}$ ", weighs just $1\frac{1}{2}$ oz. Built-in telescoping reflector gives full illumination.

#6543 Model B for Minox B; with belt case

#6544 Model A for Minox III-S; with belt case

#6545 Model U for 35mm or larger cameras; with belt case

#6546 Battery for Minox B/C Flash

Priced under \$20



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #6612

Priced Under \$26

FOR EVERY MINOX FAN



MINOX SLIDE PROJECTOR

Shows Minox and other ultra-miniature color slides with exquisite realism. Projects to a big 24"x30" at 8 ft. Measures 8 x 6 x 3½". Pearl gray finish, leather case.

#6301 Priced under \$100



MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #6922

Priced under \$9



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x ¾" diam. Includes camera clamp, leather case.

#6621 Priced under \$23

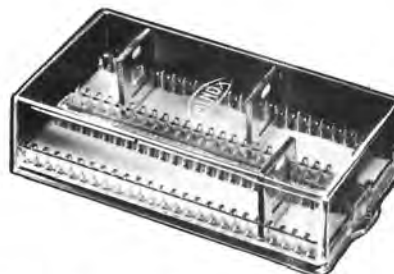


MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting.

#6901

Priced under \$16



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #6923

Priced under \$3

SEE YOUR NEAREST MINOX DEALER

GIVE YOURSELF A MINOX GIFT



RIGHT-ANGLE FINDER MIRROR

Perfect for around-the-corner picture taking. Shoot to the right or left while facing straight ahead. Great for candid photograph.

#6200 for Minox III-S

#6202 for Minox B



REFLEX VIEWFINDER

Lets you take pictures at waist level or near the ground for angle shots, or wherever eye-level isn't desired.

#6201 for Minox III-S

#6203 for Minox B



MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710

MINOX BELT CASES

Lets you wear your Minox. Choose from genuine black, brown or red leather.

#6404 Minox III-S belt case

#6406 Minox B belt case



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Brown simulated leather with padded cover.

#6930



THESE MINOX GIFTS ARE ALL PRICED UNDER \$16

AND EVERY MINOXER ON YOUR LIST



MINOX ENLARGER/COPY STAND

Enlarges up to 11 x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro-Minox lens, double condensers, high-low switch.

#6770



ADJUSTABLE COPYING STAND

Sturdy stand for copying letters, book pages, documents. Adjustable for distances from 8" to 18". Folds to only 9 x 1 x 1½"

#6602

MINOX FILM ALWAYS A WELCOME GIFT

Black and White—2 cassettes per box

Regular Film

ASA 25—Ultra-fine grain with maximum sharpness, best for all flash shots (50 exposures per cassette)

ASA 50—Fine grain all-weather film (50 exposures per cassette)

ASA 100—Moderate grain (50 exposures per cassette)

KODAK PLUS X—Fine grain ASA 200. Perfect for all-around picture-taking with high speed (36 exposures per cassette)

Special Purpose Film

ASA 5—Micro grain (50 exposures per cassette)

KODAK TRI-X—Ultra-speed ASA 400 (36 exposures per cassette)

Color Film—1 cassette per box

ASA 32—Daylight color film for slide projection and color prints (36 exposures per cassette)

AGFACOLOR CN-14—New high speed Color Negative film for color prints and black and white prints (36 exposures per cassette)

All film priced under \$3 per box

YOUR MINOX DEALER HAS THESE GIFTS NOW!

MINOX MAKES IT A DOUBLY MEMORABLE WEDDING DAY



Just an ordinary calendar? Yes. But for Judy Wendel Simonsen of Milwaukee, Wis., the date was most significant. She was married last July 15.

For months preceding the happy day, her friend Eleanore M. Karkutt surreptitiously Minoxed the bride-to-be as she prepared for the happy event. The photo of the desk calendar was taken at 12". It shows the hour and place of the wedding — and it shows too, how perfectly the Minox can be used as a copying camera. Miss Karkutt's hidden Minox also caught dozens of candid shots of the wedding itself. All told, Miss Karkutt presented the new bride with over 150 photos which traced the Minoxization of Miss Wendel into Mrs. Simonsen. And that's about the next best thing to giving the bride a Minox camera of her own! (Hint: How about for Christmas?)

BEWARE: USED FILM CASSETTES CAUSE PLENTY OF TROUBLE

Bargain offers of free or cut-price film in Minox Cassettes are giving Minoxers plenty of grief. These "bargains" consist of re-loaded used cassettes, not original factory-packaged products.

Here are the problems:

First, cassettes are usually re-loaded with outdated, unrated black-and-white film — but the film speed marking on the cassette is not changed. The marking may indicate color film — the film is processed as color film — and a roll is lost. Thus, when Minox Processing Laboratories receive the film, it can be incorrectly processed.

Also, used cassettes may be damaged, light-leaking, or ever-so-slightly bent. When re-loaded, scratches can be left on the film . . . or it may even be partially exposed.

MINOX CASSETTES, LIKE MINOX CAMERAS ARE ULTRA-PRECISION INSTRUMENTS. There are actually *ten separate parts* in each cassette! The cassette's film channel is built to precise tolerances, and the slightest warpage can play havoc with film . . . possibly even hopelessly jam the camera itself.

For only the best results, always insist on fresh, factory-packaged Minox film. It's your only guarantee of getting unfogged film, properly loaded in new, accurately marked, precision-made cassettes. Don't let a "bargain" ruin a roll of your priceless pictures.

The ultra-miniature Minox Camera and its fabulous accessories are distributed in the U.S.A. exclusively by



KLING PHOTO CORPORATION

NEW YORK 10, N. Y. • HOLLYWOOD 38, CALIF.



KLING HAS NO PHOTO FINISHING FACILITIES.
PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.





FIRST IN FASHION . . . Minox, the world's most fashionable camera, continues to make news as a prop in fashion photography. This photo, taken by Leigh Charell Studios, New York City, is being used nation-wide to advertise the very fashionable Bea Young frock modeled by a most attractive Minoxette.

ENTRIES POURING IN FOR 4th MINOX CONTEST

Looks like the 4th Minox Photo Contest is going to be the biggest yet — and the hardest to judge! Top-notch pix are coming in from all over the nation. But don't let that scare you off. You may have the prize-winning Minox shot sitting in your desk drawer. The closing date for the contest is not until *August 1, 1962*. Get your entries in now while you're reviewing your current candid crop. Here, once again, are the rules:

1. Prints must be Minox photographs taken between May 1, 1961 and August 31, 1962.
2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Fourth Minox Photo Contest."
3. All entries must be postmarked prior to midnight, August 31, 1962.
4. Print size must be $2\frac{1}{4}" \times 3\frac{1}{4}"$ or larger. Negative must be available for future prize prints.
5. Enter as many prints as you wish in one or both divisions of contest.
6. Each print submitted must contain the following information on back:
 - a. Classification of entry—either "Business" or "Pleasure."
 - b. Contestant's name, address, city.
 - c. Type of film used.
7. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.
8. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.
9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.
10. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories, their advertising agencies and members of their families are not eligible.

THE MEMO DEPENDS UPON ITS FRIENDS

The great bulk of editorial material that appears in the pages of the *Minox Memo* is contributed by you, the readers of the Memo — users of the fabulous Minox camera and its accessories. Why not send some of your more interesting photos and Minox stories to us. Share your Minox-lore with other members of the clan. It's quite a thrill to see your photos in print — ask the man who's been published. Minox Processing Laboratories will send you a free roll of Agfa CN-14 film if we use your photo or story. And don't despair if you don't see your story immediately — we often have to hold some excellent stories because of space limitations. Please send your contributions to: The Editors, *Minox Memo*, c/o Herbert Baker Advertising, 737 N. Michigan Ave., Chicago 11, Ill.

FOUND: ONE MINOX

In a small village near Basel, Switzerland, the Lichtenstein Police discovered a Minox III S, lost by some unlucky traveler. The serial number indicated it was owned by an American. MPL was contacted immediately. Unfortunately, the owner had not registered his name with the lab. If you know to whom this lost Minox belongs — and can identify it by its serial number — contact Don Thayer at Minox Processing Laboratories, Box 94, Forest Hills 75, N.Y. And to those of you who have not yet registered your Minox serial number . . . let this sad story be your warning. Register your number with Kling Photo Corp. and MPL as soon as possible to avert a possible tragic loss! It's great insurance against the possible loss of your prized Minox.

OPEN THE GATE!

Ease of loading and unloading film cassettes is one of the great advantages and conveniences of the Minox.

It's a virtually foolproof operation — but it can always go wrong if you don't follow this simple rule:

Open the film gate by "closing" the camera approximately $\frac{1}{8}$ " before dropping the cassette into the camera. Do the same when removing the exposed film.

If you don't close the camera this $\frac{1}{8}$ ", the gate remains closed. The film, then, cannot drop into proper position when you load — and will be held tight when you attempt to remove it. Forcing the cassette in, or prying it out can damage the cassette and jam the camera, let alone ruin the film. Many valuable pictures can be lost due to this oversight on the part of Minoxers in too great a hurry.

Open the gate . . . and let that cassette glide in.

minox clubs

We've had word from two more Minoxers interested in forming local clubs. Both are Californians — both eager to contact other Minoxers in their respective cities:

LOS ANGELES

Vivian Van Eyck
5008 Lincoln Avenue

SAN MATEO

Axel F. Bergman
1218 Nadina Street

The editors of the Minox Memo are always eager to assist in the formation of new clubs. And to help existing clubs gain new members. If you are interested in organizing a Minox club, just send us your name and address and we'll be happy to spread the word through these pages.

And don't forget to send us the latest news from your own Minox club. Had an interesting meeting? Held a local Minox contest? Picked up any tips you might want to pass on to others?

Let us know about it. Remember, the Minox Memo is your magazine.

YOU, TOO, CAN MINOX FROM THE "PIT"



You don't have to be in the pit at Elkhart to get real action photos of auto races. You can do it right in your living room. A Minoxer — from deep in the heart of Texas, sir — Minoxed some of the excitement of a Strombecker model road race. These scale models of real race cars are sent whizzing around a table-top track in this exciting new hobby. Try shooting these ultra-miniature Strombecker cars with your ultra-miniature Minox!



MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

Form 3547 requested

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PIT STOP AT ELKHART
(See page 7)

ABOUT THIS BOOK

Hardware used in the creation of this book:

GATEWAY 500S PC, P4 1.8Ghz running Windows XP
CANON CanoScan N1240U Scanner

Software used in the creation of this book:

Adobe Photoshop 6.0
JASC Paint Shop Pro 5
Adobe Acrobat 5

