



THE MINOX MEMO

Classic Collection

A Series of Reprints by the Minox Historical Society

<http://www.minoxmemo.org>

\$19.95



MINOX MEMO

LETTERS TO MEMBERS OWNERS OF THE FAMOUS MINOX
CAMERA AND ITS SHOOTING ACCESSORIES PUBLISHED BY MHS



MINOX CLUB FORMING

The professional group at last will be supported by Minox and TV-camera in the Club — where everyone is seen on 15 screens every minute.

She was Minox's first woman in the Club — where everyone is seen on 15 screens every minute.

Mr. Johnson is interested in joining a Minox Club in the city — and would like to see the same kind of results as the Club. Address: Mr. Johnson, 1000 N. 1st, Buffalo, N.Y. 14201.

Mr. Johnson did not see whether Minox Club would be the club's first woman in the Club — where everyone is seen on 15 screens every minute.

Yes, don't have to be a TV-camera in the Club — where everyone is seen on 15 screens every minute.

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NEW MINOXAT HE see page 2



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MINOX HISTORICAL SOCIETY
MINOX.ORG

The Minox Historical Society Presents: The Minox Memo

Series 1 Volume 3

Spring 1962—Winter 1963



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SUMMERTIME IS TRAVEL TIME

It's the time of the year when the Minox camera is very popular. It's the time when the Minox camera is very popular. It's the time when the Minox camera is very popular.

Mr. Tracy Moore of Los Angeles, Cal., named as far from his home, where he photographed the Minox camera in the Club — where everyone is seen on 15 screens every minute.

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(Continued on page 2)

THE 5th MINOX PHOTO CONTEST!

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(Continued on page 2)



MINOX MEN and MINOXETTES

LETTERS TO MEMBERS OWNERS OF THE FAMOUS MINOX
CAMERA AND ITS SHOOTING ACCESSORIES PUBLISHED BY MHS

COUNT ME IN!

PLEASE RUN ME THE FOLLOWING:

- Quantity
- 1) Silver Minox Club Card in \$2.50 a pair
- 2) Gold Minox Club Card in \$3.50 a pair
- 3) Silver Minox Club Card in \$2.50 a pair
- 4) Gold Minox Club Card in \$3.50 a pair
- 5) Silver Minox Club Card in \$2.50 a pair
- 6) Gold Minox Club Card in \$3.50 a pair
- 7) Silver Minox Club Card in \$2.50 a pair
- 8) Gold Minox Club Card in \$3.50 a pair

Change to any amount:

Name

Address

City

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RED MINOXES SHAH

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(Continued on page 2)

MADAME GANDHI

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TOP AWARDS IN MINOX PHOTO CONTEST GO TO C. TORREY ADAMS AND DR. GEORGE H. MULLER



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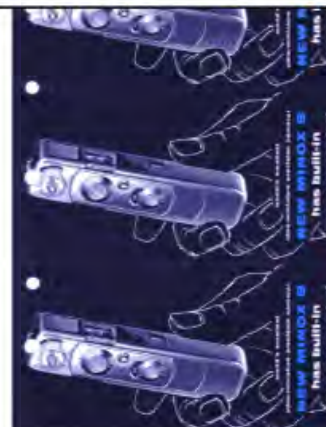
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Series 1

Volume 3

Spring 1962 — Winter 1963

Compiled and Edited by Larry Feldman
Additional processing by Lara Feldman

2004



volume 5 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/1962



MINOX CLUB FORMING

The pulchritudinous young lady at left will be recognized by many Minoxers and TV-viewers as Debbie Drake — whose exercise show is seen on 75 stations across the nation.

She was Minoxed behind-the-scenes by Robert C. Johnson, an engineer at station W G R - T V Buffalo, N. Y.

Mr. Johnson is interested in organizing a Minox Club in the Buffalo area — and would like others with the same bent to contact him at the station. Address is 184 Barton St., Buffalo 13. Phone: T T 6-7115.

Mr. Johnson did not indicate whether Miss Drake would be one of the club's charter members—but her presence at meetings would really be a matter of gilding the Minox!

You don't have to be a TV personality to get your own Minox Club underway — all you need is Minox-enthusiasm and a yen to get together with others of the breed. Let us know if you're interested in organizing a Minox Club, and we'll spread the word via the Memo. Address: The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 North Michigan Ave., Chicago 11, Illinois.

NEW MINOMAT HERE!
see page 2

MEET MIGHTY MINOMAT-NEW PERT, PORTABLE POWERFUL, AUTOMATIC MINOX PROJECTOR



Big news for all Minox color slide enthusiasts has been the introduction this month of the new Minomat automatic projector for Minox mounted metal and glass slides.

With its unique Minolux 1:1.6/35 mm lens system, in combination with its fan-cooled 150-watt lamp, this mighty midget is small in size only, projecting slides 3 times larger than other miniature projectors at the same distance from the screen. Convenient push-button controls on its top will start it, stop it, operate it either completely automatically or manually.

It comes equipped with a remote control cable which allows the "minoperator" to change slides both in forward and reverse directions and focus remotely without leaving his lounge chair or his lecturer's podium.

The new Minomat holds 36 metal and glass Minox slides in numbered slots and comes complete in a custom-fitted case with ample room for

additional magazines and accessories. For sales meeting purposes, or for quick viewing and editing, the case cover has its own projector screen for convenient table-top viewing.

Minox 30 mm x 30 mm transparency frames in the future will also be made available with 10 x 14 mm masks for projecting transparencies which have been taken with other miniature cameras. However, only 8 x 11 mm masks for Minox pictures are currently available.

The Minox factory is currently working around the clock to fill its world-wide distribution commitments for this much desired new projector, and so it might be several months before your dealer has one to demonstrate to you. However, take a tip from a wise Minoxologist and inform your dealer of your interest. There's an old saying that the squeaking wheel gets the oil, and if you squeak loud enough you may be the first Minoxer on your block to own a new Minomat.

COLOR PRINTS**46.5% LARGER IN AREA —
NO PRICE INCREASE!**

Don O. Thayer, President of Minox Processing Laboratories, has announced great news for the growing group of Minox color print enthusiasts.

Due to the ever-increasing volume of Agfa CN-14 color print processing being handled by the laboratories and with the addition of new equipment and the skill of factory-trained color processing technicians, the new Agfa CN-14 color prints will be $2\frac{3}{4}'' \times 3\frac{3}{4}''$, rather than the old size of $2\frac{1}{4}'' \times 3\frac{1}{8}''$, without any increase in cost.

To those who marvel at statistics, the new print is 10.3125 square inches, as against the old print size of 7.03125 square inches.

NEW**DISTRIBUTOR APPOINTED**

Effective April 1, 1962, the ultra-miniature Minox camera and its fabulous accessories will be distributed in the United States exclusively by Minox Corporation, Forest Hills 75, New York.

According to Minox G.m.b.H., there was a growing need for closer coordination in U.S.A. camera distribution where the Minox and its system were the entire concern of a full time distributor.

Vast new marketing, merchandising and advertising/public relations plans are being contemplated to further Minoxomania.

**EYE INJURY DOESN'T
INTERFERE WITH
HER MINOXING**

The charming young lady here isn't selling Hathaway shirts — she just happened to injure her eye and had to don a temporary patch. But Gail Werner, a Seattle secretary and avid Minoxette, didn't let the injury dampen her spirits this past Christmas . . . she simply painted a gilt tree on the eye patch and happily Minoxed away at her office party. We're glad to report her eye is all better now . . . but we wonder why she didn't send us any of the shots she took at the party!

MORE MINOXISMS

Minoxomaniac: Someone who's absolutely nuts about the Minox. Like we, and thee.

Minoxoid: Someone not quite a Minox-omaniac . . . but well on the way.

Minoxomania: A happy state of mind stemming from one's first successful Minox shot . . . moon style . . . out of this world.

Have you coined any Minoxisms lately? If so, please don't forget to send them in to us! We're still compiling the Minox Glossary and still have 3,468,201 more to get before we can publish it.



E. G. GLASS, JR. WINS IN ANNUAL SATURDAY REVIEW PHOTO CONTEST

We regret that the Minox Memo cannot reproduce the above award-winning picture in its glowing full color and rich beauty. Black and white hardly does it justice.

The photo was one of the 10,000 entries in the World Travel Photo Contest sponsored by the Saturday Review. According to Joseph P. Luyber of the Saturday Review, entries were received from all 50 states and 22 foreign countries.

The Judges were Ivan Dmitri, noted commercial and magazine photographer and executive director of "Photography in the Fine Arts, Inc.", Leopold Godowsky, co-inventor of Kodachrome, and Norris Harkness, past president of the Photographic Society of America and syndicated camera columnist.

Twenty prize-winners in all were selected by the judges, who reported they were greatly impressed by both the technical quality and strong picture interest of the photographs submitted, which were far superior to the usual run of amateur photography.

E. G. Glass, Jr. is a graduate of Cornell University, is married and

has five children — a 21-year old daughter at the University of Iowa, an 18-year old son at Ohio Wesleyan University, and three daughters, 16, 14 and 13. He is Manager of Recruitment for Standard Oil Company of Ohio in charge of search for new college graduates.

Photography with him is a hobby and has been since childhood. He has had his Minox for about two years and bought it, in fact, especially for the family's European trip last summer. "Didn't want to appear as a typical camera-slung tourist — though I did carry an 8mm movie camera for specific events."

The prize-winning color photo was taken with his Minox about 8 A.M. on a June morning from his hotel window in Salamanca, Spain. From sunrise, donkey carts pour into the Spanish cities bringing in the produce for the day's market. The stairs in the upper right hand part of the picture lead toward the Plaza Mayor in Salamanca, a most beautiful public square.

Mr. Glass and his family reside in Cleveland Heights, Ohio.

DEADLINE AUG. 31

4th MINOX CONTEST

Summer will be with us sooner than you think — and summer's end means deadline time for entries in the 4th Great Minox Photo Contest. Response thus far has been overwhelming, as reported in the last issue of the Memo . . . but such a nice way to be overwhelmed! We'd like nothing better than to be buried in an avalanche of mail containing contest entries — especially of the fine quality received thus far. So keep 'em coming. 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 $2\frac{1}{4}$ " 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 Minox Processing Laboratories, Minox Corporation, their advertising agencies and members of their families are not eligible.



Minoxing Landscapes

By Rolf Kasemeier

This article is excerpted from Mr. Kasemeier's book, "SMALL MINOX — BIG PICTURES." Available from your local Minox dealer for \$3.75.

Landscape photography is not as easy as you may think. The published photographs you see have often been taken by photographers who waited weeks to get the right combination of light and clouds at the right time of day — just so that one photograph would be good enough for publication. Many are taken just after a rain. The air is then clean and clear, the view is wide. Distant hills, mountains or villages appear sharp.

A requirement for good landscape photographs — contrary to portraits — is sunlight. Landscapes without sun are usually grey and "flat."

Particularly important is the fact that we must give full play to the

(Continued on page 6)

Minoxing Landscapes

(Continued from page 5)

spacious depth necessary to good landscapes. Line perspective is rarely found in landscapes. Thus we depend upon the illusion of depth created by the atmosphere.

By "atmosphere perspective" we mean the phenomenon caused by scattered light which causes distant mountains and forests to appear hazy and lacking contrast. With color photographs this comes out bluish. Although we welcome this perspective effect on the one hand because of the feeling of depth it creates, it does have a disadvantage. Distant mountains and forests usually appear as featureless grey masses in black and white prints. Hazy distances call for the orange filter. This strengthens the distances for us without taking anything from the feeling of depth.

There are other ways to create that important effect of depth in our pictures. The branch of a tree appearing as a silhouette in the foreground not only gives depth to the scene but it can effectively fill in what might be an otherwise empty, cloudless sky. A person standing on the rim of a valley and gazing off at distant mountains adds greatly to the spacious effect. You can achieve the same effect by framing the landscape through an open window.

The green filter, with the exceptions already mentioned, can be used with all black and white landscape pictures. It enhances the subtle variations of green tones in meadows and forests. It prevents the sky from becoming a blank paper-white area on your print. With color pictures it is of course not possible to use either the green or orange filter under any circumstances.

For landscape pictures you

should set the distance scale on infinity. Only when a foreground object is nearer than 12 feet should the snapshot (red dot) be used.



DESIGNER BUILDS IDEA-FILE WITH MINOX

Interior designer Howard Honigblum, of San Antonio, Texas, is another Minox enthusiast who has found the Minox a boon to his business as well as a marvel for pleasure shooting.

Traveling to furniture-centers such as New York City, Chicago and Grand Rapids, Michigan, he Minoxes as many new furniture lines as he can. The photos provide him with highly useful files of merchandise and design ideas.

Mr. Honigblum credits the fast new films, such as Plus-X, used here, with the wonderful results achieved.



YOUR OWN DARK ROOM!

by Joe Marx

Editor's Note: Joe J. Marx, Minoxed here in his own darkroom, is Board Chairman of So-Lo Marx Rubber Company, Loveland, Ohio, and is one of the world's most ingenious Minoxers.

He won first prize in the Pleasure Division in both the first and second Minox contests and was one of three judges in the third contest. A regular contributor to the Minox Memo, Mr. Marx was founder of the Sub-Miniature Camera Society.

His article tells how you can double your Minox-fun by setting up a darkroom of your own.

Want to have more fun with your Minox?

If you are 100% satisfied with your "snapshots," with the way you are expressing your ideas, don't read another word.

But if you *do* want to enjoy life, photography, and your Minox to the fullest, start planning your own darkroom. Just follow old Doc Marx's five easy steps for the simple inexpensive way to do it. You will be able to select and enlarge your best pictures and make money too!

1. Sounds crazy — but first walk into the store or studio of a pro-

fessional photographer, any kind. Show the owner your Minox and say this: "I have often marveled at the artistry of the darkroom of a real professional like you. Would you mind if I watched you at work?"

He'll probably be delighted.

Once you see how he achieves lights and darks where he wants them, you will catch fire with the creativeness found in "dodging," "burning in," "painting with light." You will leave this experience with your heart singing.

2. Now start planning. You will first have to decide where your darkroom will be — kitchen, basement corner, attic, bathroom; any room with running water will do.

Visit your Minox dealer and ask him to show you the Minox enlarger. (No excuses now. "I haven't time," you say? Time? Most men waste time watching TV programs, for example, where those precious hours could be better spent in creating something of lasting pleasure and value.)

A friend said to me, "For less than \$200.00, I found myself ready to select and enlarge my best nega-
(Continued on page 8)

Your Own Darkroom

(Continued from page 7)

tives. At first my wife objected to this apparent extravagance, but now she is proud of the big prints I made of the kids." Another said, "Most satisfying investment I ever made. I create *now*. My Minox has assumed a new dimension."

3. Ask your photo dealer for the name of a nearby camera club. They always welcome visitors. One of the members will gladly show you how to get started. He will come to your house and help you set up your equipment and give you some valuable pointers.

4. Spend a day at the public library scanning through photo books for beginners. Most of them are easy to read — less technical than you imagine. Take a few "how-to" books home and read them in your spare time. Minoxers should pay special attention to Joseph D. Cooper's "The Minox Manual," and to Rolf Kasemeier's "Small Minox, Big Pictures." You discover that you have more talent than you thought. All you need is a little courage. You are no longer a "snapshotter" — you're a photographer. If you wish, you can now take pictures of weddings, social gatherings, etc. for a fee. You are on your way.

Your Minox enlarger is a beautiful, marvelous instrument. (Mine has been in constant use for seven years.) It becomes easy now for you to select a good negative, insert it in the enlarger and place a piece of enlarging paper under the lens.

Focus.

Expose the sensitized paper to the light.

Carry it through the developer, quickstop and hypo baths.

It all comes naturally now.

You're amazed. You're delighted — it's Graduation Day!

The above is what happened to me, and I won two Minox first prizes. Go thou and do likewise.

SEE YOUR MINOX PHOTOS IN PRINT!

"There's no thrill to match the publication of your own Minox shots and accompanying story in the Minox Memo!" That's what so many contributors have told us — and we can quite agree. Besides, we need the pictures and stories!

Why don't you send us your finer Minox shots . . . and tell the story that goes with them. Perhaps you've found an interesting business use for your Minox . . . maybe you have a humorous or poignant story told in sequence-shot pictures . . . possibly it's a photo obtained under difficult conditions . . . there are so many we can't begin to list them all. But all you need do is take a peek at the material in the Memo with an eye toward developing a feature of your own from your own prints.

Minox Processing Laboratories will send a free roll of Agfa CN-14 to all whose stories and pix reach print in these pages. Please send your contributions to: The Editors, Minox Memo, c/o Herbert Baker Advertising, Inc., Chicago 11, Ill.

NOTE: If your 4th Minox Photo Contest entry has an interesting story to go with it, please send a duplicate shot to the Memo. So many of the contest entries would make excellent material here, but we can't use them in the Memo and risk your entry missing the contest!

Primitive Art Exhibit Minoxed By Detroit Collector

The noted artist Paul Gauguin left France for Tahiti, not, as is commonly thought, to become a beachcomber — but because he found in the art of the South Seas a force that spoke directly to him, unburdened by the “refinements” of thousands of years of civilization.

Since his time, scores of artists have found a stimulus in primitive art that spurred their own creative talents. This recognition of the “modern” in primitive art is certainly one reason for the ever-growing interest in the field.

The Art Institute of Chicago recently held an exhibit of pieces on loan from the New York Museum of Primitive Art. On hand were enthusiastic visitors and collectors from all over the Midwest, whose presence, in addition to the splendid collection, made the exhibit an outstanding success.

Mr. Ed Smith, a Detroit collector and Minox fan, carried his ultra-miniature marvel to the exhibit, and obtained these fine available-light photos with Plus-X film.



Mrs. Gwen Baker admires a Senufo bird.



Dr. Roland W. Force (kneeling) former Curator of Oceanic Archaeology and Ethnology at the Chicago Natural History Museum and now Director of the Bernice P. Bishop Museum in Honolulu, examines a Benin leopard from Nigeria. With him is Mr. Raymond Wielgus, one of the leading collectors of primitive art in America.

(Continued on page 10)



Dr. and Mrs. Robert Goldwater and Mr. Allen Wardwell discussing the detailing of a Baule bull — a recent major acquisition of the Art Institute. Dr. Goldwater is Director of the New York Museum of Primitive Art; Mr. Wardwell is Curator of Primitive Art at the Art Institute of Chicago.

Primitive Art Exhibit

(Continued from page 9)

The high quality of these photos again demonstrates the versatility of the Minox using available light, without disturbing the viewers of this fine collection.

But remember, if you are interested in Minoxing works of art in a museum, ask permission from an official. Some museums do not permit picture-taking. Sometimes Minoxers Minox mightily, anyway.



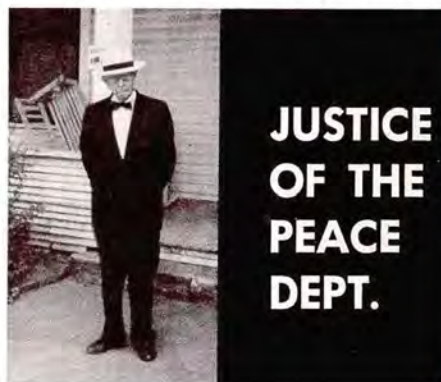
The intent gentleman above is Alan Brandt, partner in Galerie Kamer, New York City primitive art dealers.



MINOX ENLARGER FEATURED IN SCIENCE & MECHANICS MAGAZINE

The December 1961 issue of SCIENCE & MECHANICS magazine carried an article titled "Super Sensitive Darkroom Light Meter." In it were plans for constructing a small electronic marvel — a light meter to be used for perfecting the exposure time of enlargements . . . while in the darkroom.

Illustrating the article on page 164 was the above photo of the light meter itself — in use with a Minox enlarger. Now, you don't need a super sensitive darkroom light meter to make first-rate enlargements with your Minox enlarger . . . but it does show that there are ways of achieving minor miracles in photography once you've got the darkroom bug. Joe Marx's article in this issue tells some of the fun you can have with your own darkroom — and if the bug gets you good, try building this light meter!



The Summer 1961 Minox Memo carried a Minox photo of Mr. T. E. Arnold, 80, of Colorado City, Texas — described as the nation's oldest Justice of the Peace.

Mrs. Maxine D. Harris, a Wilburton, Oklahoma Minoxette, was quick to point out that we had erred. Her father, Mr. J. R. DeBusk, Justice of the Peace in Denison, Texas is 89 years young — and still in active service. It is only just, then, that we print this Minox photo of Judge DeBusk.

It would seem that among the state of Texas' many other claims to fame is the fact that it is the home of some of the oldest active JP's in the profession — and the home of many observant Minox Memo readers. Peace be with all of them.

THE CAMERA CONNOISSEUR



1. "What's that you have there? . . . C'mon . . . gimme."

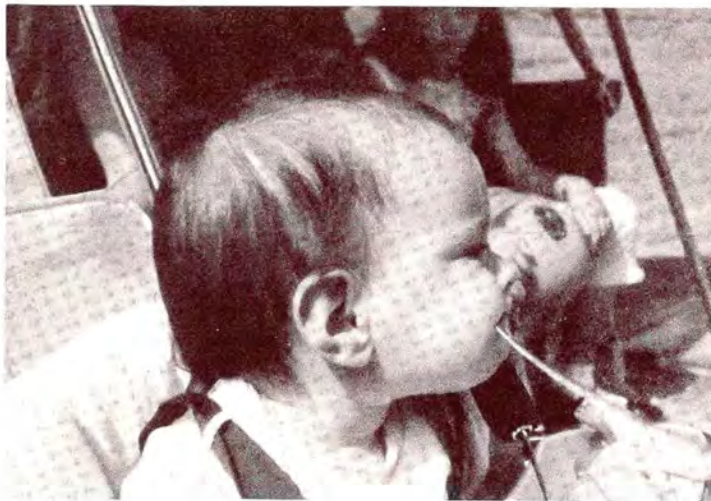


3. "By George! Minox tastes good . . . like an ultra-miniature camera should."

Photos and Captions by Eli Czerniak



2. "Aha! A Minox . . . but what on earth is it good for?"



4. "Yessir . . . good to the last chain-link, too!"

While strolling through the park one summer's day, Mr. Czerniak, a Los Angeles Fluor Corporation, Ltd. executive — with a sense of humor — caught this sequence of photos showing a young Minox fan in the process of devouring our

favorite camera. Pix were shot on ASA 25 film. Please note that we have never claimed edibility among the many virtues of the Minox — though we do feel it is the camera of champions. Pass the mustard, please.



INDOORS AND OUT, MINOX CAPTURES FOOD FAIR

Shoppers on Chicago's busy Washington Street were astounded last October to find a fully-garbed Buckingham Palace Guard patrolling famous STOP & SHOP, one of the nation's leading gourmet food stores.

Though the sentry was an actor, the uniform was authentic, and he played his role to the hilt. Didn't so much as bat an eyelash and never broke stride when passing pedestrians stopped, stared and heckled.

STOP & SHOP hired the guard as part of its International Food Fair — a two-week-long festival of foods from many lands to pay homage to the United Nation's 16th Anniversary.

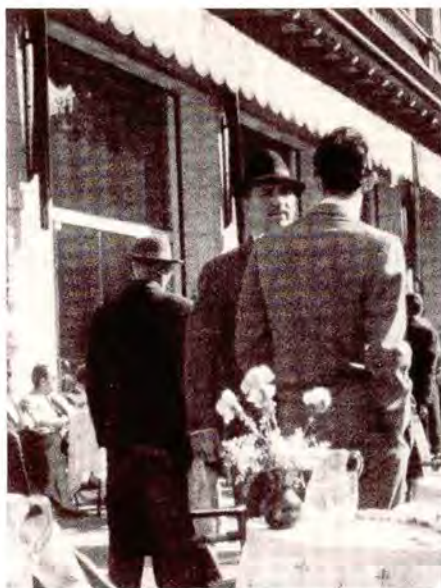
Cesar Rotondi, a Brooklyn, N. Y. foodstuff merchandiser was in Chicago to check out the STOP & SHOP Fair and, upon seeing the seemingly out-of-place sentry on duty, whipped out his trusty Minox and caught him in action.

Mr. Rotondi then moved indoors to take more shots of the many Fair activities — cheese tastings, wine and beer tastings, espresso sipping in a sidewalk cafe — and also Minoxed much of the activity around the busy counters. Shown here are two customers about to purchase a flagon of imported Danish Cherry Heering — a tasty liqueur.

Indoors or outdoors, for business or pleasure, at shopping centers and sporting events, your Minox is ready to catch the action as it happens.



**SEND YOUR
MINOX
STORIES
PICTURES
ANECDOTES
TO THE MEMO**



NAMES IN THE NEWS MINOXED

Celebrities have long been considered camera-fodder . . . but Minoxers have the additional advantage of being able to shoot "from-the-hip" quickly and 'round corners', candidly catching subjects — celebrities included — in off-beat poses. Here are two shots, from home and abroad, candidly capturing a couple of noteworthy figures.

ROME—Actor Keenan Wynn Minoxed in causal conversation on this city's famed Via Veneto. Minox Leon Rubin of Kew Gardens, N.Y. caught this sidewalk-cafe scene unbeknownst to Mr. Wynn.

NEW YORK CITY—Dozing in the sun, and wearing a *New York Times* pressman's hat is the well-known Broadway figure, Carl Fisher. Mr. Fisher is general manager of such hit musicals as *FIOR-ELLO*, *TENDERLOIN*, *PAJAMA GAME*, *DAMN YANKEES* and *WEST SIDE STORY*. Nathan W. Goldstein, circulation director of the *Times*, Minoxed Mr. Fisher, then made a magnificent 16" x 20" enlargement which hangs in Sardi's Restaurant, renowned theatrical meeting place. The Sardi's blowup is captioned, "Is This What's Wrong With The Theatre?"

MINOX SHAGGY DOG STORY

Some years ago there was a tale making the rounds about a St. Bernard dog who was struck by one of those tiny imported cars — and had to have it removed.

Perhaps it's not quite as ludicrous as it sounds, considering this Minox shot taken by A. G. Smith, of Victoria, British Columbia.

Though the dog isn't a St. Bernard, but another large, shaggy breed — it looks as though he might be able to hold his own with the tiny vehicle next to him.

Please note, too, the "compact" dog at the big dog's heels! Or is it a Minox-sized mutt?





MINOX MEMO

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

Form 3547 requested



MINOX MINOMAT

see page 2

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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 5 number 2

SUMMER/1962



RED MINOXES SHAH

Associate Press
Wirephoto

Red Skelton uses black Minox Private Eye to shoot the Shah of Iran, who later received the camera

as a gift from Red. Peter Levathes, 20th Century-Fox Studio vice president, stands between them.



MADAME GANDHI

Madame Indira Gandhi, daughter of Nehru of India, visited the National Gallery in Washington, while the famous Treasures of Tutankhaman were being shown. Samson Feldman, Baltimore, Md., minoxer-on-the-spot, took this classic shot utilizing borrowed light from accompanying press photographers' electronic flash equipment. He used Tri-X at 1/50, distance set at 3-6 feet.

ATTENTION SUMMER TOURISTS (AND STAY-AT-HOME MINOXERS) USE THAT AVAILABLE LIGHT!



(Left) Milwaukee Man Minoxes Kundschild on Barge in Amsterdam.

(Above) New mother, Mrs. Gwen Miller, proudly sent in this picture taken at 1/20 with Plus-X and reminds us that it's not advisable to use flash bulbs in the hospital especially with one day old babies — but you can get that picture with your Minox and available light.

Don't give up hope when you're trekking through that dim wine cellar in France or crudely lit catacomb. Keep your Minox out and shooting! The fellows back home will actually believe you when you show them actual pictures of the Folies Bergere . . . the gals should see only the interiors of Venetian glass factories.

And if you're just relaxing at home this summer, test your talent with your Minox and try some shots using available light. (There's nothing to it, and the shots you get will be memorable.)

Even when your Minox Exposure Meter registers, "DON'T SHOOT," take a chance . . . take that picture. Chances are you'll get it since both PLUS-X and TRI-X Minox film have tremendous picture-taking latitude.

All you do is set your lens opening for 1/20th and shoot. If you're extra steady or able to brace your camera, you can lengthen your hand-held shot to 1/15th. No cable release or flash necessary! You can get good Minox photos in most all situations where some light is available.



AVAILABLE LIGHT PICS ARTISTIC... NATURAL...

One of the outstanding characteristics of available light photography is the extreme realism of your pictures. Natural contours are softened and you avoid the unnatural glare of a flash bulb, especially in situations which are, by their nature, fairly dark. A very artistic interplay of light and shadow can be achieved, giving your photo a chiaroscuro effect. Above all these things, the Minoxer knows he can shoot wherever and whatever he wishes with minimum effort and maximum success (unless the light goes out in the mine shaft). Try it yourself — and let us see your results.

Existing Museum Lighting Enough for This Shot

Mr. Wolf Vogler of Kiel, Germany, reports he "surprised himself" with this picture of a young girl in a museum. His Plus-X film at 1/20 proved highly effective. Museum lighting is usually ample, especially with statuary.

**SEND YOUR
MINOX
STORIES
PICTURES
ANECDOTES
TO YOUR MINOX MEMO**





NEW ROLE FOR MINOX AS STANDARD FOR CORPORATE AWARDS

Over 75% of all major corporations in the United States have Employee Recognition Programs, because the human factor in business is a big element in management-employee relations. Companies, both large and small, have proven that an established Employee Recognition Program is an asset that pays big dividends.

For many years, the watch was considered the standard presenta-

tion on the 25th Anniversary of an employee or other commemorative occasions; however, as times have changed and the popularity and scope of sales recognition programs have broadened, so have the gifts. The gold watch has become commonplace and unimaginative. Today, more and more forward thinking companies frequently select the unusual ultra-miniature Minox camera . . . the gift that keeps on giving.

KEY EXECUTIVES FIND MINOX ABLE ASSISTANT

A miniature executive in its own right, the Minox is ideal for on-the-spot coverage of every situation or condition that may later be used as illustration or evidence . . . progress records of people, places and things . . . pictorial data for future reference. The Minox is a film note-pad that records without error.

Recently, Mr. E. G. Even of Ed. Phillips & Sons Co., Minneapolis, produced a complete section for the Northwest Beverage Journal, composed of over 100 Minox pictures, in commemoration of his company's Golden Anniversary. Here is a sample of Mr. Even's minoxorama of the Phillips organization. Other photos pictured all executives, all of which will be used again and again in future sales bulletins and office display. All photos at left were taken with Tri-X film, under available light conditions.

A DISTINCTIVE CORPORATE GIFT . . .

Leading financial chronicles, such as the Wall Street Journal, Business Week and Fortune Magazine, have in the past few years devoted space to the growing trend in corporate gift-giving . . . and the problems of satisfying executives who have almost everything. The unique Minox is a gift that reflects the ingenuity and good taste of the giver . . . as well as the desires of the recipient. Priced within some companies' budgets for important gift-giving, the Minox is in a class by itself . . . a year-round reminder of the company that had the foresight to select a gift equally adaptable to business or pleasure.

PUBLIC RELATIONS AID . . .

Special high speed Minox film allows pictures to be shot indoors,



using available light . . . with excellent results. Pictures of clients or prospective customers at their desks or in their places of business can be taken without the need for cumbersome flash equipment. When you later present your photos in specially designed "you've been minox'd" folders, your business acquaintance becomes a lasting friend, for he has a permanent reminder of your name, your company and the products or services you represent.

Recently, Jack DeBacher, (at left above) Executive Vice President of Skil Corporation, leading manufacturers of portable power tools, was presented a Minox B camera by Paul Brickman, Vice President in Charge of Client Services of Fuller & Smith & Ross, Inc. Mr. DeBacher uses his Minox as he travels around the United States and Europe, photographing the many ways in which Skil Tools are displayed and merchandised. At the same time, he is promoting good will and solidifying Skil dealer relations.

Additional information on the myriad corporate uses of the all-purpose carry-along Minox camera can be obtained by writing:

Minox Corporation, Forest Hills
75, New York.

SUMMER DO'S & DON'T'S

DO — load and unload your Minox in the shade. (Turn your back to the sun if there's no other way to get shade.)

DON'T — keep your Minox in the glove compartment of your car where it gets so hot that the film may suffer.

DO — clean the lens window and finder gently with a cotton swab or Q-tip if necessary.

DON'T — over-expose; it increases the possibility of graininess in prints.

DO — use ASA 25 for summer sunlit outdoor shots. It's fine-grain film and your pictures will have lots of snap and sparkle.

DON'T — use high speed film in bright sunshine; it will always be over-exposed.

DO — develop your film as soon as it is exposed.

DON'T — be afraid to take lots of close-ups — they're usually very effective.

DO — take lots of pictures and have a wonderful time.

MINOX SHUTTER SETTINGS FOR OUTDOOR PICTURES

Use shutter setting shown opposite subject, under prevailing light conditions. Subject types are:

AVERAGE — Nearby people, gardens, houses. **LIGHT** — People in beach and snow scenes; distant scenery. **DARK** — People in dark clothing, dark flowers, streets, houses. When in doubt, use "Average" settings.

NOTE: The settings in this guide do not necessarily agree with settings obtained by careful measurement with an exposure meter.

		BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT	CLOUDY DULL
ASA 25—	Average	200	100	50	20
	Light	500	200	100	50
	Dark	100	50	20	10
ASA 50—	Average	500	200	100	50
	Light	1000	500	200	100
	Dark	200	100	50	20
PLUS-X (ASA 200)	Average	1000*	1000	500	200
	Light		1000*	1000	500
	Dark	1000	500	200	100
TRI-X (ASA 400)	Open Shade			500	
	Light Overcast			1000†	
	Heavy Overcast			1000*	
ASA 32 Color	Average	500	250	60	30
	Light	800	400	100	50
	Dark	300	150	40	20
ASA 20 CN-14 Color	Average	150	75	50	20
	Light	300	150	75	30
	Dark	75	30	20	10
* with green filter					
† with orange filter					



HURRY! HURRY! HURRY! AUGUST 31 LAST DAY FOR 4th MINOX CONTEST

We're coming down to the line on the 4th Annual Minox Photo Contest . . . and with the way the entries are filling the last lap of the race, it's sure to be a real photo finish! But don't wait till the last lap to put on the speed. Get those prize-winning entries in now!

For the late starters, here are the simple 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 $2\frac{1}{4}$ " 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 the contest.

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

- Classification of entry—either "Business" or "Pleasure."
- Contestant's name, address, city.
- 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 Minox Corporation, Minox Processing Laboratories, their advertising agency and members of their families are not eligible.

You can Be A Winner!

The supreme achievement of Minoxology — the now-famous inscribed Minox Trophy with gold



metal Minox camera symbol can be yours. Duplicate prizes will be awarded to winners in both divisions as follows:

1st Prize — the Minox Trophy plus a brand-new Minox B automatic Camera and a year's supply of film.

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

3rd Prize — Minox Slide Projector 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 pictures.

The contest will be judged by 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," "The Minox Manual" and "Minox Pocket Companion."



HOW TO ORGANIZE A MINOX CLUB

Two's company, three's a CLUB! And that's about all the active Minoxers you need to start a MINOX CAMERA CLUB in your area. The purpose of a Minox Club is simply to minoxalize with other members of the Minox Clan . . . and to exchange information on Minoxing, discuss techniques, view the results of other Minoxers . . . in general, enhance your mutual enjoyment of Minox photography through the interchange of ideas and techniques.

ORGANIZATION OF YOUR CLUB

The following suggestions are not hard-and-fast rules for a Minox Club. They are all things which the members themselves have to decide. But these can be guiding points:

meetings—Usually held monthly . . . sometimes bi-monthly . . . and, according to the size of your membership, can be held at members' homes on a rotating basis, or perhaps in a hotel or other meeting room.

dues—Amount of dues depend on expenses incurred: i.e. if you meet in a room or club which charges rental and service, whether or not you serve refreshments and the extent of your Club program—professional speakers, etc.

refreshments—Coffee, refreshments or dinners are at the members' option. They are not necessary, but do add to the enjoyment.

programs for meetings—Special luncheon or dinner meetings and/or regular meetings can feature a special speaker. Talks by professional photographers, magazine or newspaper editors, or even a member of your own Club who has become an expert in Minoxology.

It is a good idea to have a definite program planned for each of your Club meetings . . . and an enthusiastic program chairman should be appointed. This will sustain active interest in the Club and inspire attendance for members who could not avail themselves of specialized information on the Minox under ordinary circumstances.

How to find other Minoxers in your area... publicize your club!

Local Photo Editors of newspapers and your friendly Minox dealer can be most helpful in helping you locate other interested Minoxers in your area to start a sizeable club. All you have to do is give the editors a story on your Club and some of the activities you plan for the coming meetings. You'll quickly find new members rallying to your Minox Club.

Your local Minox dealer comes into contact with most of the active Minoxers in your area and would be glad to direct them to you. You might have mimeographed letters telling about the upcoming activities for your dealer to give away to all Minox owners who come in his store. If one of the local Photo Editors does a story on your Club, you could have reprints of the article to distribute at your Minox dealer's.

The Minox Memo should be informed of all this, too. Minox Processing Laboratories in Forest Hills, New York, and the Minox Memo Editors are most happy to help you publicize the club . . . and we will attempt to answer any requests you might have.

SPECIAL MINOX CLUB ACTIVITIES

Minox club project suggestions

outings or field trips—Members can Minox away to their hearts' content at museums, fairs, flower shows, exhibits or other affairs where a variety of pictures under unusual or artistic lighting situations could be obtained. And there's no rule against taking pictures at a Minox Club "Beach Day" or "Picnic Party" where candid outdoor shots can be practiced. Minox shots taken under similar situations can take on a great variety of tones, textures and exposures; these shots can be compared and evaluated at a future Club meeting.

local Minox photo contests—These are usually judged by outsiders such as newspaper photo editors or local camera dealers. A club secretary can take charge of the contest entries. Expenses incurred in a contest (postage and correspondence, prizes, etc.) can either be budgeted into the dues fund or covered by a nominal entry fee.

Results of such contests and discussion of the prize-winning shots may groom your Minox Club members for the big national Minox Contest . . . to help them in judging for themselves what kind of photos become prize-winners.

talks by professional photographers, magazine or newspaper editors—Although talks such as this would be a part of your meeting programs, it would be possible to have special dinner meetings or evening programs for Minoxers and their friends when speakers of exceptionally high caliber could be obtained.

darkroom workshops—The Club can set up a darkroom and learn various techniques. Expenses incurred can be covered by dues or members who already have darkrooms can host special sessions.

Minox club swap shops—There is a limited market of second-hand Minox equipment and through an organization such as your Club, second-hand accessories and cameras can be sold, swapped, or rented, providing extra income and interest for your Club.

special assignments—Assignments could be handed out to interested Club members on a variety of situations: available light, design, contrasts in light and color, textures. The various groups (or whole Club, for that matter) could then direct their discussion to one phase of Minoxology at a meeting, giving more interest to those meetings where a specific speaker is not scheduled. This could also be done in conjunction with a talk on a specific phase of photographic technique. Special assignments could be given within fields of interest, medicine, law, art or other fields of business, as well as specific Minox techniques.



NOW you're ready to start your Minox club



This is to certify that

is a mite-y Minoxer and a Master of Minoxology

Official Minox Camera Club of

city _____

president _____

date _____

Write in today to Minox Processing Laboratories, Forest Hills 75,
New York for your supply of Minox Club Membership Cards.

Be sure to register each of your members with Minox Processing
Laboratories to receive their complimentary copies of the Minox Memo.

Minoxers speak a language all their own



MINOXABLE—
MINOXALIZE—
MINOXETTE—

MINOXIFY—
MINOXIZATION—

MINOX MEN—

MINOX-MINDED—

MINOXOID—

MINOXOMANIA—

MINOXOMANIAC—

MINOXONIA—

MINOXOPHOBIA—

MINOXORAMA—

MINOX-PERIENCES—

capable of being Minox'd; existing.

socialize with other Minoxers.

a lady who would rather be caught with her
hair in pincurls than without her Minox.

certify it was done with a Minox.

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

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

the state of thinking of and looking
at everything in terms of whether or not
it's Minoxable.

someone not quite a Minoxomaniac . . .
but well on the way.

a happy state of mind stemming
from one's first successful Minox shot
. . . moon style . . . out of this world.

someone who's absolutely nuts about the
Minox. Like we, and thee.

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

fear of leaving the Minox at home or in
your other trouser pockets.

a giant mural taken with your Minox or
an exhibit of Minox shots.

the curious things that happen to Minoxers
that don't seem to happen to other people.

HEY! HEY! MINOX CLUBS

For those of you Minox enthusiasts who have already set up your clubs, let's continue to hear from you! The Minox Memo is your communications vehicle. We want to be sure you get the new membership cards for your members and we also would like to be able to refer new members in your area who write in to the Memo for this information. Minox Club activity is expanding greatly and we want to tell others what you are doing in future issues of the Memo. So write in and give us the whole story on your club . . . number of members, names of officers, activities, and suggestions for club activities.

Here are some interested Minoxers who want to start their own local Minox Clubs:

Mr. Prentiss Wilhite
2232 2nd St. So.
Birmingham, Alabama

Mr. Mathew Matejcich
740 W. 15th St.
San Pedro, California

. . . and some Minoxers interested in joining clubs:

Mr. Bernard Hammerman
561 Groveland Avenue
Highland Park, Illinois

Mr. Edgar E. Sprinkle
1202 South Eric
Monahans, Texas

Mr. Brice J. Sanford
Deluxe Motel
Rte. 5 and 20
Avon, New York

Mr. John Cammarata
30 Lilac Drive
Syosset, New York

Mr. E. J. Edwards, 6232 Bolling Drive, Orlando, Florida, is interested in forming a Minox Club in the Orlando area. And from all the picture possibilities in the Cape Canaveral area, these club members

ANSCOCHROME COLOR PRINTS 46.5% LARGER — NO PRICE INCREASE

As of July 1, 1962, ANSCOCHROME color prints will be 46.5% larger in area at no extra cost. Now, both AGFA CN-14 and ANSCOCHROME prints will be made $2\frac{3}{4}" \times 3\frac{3}{4}"$, rather than the old smaller size of $2\frac{1}{4}" \times 3\frac{1}{8}"$. The new ANSCOCHROME prints will incorporate an attractive white border designed to really set off an frame your glowing, full-color pictures and will be printed on paper rather than the acetate material previously used.

New Size Fits Minox Photo Album

Now that the color print size is exactly the same as the black & white print size, they will fit the Minox albums perfectly.

The old $3" \times 4\frac{1}{2}"$ color enlargements which used to cost \$1.00 each have been discontinued.



COLOR ENLARGEMENTS TAKE TEN DAYS

Fast three-day service for standard size $2\frac{3}{4}" \times 3\frac{3}{4}"$ prints is the rule for Minox Processing Laboratories. But the highly specialized processing necessary to produce $5" \times 7"$ and $8" \times 10"$ color enlargements takes a little longer, usually 10 days.

Please bear with us. It's custom work! It will be worth it!

Prices for this exclusive service?
 $5" \times 7"$ enlargement . . . \$2.50 each
 $8" \times 10"$ enlargement . . . \$3.50 each

would become real moon-shoot specialists. Mr. Edwards got a terrific shot of Col. John Glenn's vapor trail with his Minox last February.

TRY WIDE ANGLE SHOTS WITH YOUR MINOX



The unique lens system of the Minox camera enables you to get wide-angle shots without special bulky lens attachments.

When you're shooting that castle in Spain this summer — or your own castle, try for a good wide angle. If you can get it in your viewfinder, you've got it on film for posterity . . . and you don't have to cut off spires and moats or chimneys and rosebushes.

Just flip your camera for a hor-

SHARE MINOXPERIENCES ! !

As the population of the land of Minoxia grows, so does the expert quality of the material sent into your Minox Memo. So many of you have found new and exciting ways to use the various types of Minox films to achieve most artistic results. We have noticed this in the quality of the photos sent in to the 4th Minox Contest — many pictures will be reprinted in the Memo after the Contest is over. There are only 20 possible winners but many of the entries represent a unique minoxperience that would be interesting to other Minoxers — both new and expert. So when you write in to us, try and give us the whole story — type of film used, exposure, and distance — so that other Minoxers can follow your formula for success themselves.

Without the contributions from loyal Minoxers, the Minox Memo, which represents all your work, would be impossible. We appreciate your help, and don't forget . . . all contributions to the Minox Memo will receive a free gift.

izontal shot like Mr. Arnold Rockwood of Brooklyn, New York, did. While taking pictures of the Armory in New York, he wanted to capture the unique architecture peculiar to this structure and took duplicate shots with his Minox and his 35m. He surprised himself with these results. His 35mm shot, taken from the same exact position captured only the center of this picture as outlined with dotted lines on his Minox shot.



PATIENCE PAYS WITH PUSSYCATS

Mr. Moses Grossfield of the Bronx had to play Pussy in the Corner to capture these shy alley cats in repose. Usually scampering away fearfully from outsiders, they were not at all aware of Mr. Grossfield and his Minox.



MINOX POCKET COMPANION

Here's a handy new Minox book by Dr. Joseph D. Cooper, one of the world's foremost authorities on the Minox camera and its accessories. This new carry-along guide is perfect for slipping in your pocket or briefcase . . . its easy reference index covers all basic operating procedures of both the Minox B and III S.

Special techniques such as use of the tripod and copying stand as well as "private eye" methods are concisely covered. Quick tips on a variety of situations from A to Z . . . accidents . . . action . . . moonlight . . . museums . . . parades . . . water reflections . . . zoos, etc. are listed in the guide. Invaluable for both new and experienced Minoxers, this booklet is particularly good for answering picture problems when they arise. The Pocket Companion incorporates a Neutral Gray Test card that can be used to take light meter readings when it is difficult or impractical to obtain a light reading directly from the subject; for example, far-away objects.

Spiral-bound, flexible cover.

96 pages \$1.95

LETTERS TO THE EDITORS "PRAISE & APPRAISAL"

Too Many Exposures Per Cassette!

Dear Sirs:

I am an enthusiastic owner of a Minox B and most of its accessories. However, I will dump the lot and obtain another sub-miniature (which will not be as good) for one frustrating reason: It takes ages to shoot up fifty shots. Why don't you pack film with only 12 or 16 frames?

Brian Reich
Civil Eng. Dept.
Colorado State University

** The Minox cassette is not as simple as it looks — it consists of twelve separate precision-engineered parts, each designed to assure perfect operation. The film is the least of the cost and shorter film loads would mean higher cost per picture since the cassette cost would remain unchanged. Many Minoxers find that they need as many as 50 shots (even for just a weekend) particularly if they do a lot of sequence shooting. Plus X, TRI-X and the color films have 36 exposures because the film is actually thicker.*

Signal Service

Dear Sirs:

The service and customer relations of Minox Processing Laboratories are absolutely without equal. It makes owning a Minox a pleasure and I take modest credit in having bragged about it so much that you have two new Minox owners.

Nelson D. Miller
San Antonio

** Keep bragging, Mr. Miller . . . we're with you!*

Jackie's A Minox, Too!

Dear Sirs:

Did you notice that spread in Life magazine's March 23 issue, pages 42-43, showing Jackie Kennedy "shooting" the press with her Minox?

James R. Belt, Jr.
Parkville, Mo.

Dear Sirs:

We spotted Jackie Kennedy using her Minox on her visit to the Far East on a TV newsreel.

Robert Williams
Anaheim, California

** Our public relations agency didn't have a thing to do with it. Glad they didn't! Their fees would have doubled!*

MINOX MEMORABILIA

Aside from the normal 24-hour use of the ultra-miniature camera, many Minoxers find their favorite camera a versatile record-keeper and photo-copier.



Mrs. Alice Bancroft of Grand Ledge, Michigan, uses her Minox constantly in her public relations business. She had grouped these professional portraits of her daughter's family for her own wallet.



Mr. Leon Siken of New York City used ASA 25 and available light to copy this old family snapshot taken 58 years ago in Europe.

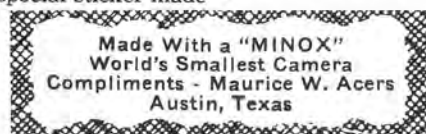
The Memo could never hope to reproduce the myriad uses of the Minox but, in addition to these different applications shown, we've seen Minoxers carrying various prescriptions (eye-glasses, medicines) in their wallet as well as birth certificates. An elderly lady we know carries her birth certificate on her European travels but is careful to keep the print in its original 8x11mm size . . . and that's pretty small. For keeping, collecting, recording and copying, the Minox can pack extraordinary amounts of useful information and fun into every print you take.



Mr. P. H. Holley of Houston, Texas, is a Sunday painter and uses his Minox to show clients samples of his work as well as for his "idea" file.

MINOXERS USE SPECIAL PHOTO STICKERS

The Editors of the Minox Memo have been receiving many pictures with unique stickers specially designed by Minoxers for their business and pleasure photos. Mr. Maurice Acers of Austin, Texas is an avid Minoxer (he has unofficially been awarded the Minox Medal for Meritorious Minoxing on the basis of his feats). He tells us so many questions were being asked of him about the photographs which he took and sent to friends (who never realized they were being photographed) that he had this special sticker made—



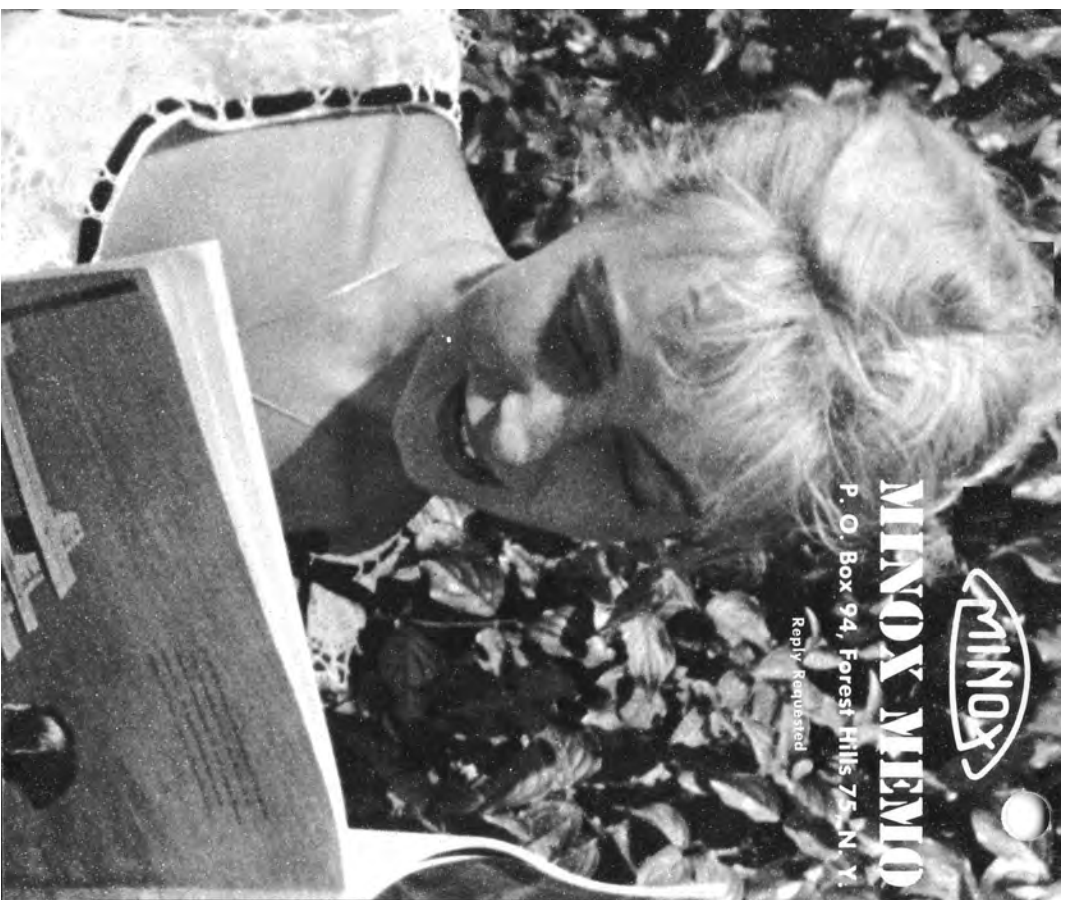
A TWO-MINOX TEXAN

... READY TO DRAW!

Mr. Acers carries his Minox 365 days a year and some of his friends accuse him of wearing it to bed. He became intrigued with the Minox while doing investigative work for the FBI in 1936 and has since owned each model made. Today, he keeps a III S in his left pocket loaded with Plus-X for indoor pictures and a Minox B, loaded with AGFA CN-14 in his right.

Using his Minox regularly, Mr. Acers has minox'd all over the world and in his travels he conservatively estimates he has introduced at least 200 people to the joys of Minoxia . . . and to the glories of Texas, of course.

Draw, Mr. Acers! You're our fastest drawin' double-barreled Minoxer in Texas.



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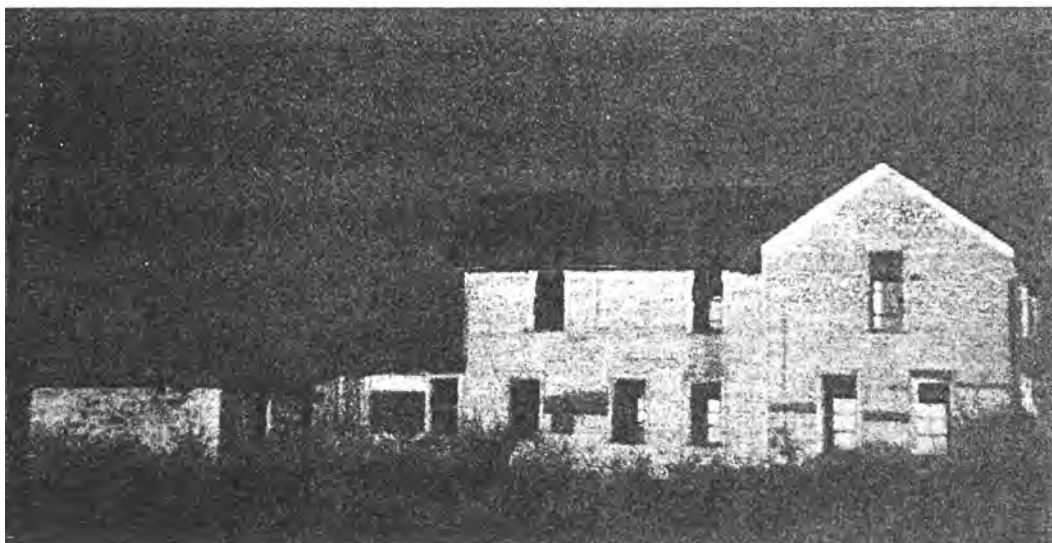
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volume 5 number 3

WINTER/1962

TOP AWARDS IN MINOX PHOTO CONTEST GO TO C. TORREY ADAMS AND DR. GEORGE H. MULLER



The glorious colors of "This Old House," First Prize in the Pleasure Division, have been lost in reproduction — but the beauty and strength of the photo by C. Torrey Adams, Newport, Michigan, are apparent even in black and white.

Don O. Thayer, president of Minox Processing Laboratories, has announced the selection of C. Torrey Adams as first place winner in the Pleasure Division, and Dr. George H. Muller as recipient of the top Business Division award in the Fourth Minox Photo Contest. An additional honor was bestowed upon Mr. Adams when another of his Minox entries was awarded 4th place in the Pleasure Division.

The judges — Bruce Downes, Editor and Publisher of Popular Photography Magazine, and Dr. Joseph D. Cooper, renowned Minox

expert and author of "Ultra Miniature Photography," "The Minox Manual" and "Minox Pocket Companion" — were confronted with the thoroughly pleasant task of viewing over eight thousand exceptional Minox entries — and the difficult job of selecting 20 winners. In appraising the entries, received from every part of the country and seemingly Minoxed in every corner of the world, the judges were awed and fascinated by the striking ultra-miniature techniques exhibited in the unending variety of subjects. Following are the 20 men and

women who were selected for top honors.

PLEASURE DIVISION

- 1st THIS OLD HOUSE
C. Torrey Adams, Newport, Mich.
- 2nd IRENE
Luther M. Schliesser, Jr., Whittier, Calif.
- 3rd GLASS PITCHERS
Jack Manning, New York, N.Y.
- 4th NOCTURNE #3
C. Torrey Adams, Newport, Mich.
- 5th SHORELINE
Arthur Weil, Cincinnati, Ohio
- 6th HARMONY
Bruce A. Barcalow, Trenton, N.J.
- 7th NASSAU MARINER
Emmet T. Sheeran, M.D., Fostoria, Ohio
- 8th LA PURISIMA
J. W. Wechselberger, Jr., Los Angeles, Calif.
- 9th THE HONORABLE ALHAI
Simeon E. Leland, Evanston, Illinois
- 10th TREES ARE FOR CLIMBING
Mrs. Barbara Belkin, Little Neck, N.Y.

BUSINESS DIVISION

- 1st CESAREAN PUPPY—ONE MINUTE OLD
George H. Muller, D.V.M., Walnut Creek, Calif.
- 2nd WELDED WIRE FABRIC SPEEDS CONSTRUCTION
Donald M. Gehring, Alexandria, Va.
- 3rd OLD CROW COLLEGE OF BOURBON KNOWLEDGE
E. G. Even, Minneapolis, Minn.
- 4th AFTERMATH—MARCH 7, 1962
David M. Brawner, Wayne, Pa.
- 5th FINAL TEST
Fred W. Edwards, Park Ridge, Illinois
- 6th PEDIATRIC WAITING ROOM
Frances E. Schaar, M.D., Minneapolis, Minn.
- 7th TUNNEL
Ronald Rickey, Gardena, Calif.
- 8th ANCIANO
Robert H. Young, Martinsville, Indiana
- 9th ROAD FRONTAGE
William A. Harvey, Montgomery, Alabama
- 10th UNCONTROLLED DISTORTION
Major Virgil O. Hall, Albuquerque, New Mexico

SPECIAL AWARDS

In addition to the 20 top awards, the works of eight others were selected for special mention — four for Special Judges Awards and four for Don O. Thayer Special or Story Awards.

The incomparable Joe Marx of Cincinnati, Ohio, contributor to the Minox Memo and first award winner in several previous Minox contests, was honored for over-all excellence in the many photos he

submitted. Others receiving Special Judges Awards are:

A. L. Wilkinson, New Braunfels, Texas
Miss Anida E. Stewart, Milwaukee, Wis.
William H. Garber, New Market, Va.

Mr. Wilkinson's entry of "The Watchmaker" was selected for its unmatched clarity and fine detail — while Miss Stewart's Minoxing of "Daisy, The Boy Cat" and a Minox album, "My Minox Marched With Stonewall," by Mr. Garber were honored for their unique use of the Minox and outstanding pictorial achievement.

Recipients of Don O. Thayer Awards for outstanding Minox photos are:

Henry J. Kaufman, Washington, D.C.
Miss Sylvia C. Bergel, Port Washington, L.I., N.Y.
Harry Upson, Jr., Reno, Nevada
Frank Walton, San Francisco, Calif.

The award-winning work of these eight Minoxers will be shown and discussed in future issues of the Minox Memo.

How can you take award-winning pictures . . . and what makes them? These questions have been asked by countless Minoxers, and in an effort to answer the questions, we will illustrate and give pertinent information about many of the winning photos in this and future issues of the Minox Memo.

C. TORREY ADAMS WAITS A YEAR TO TAKE WINNING PHOTO

No stranger to either the Minox or the Minox Photo Contest, Mr. C. Torrey Adams, the 1st and 4th prize-winner in the Pleasure Division, can claim the distinction of being a four-time winner. Mr. Adams, now an industrial security consultant, first became acquainted with the Minox while serving as a Special Agent with the F.B.I. He purchased his first Minox in 1954 and from that day forward has been taking prize-winning photos. His magnificently-hued, award-winning "This Old House," shown here in black and white, was shot

with Anscochrome and is the result of not only a proficiency with the Minox, but a determination to wait for exactly the right photographic conditions. Mr. Adams writes, "I had been observing this house for almost a year, seeking a time when it would present a suitable subject. On this particular winter day, the setting sun broke through the low clouds of a diminishing snowstorm. The harsh cross-lighting, accentuated by the heavy clouds, created the picture for which I had been searching. In the three minutes while the sun was out, I took a series of six exposures at varying angles and distances — and while I was immediately sure that the year's vigil was worthwhile, it was indeed a pleasure to learn that the judges had honored my entry by awarding it First Prize in the Pleasure Division. Though I'm proficient with other cameras, I'm certain that I wouldn't have had time to unlimber the equipment and make the range of exposures accomplished so easily with the Minox. My picture serves well to illustrate my contention that the Minox is truly the 'candid camera' so sorely needed for the last three decades."

DR. GEORGE H. MULLER NEVER WITHOUT HIS MINOX

A Veterinary Hospital is often the setting for exciting and genuinely heart-warming events, according to First Prize winner in the Business Division, George H. Muller, D.V.M. Dr. Muller writes, "My Minox is frequently used at our Veterinary Hospital to record unusual cases or scenes. One day, I came to the hospital to find my associate performing an emergency cesarean section on a Boston Terrier. It took me only seconds to withdraw my Minox from its case and record the new-born puppy's first minute in the world. Immedi-



First Prize in the Business Division, "Cesarean Puppy—One Minute Old" by Dr. George H. Muller, Walnut Creek, California.

ately after delivery, the puppy is held upside down, much as in the case of humans, to remove any existing fluid from the nose. This moment, always an exciting one for those in the practice of veterinary medicine, was captured with Plus-X film and the available light in the operating room. The Minox is my assurance that pictures like 'Cesarean Puppy — One Minute Old' will not go unrecorded — and the fact that my photo was selected as First Prize winner only adds impetus to my belief that the Minox is unbeatable as a candid camera. As a clinical dermatologist engaged in research at the University of Stanford, I have used the Minox, time and time again, as an able assistant at lectures. The Minox has proved valuable at lectures incorporating slides, when it is virtually impossible to take notes. I prop my elbows on the desk, much like a tripod, and fire away. The usefulness of the Minox in copying notes and a wide variety of clinical data are other reasons why I am never without my Minox."



MINOX CLUB HELPS ARTHUR WEIL BECOME A WINNER

Arthur Weil, personnel counselor from Cincinnati, Ohio, credits his local highly active Minox Club for the techniques and knowledge of photography that resulted in his Fifth Prize-winning "Shoreline." Of his relationship with the Minox, Mr. Weil says, "I first bought a Minox when I went to Europe in 1955 — the reason being that I did not want to look like a tourist. Since then I have acquired the Minox B, an enlarger and several trays. I soon discovered that a good picture generally requires being 'picked-out' of the original, so I now do my own developing. 'Shoreline' was taken on a cold, windy day in San Francisco, using ASA 25. The negative was extremely thick and the enlargement, 10" x 20", took three minutes under the enlarger. I used Eklalure X paper to take full advantage of the grainy quality. The Minox is now my only camera, as I feel I can potentially do more with it than any other camera."



DR. EMMET T. SHEERAN'S PENETRATING STUDY

Seventh Prize in the Pleasure Division goes to Emmet T. Sheeran. Dr. Sheeran reports, "As I am a general surgeon, I use the Minox to take pictures of surgical techniques and various injuries, and it has become increasingly useful in copying office correspondence, hospital charts, etc." The award-winning "Nassau Mariner" was Minoxed on ASA 25 while Dr. Sheeran, his wife and his Minox were on vacation.

ROBERT H. YOUNG PROMOTES MOTION PICTURE . . . WINS EIGHTH IN BUSINESS DIVISION



Motion picture producer, Robert H. Young of Martinsville, Indiana, recently took an extensive series of portrait shots while in Mexico; according to Mr. Young, it was strictly business and extremely successful business only because of the unique qualities of the Minox. Mr. Young says, "The portraits, including the winning photo of 'Anciano,' were taken to help promote a motion picture designed to give the people of the United States a better understanding of life in the desert region of Mexico. I chose the Minox to make the publicity photos because of its size, weight and ease of handling. As it turned out, most of the subjects thought I was only taking a light meter reading — consequently, the poses were natural and uninhibited. These results would have been impossible to attain with a larger, more conspicuous camera. ASA 25 and available light were used for the complete series of portraits, all of which serve as undisputed testimony to the value of the Minox."

LUTHER M. SCHLIESSER, JR. WINS ON ONE OF TWINS



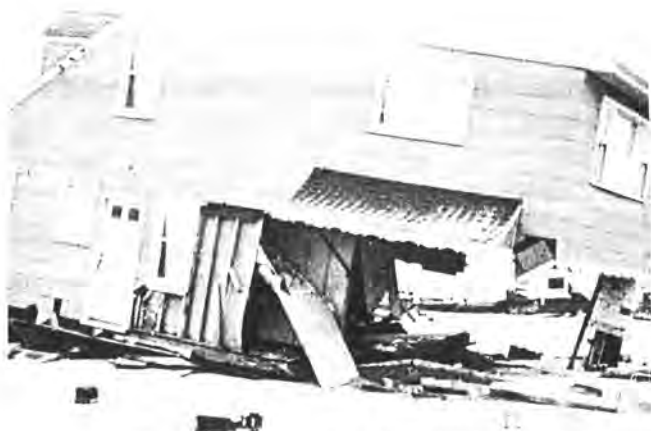
Luther M. Schliesser, Jr., pastor of the Shepherd of the Hills Lutheran Church in Whittier, California, tried many cameras before finally deciding on the Minox because of the ease of handling and the quality and depth of the reproductions. While Mr. Schliesser has Minoxed a wide variety of subjects, he prefers portraits, as exhibited by his award-winning photo of "Irene," taken with ASA 25 and available light. Mr. Schliesser says, "I now do my own developing, and my Minox enlarger has consistently delivered wonderful results." According to the Pastor, an unsuccessful attempt to have Irene and her twin sister sit quietly together, resulted in the portrait selected as Second Prize winner in the Pleasure Division.

MORE MINOXISMS

Minoxvmentor — a Minoxer who invents minoxventions.

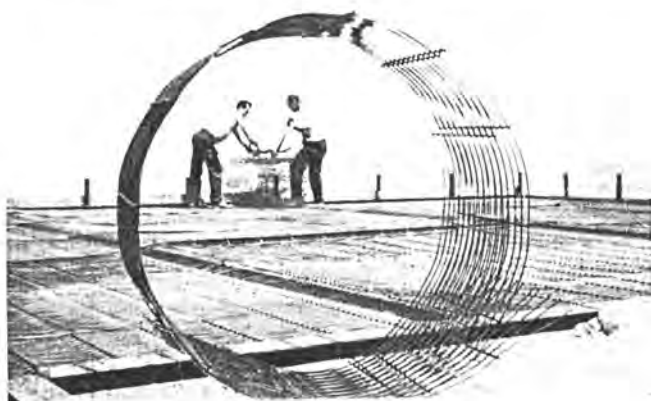
Minoxventions — inventions vented on Minoxers by Minoxvmentors.

If you have a favorite Minoxism of your own, send it to us so we can pass it on to other Minoxers throughout the world.



**TOO MUCH EQUIPMENT
RESULTS IN WINNER
FOR DAVID M. BRAWNER**

Fourth Prize Winner in the Business Division, David M. Brawner, attributes his Minox photos of storm damage, "Aftermath—March 7, 1962," to the fact that two years ago he began to lose interest in photography. Mr. Brawner says, "I was startled to discover that my picture taking was lessening in direct proportion to the amount of equipment I collected. It seemed the more lenses and gadgets I owned, the fewer pictures I wanted to take. As a consequence, many family affairs, as well as other interesting possibilities, went unrecorded. It was then I purchased a Minox B to serve as a third or fourth camera, but I, like so many other camera enthusiasts, soon discovered that my Minox has become number one. My Minox and a large supply of ASA 25 went with me to record storm damage at Stone Harbor, following last year's spring storms. Luckily, my home was untouched, but I did take close to 100 shots of neighbors' homes as pictorial evidence of damage to present to the insurance companies."



**PROMOTING PUBLIC
RELATIONS DIRECTOR
DONALD M. GEHRING
WINS AGAIN**

Donald M. Gehring, the Second Prize winner in the Business Division, claims that as public relations director for the Wire Reinforcement Institute, the Minox is a natural companion to help promote the varied uses of welded wire fabric. Mr. Gehring, who was also honored in the 2nd Minox Photo Contest, says, "I first became attracted to the Minox through advertising. It seemed to offer the advantages of compactness, instant availability and the challenge of high precision work in a small package. My pictures are generally used to support stories and articles written for the building trade. To attain the desired effect, I wait until the workers become accustomed to my presence. Then I shoot pictures that are natural with ASA 25 and available light



While New Yorker, Jack Manning is a professional photographer, his "Glass Pitchers," awarded Third Prize in the Pleasure Division, illustrates his belief that, "It is not always convenient to carry a camera around your neck, but it is no trouble at all to carry a Minox in your pocket."



Mrs. Barbara Belkin of Little Neck, New York, builds scale model ships, and records her progress with her Minox and ASA 25. She also has a keen interest in photographing children, as illustrated by her "Trees Are For Climbing," Tenth Prize winner in the Pleasure Division.

For Contributions to Mightier Minoxology . . .

There are few names better known to followers of the Minox than that of Joe Marx of Cincinnati, Ohio. For among his outstanding credits are: First Prize winner in the Pleasure Division in both the First and Second Minox Photo Contest; service as a judge in the Third Contest; and invaluable contributions to the Minox Memo. Joe Marx submitted 50 photos to the Fourth Minox Photo Contest, and each photo fully illustrated vast techniques of the Minox. For his unending contributions and dedication to better Minoxing, the judges have awarded Joe Marx a black Minox B Private Eye and the gratitude of Minox owners.



Judges Dr. Joseph D. Cooper, left, and Bruce Downes review some of the outstanding Joe J. Marx entries.

More winners on pgs. 21, 22 and 23.



MINOXER ON EXHIBIT

A high note of the New England summer season took place at the Rendezvous Resort in Southport, Maine, where a 40-print exhibit by Frances Seagraves entertained and delighted vacationers.

Miss Seagraves was one of the charter members of the New York Minox Club and served as its secretary for the first year. In reviewing her Minoxing of the "Maine Scene," Miss Seagraves has found that the Minox imparts an aesthetic quality to pictorial shots and portraits.





Miss
Gladys Chase
Gilmore

MINOX ALBUM CONVINCES SKEPTICS AND PROVES PROFITABLE

For Miss Gladys Chase Gilmore of the New York Minox Club, a Minox album has proved its value time and time again.

Not satisfied to merely carry her favorite Minox B at all times, Miss Gilmore is never without a small album of typical Minox pictures, including groups, interiors, landscapes and portraits. The album comes in very handy when interested observers of Miss Gilmore's Minoxing ask, "Does that tiny camera actually take good pictures?" The album more than answers the question and has so thoroughly convinced skeptics that when Miss Gilmore is now asked to attend a party or social gathering of any kind, her Minox B receives a similar invitation — all expenses paid. Miss Gilmore is now quite the professional, moving from group to group, taking candid shots and portraits — and when the prints are assembled in an album, they become a valued and prized possession of the host or hostess.

Miss Gilmore has also had numerous "semi-professional" requests to Minox interiors of homes and apartments for people wanting to show their dwellings to out-of-town friends and relatives.

Gladys Chase Gilmore may never enter the ranks of the true professional, but her Minoxing on Tri-X pan film at 1/20 sec. and available light is bringing professional results and capturing memorable events for countless friends and acquaintances in the New York area.

"MOVE IN" FOR BETTER PICTURES



Mr. Tom Gordon of Evanston, Ill. found himself hundreds of miles from Washington, D.C. — but he was less than 24 inches away from his television set when he Minoxed President Kennedy using ASA 25 at 1/20. Mr. Gordon has been captivated by the close focusing features of his Minox — and the startling pictures that can be achieved at close quarters. Another of his "close-ups" might first appear to be any one of a number of objects — but closer study, and a helpful hint from Mr. Gordon, identify the subject as a pair of track shoes — Minoxed with the aid of light from a nearby table lamp.

Tom Gordon has discovered a new kind of fun with his Minox — and more important, he has found that it is not difficult to create exciting, truly interesting pictures by "moving-in" with his Minox.



GRUBER PORTRAIT BOOK COMPILED WITH AID OF MINOX COPYING OUTFIT

Condensed from Camera News of West Germany.

By Charles E. Fraser, A.I.B.P., A.R.P.S., F.R.S.A., D.G.Ph., a lecturer at the Ealing (England) School of Photography and a member of the German Society for Photography.

How did the Minox help L. Fritz Gruber overcome a formidable obstacle in compiling his book, *Famous Portraits*? 120 portraits of famous personalities are reproduced in the book — well-known individuals from the world of science, art and politics. There is a history of portrait presentation and a complete guide to each picture, including information about the model and photographer — and about the creation or fate of the picture. *Famous Portraits* is an exceptionally fine book, renowned throughout the photographic world; yet, without



Edward Steichen's photo of Gloria Swanson, taken in 1926, is shown with index card as L. Fritz Gruber copied it with aid of Minox for his portrait book.

the Minox, it might never have been published.

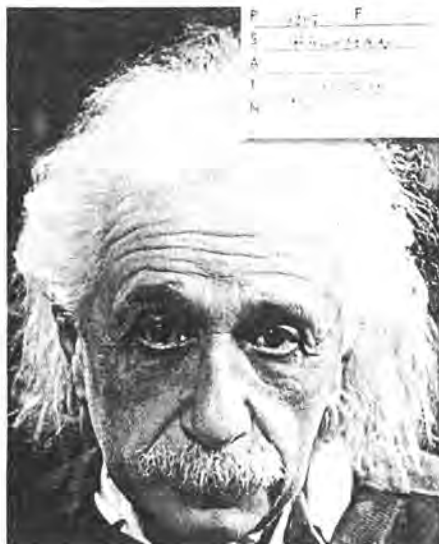
As Gruber prepared to travel the world in search of suitable photographs, he knew it would be impossible to remember the many thousand originals he would see at photographers and in collections from San Francisco to Vienna — and he wanted to make his selections at the end of the trip. It was clear that he needed a miniature picture notebook, and thus he arrived at the solution through the use of the Minox. The Minox camera and light copying stand accompanied him on all his travels and took a picture of every potentially suitable picture.

An index card system was devised to record the maker, title and source of the original photo. The card and the original picture were then photographed together for later reference and selection.

The Minox negatives were enlarged to 3¾" x 4¾" and with these handy pictures, Gruber selected those which were suitable. Only then did he request the originals.



L. Fritz Gruber at work copying photos and indexing.



Index card on top of Halsman photo of Einstein has Gruber code: P, picture no.; F, film (roll) no.; S, source; A, author (photographer); T, title (name); N, notes.

Gruber's use of the Minox, instrumental in the eventual publishing of *Famous Portraits*, has been influential in introducing many notable figures to the Minox. Beaumont Newhall, director of the largest photographic museum in the world, the George Eastman House in Rochester, N.Y., quickly followed Gruber — and the Minox is destined to be used more and more.



Sarah Bernhardt, Minoxed for Gruber Book.

CHRISTMAS IN WILLIAMSBURG



Mrs. Allan Powell of Mentor, Ohio, will not venture out of her home without her trusted Minox. Christmas in Williamsburg offers an abundance of subjects — and for Mrs. Powell, Williamsburg presented the opportunity to test her skill with Agfa CN-14. This charming picture of a Christmas door decoration completely captures the spirit of the season — and clearly illustrates that Agfa CN-14 yields excellent prints in black and white, as well as in color. This picture was printed on panalure paper.

HEY, MINOX CLUBS!

Don't forget that the Minox Memo is the eyes, ears, and especially the voice of Minoxers everywhere. We need information from every Minox Club — so if you haven't written yet, write in today with the complete story about your club's activities, number of members and names of officers. Here are some Minoxers who want to start their own local Minox Clubs:

Mr. Mathew J. Dunipin
3103 East Xyler Street
Tulsa 10, Oklahoma

Mr. Marshall Lederman
800 Riverside Drive
New York 32, New York

... and a Minoxer interested in joining a club:

Mabel Swan
205 S. California Street
Burbank, California

MINOX GOES UNDERGROUND

"Get 'em when they're not looking." That's the advice of Jay Ropenack, a Minox employee who would be lost without his Right Angle Finder Mirror and Reflex Viewfinder. Jay went into the caverns of the New York subway to capture the unposed, unsuspected pictures shown here. He used Tri-X at 1/20 and available light.



"WHO DUN IT?"

John Hall of Park Ridge, Illinois, couldn't have thought of a more appropriate title for this minoxperience, recorded in the heart of Chicago's Loop, where "Who Dun Its" like this one are not uncommon. He used Tri-X at 1/200 with a neutral density filter. It just goes to show that you're ready for anything with your Minox at your side — and how truly valuable the Minox can be if you are the unfortunate driver and the insurance company wants to know, "Who Dun It?"



MINOXING NO PROBLEM FOR 15 YEAR OLD

Robert Brown of Chevy Chase, Maryland, can look forward to many years of happy Minoxing, for he is only 15 years old and already much more than a beginner. "Bob" took his Minox B to camp this past summer where subject matter truly abounds. One of his favorite minoxperiences was captured during the camp pyrotechnic display, where he Minoxed a burning "W" at a distance of 6 feet. He used ASA 100 at 1/50.



USING THE STANDARD METER

There have been a number of requests for information on the proper use of the Standard Meter. Here are two of the more prevalent questions — and the answers.

Question: I want to use Tri-X film, How do I use the Standard Meter?

Answer: Set the scale with the symbol for 200 ASA (full black rectangle) and use the next shorter shutter speed as pointed out by the needle. If the needle shows 1/100 sec., use 1/200.

Question: I want to use Anscochrome. How do I use the Standard Meter?

Answer: Use the scale of 50 ASA (black verticle rectangle on white ground) and disregard the fact that your film has only 32 ASA. Using 50 ASA, if the needle shows 1/100 sec., go half a shutter speed down and set shutter dial between 1/100 and 1/50.

WHERE DID RED GET THE MINOX?

Remember the cover of the '62 Summer issue of the Minox Memo? It pictured Red Skelton minoxing the Shah of Iran with his black Minox Private Eye. Our faces are as red as Mr. Skelton's hair, because we forgot to tell you that Red Skelton is one of the best customers of the Bel-Air Camera Store in Los Angeles, California — where he has purchased numerous Minox cameras as gifts for friends and relatives. Thank you, Red.

MINOMAT MISUNDERSTANDING

The Minox Minomat Automatic Projector comes equipped with a 35 mm f/1.6 Minolux Lens, six-foot cord and one slide magazine. The list price does not include the #43 Remote Control Cable or the #47 Carry-All Case. These items are sold separately as accessories. More information on Page 15.

CHOOSE THESE MAGNIFICENT IDEAL FOR MINOX FANS . . .

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 use speed dial to match open triangle with meter indicator for perfect pictures every time — in all light conditions.

#12 Minox B, satin chrome finish camera and chain, complete with leather case. Priced under \$150

#14 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case. Priced under \$175



**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 reflection gives full illumination. Fits all cameras.

#31 Model B for Minox B; with belt case.

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

#36 Battery for Minox B/C Flash.

All priced under \$15



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars for thrilling close-ups. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #60

Priced under \$22

MINOX XMAS GIFTS . . . ALL AT YOUR MINOX DEALER



MINOMAT PROJECTOR

The Minomat Automatic Projector projects Minox metal and glass slides through powerful Minolux 1:1.6/35mm lens. Fan cooled, imported 150 watt lamp with extremely bright light output. You'll see big brilliant pictures, three times larger than those projected from other miniature projectors. Comes equipped with projection bulb, power-cord and magazine. #40 Priced under \$200

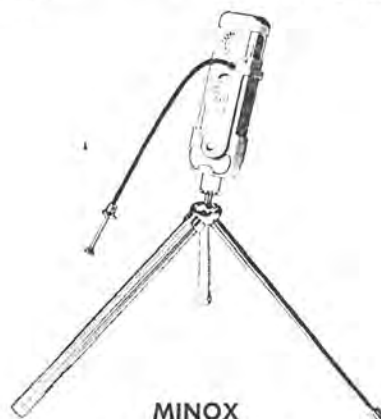
Remote control cord gives you not only the convenience of remote control but enables you to change slides in forward as well as in reverse direction. #43 Priced under \$8

Carry-all case for Minomat is custom fitted with ample room for additional magazines and accessories. Case cover has projection screen for convenient table top viewing. #47 Priced under \$30



MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #54 Priced under \$6



MINOX POCKET TRIPOD

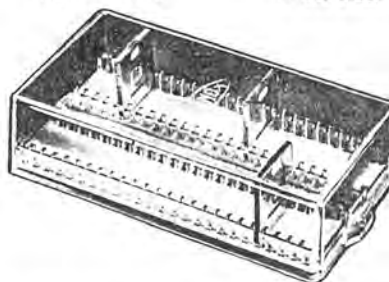
Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x ¾" diam. Includes camera clamp, leather case. #73 Priced under \$19



MINOX VIEWER-MAGNIFIER (not illustrated) #94 Priced under \$6

MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting. #53 Priced under \$13



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #55 Priced under \$2



RIGHT-ANGLE FINDER MIRROR

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

#62 for Minox B

#63 for Minox III-S

Priced under \$9

Priced under \$9



REFLEX VIEWFINDER

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

#65 for Minox B

#66 for Minox III-S

Priced under \$13

Priced under \$13



MINOX DEVELOPING TANK

Daylight loading, with thermometer.

#90

Priced under \$12



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Covered with smooth, padded, simulated brown leather and gold-leaf Minox imprint.

#120

Priced under \$7

MINOX BELT CASES

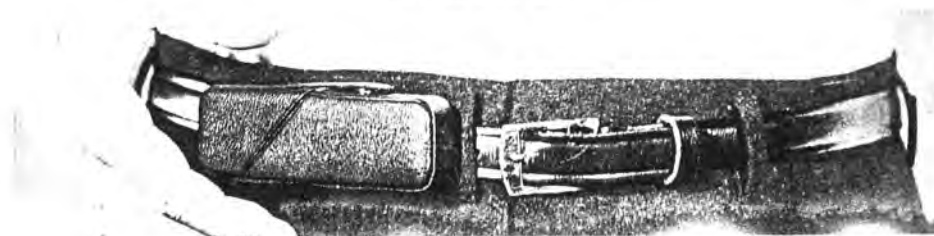
Lets you wear your Minox. Choose from genuine black, brown or red leather.

#104 Minox B belt case

#105 Minox III-S belt case

#110 Leather case for finder (without belt loop)

All priced under \$5



FOR CHRISTMAS - GREAT GIFTS!



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.

#80

Priced under \$150



ADJUSTABLE COPYING STAND

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

#76

Priced under \$25



MINOX MEMO BINDER

Handsome luggage leatherette 3-ring binder with gold-leaf stamp. Keeps Minox Memos safe and ready for instant reference.

Priced under \$4



MINOX FILTER KITS

New, easy-to-use snap-on filters.

#67A For Minox III-S. Black and white "A" Filter Kit: yellow, neutral density gray and ultra-violet filters.

#67B For Minox-B. Black and white "B" Filter Kit: yellow, orange and blue filters.

#68 For Minox III-S and B. Three filter Color Correction Kit: regular Skylight (pink); medium Skylight (reddish); Flash Conversion (light blue).

All priced under \$11



NEW COLOR PRINT SIZES ANNOUNCED

In a recent issue of the Minox Memo, we announced a new $2\frac{3}{4} \times 3\frac{3}{4}$ print size from Anscochrome color positive film which would incorporate a white border and be printed on paper. But due to technical processing problems which we could neither foresee nor control, high quality prints of this type were not possible.

Our staff of technicians has maintained constant experimentation, however, and as of January 1, 1963, new improved color prints from color positive film (Anscochrome or Agfa CT-18) will be $2\frac{3}{4} \times 3\frac{3}{4}$ on acetate material. The $3 \times 4\frac{1}{2}$ inch size has been discontinued.

A new size color enlargement — $3\frac{1}{2} \times 4\frac{3}{4}$ — from Agfa CN-14 color

negative film is also being introduced beginning January 1, 1963. This is in addition to the standard $2\frac{3}{4} \times 3\frac{3}{4}$ size currently available.

Please note that the standard print sizes for all color film will be exactly the same as black and white and will fit the Minox Photo Album perfectly.

NEW CT-18 COLOR POSITIVE FILM

You've asked for it and here it is! A new high speed, extremely fine grained color positive film. Agfa CT-18, with an ASA rating of 50, is now available. It yields glorious $2\frac{3}{4} \times 3\frac{3}{4}$ color prints and produces magnificent color transparencies for projection. As with other Minox color films, it is packed one cassette per box and each cassette has 36 exposures.

MINOX FILM IS SENSATIONAL FOR STUFFING CHRISTMAS STOCKINGS

Black & 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)

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, 36 exposures per cassette.

AGFA CN-14 (ASA 20)—Negative film for brilliant color prints as well as black and white prints.

ANSCOCHROME (ASA 32) — Daylight color positive film for slide projection and color prints.

AGFA CT-18 (ASA 50)—New high speed daylight color positive film for slide projection and color prints.

All film priced under \$3 per box

Your Minox Dealer Has These Gifts Now!

MINOX IN THE NEWS



Model road racing has become the country's fastest growing, most exciting hobby (next to Minoxing) and if you don't believe it, just take a look at the smiling, success-filled faces of two sales representatives for the Dowst Mfg. Co. of Chicago, manufacturer of Strombecker road racing sets. They were Minoxed at the New York Toy Show and, as you can see, they're ready for anything with their crash helmets firmly in place.

MINOX IN ADVERTISING



The back cover of the October and December issues of *Gentlemen's Quarterly* illustrates in full color, "Wherever Fashion and Quality are important — you'll find a hat by Byer-Rolnick" and, of course, a Minox camera. The Byer-Rolnick buyer is depicted as a "world traveler" and Minox enthusiast.

AROUND THE WORLD IN 2000 PICTURES

New Yorker, Harry Elbaum, has probably taken more Minox pictures in a single year than most of us will take in a lifetime — 2,000, to be exact. World traveler and Minoxer extraordinary, Mr. Elbaum and his wife embarked upon the grand tour last year — and while circling the globe, Minoxed an infinite variety of people, places and objects. Of all his minoxperiences, Harry Elbaum recalls a day in Bangkok and the opening session of the SEATO Conference as a day never to be forgotten. Statesmen and foreign dignitaries had been prepared to confront the problems of the world, but they were not ready for the man with the Minox. Armed with a press and photographer's pass obtained through a publishing background, Mr. Elbaum became the unexpected center of attention as he slipped from group to group, table to table — Minoxing as he moved. According to Mr. Elbaum, many of the shots taken prior to those pictured here, caught dignitaries looking anything but dignified.



Harry Elbaum, never without his Minox, flash attachment and package of flash bulbs, has more than a day in Bangkok to remember — thanks to his Minox — he has at his fingertips, a world of minoxperiences as fresh and exciting as the day they occurred.



"Harmony" is a most appropriate title for the Sixth Prize winner in the Pleasure Division — and we must agree that Bruce A. Barcalow, of Trenton, New Jersey, captured all the warmth and love between mother and child with his outstanding picture. Mr. Barcalow has taken thousands of pictures, usually with ASA 25, since purchasing his Minox in 1961 while serving with the Army in Germany.



MINOX GOES TO A BIRTHDAY PARTY

Just how wondrous is the Minox? In this case, it's good enough to eat. This sweet Minox is gracing the birthday cake of the Herbert Baker Advertising Agency, celebrating 12 years in the advertising business, and by the way, nine years representing the Minox. Who says you can't have your cake and eat it, too?

NOTICE!!!!

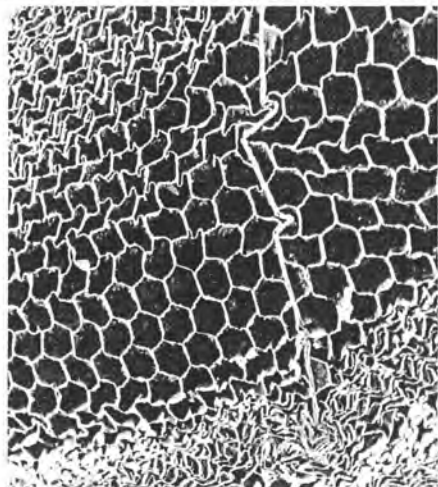
Confusion Between Minox Photo Albums — Minox Memo Binders!

The Minox Photo Album, illustrated at the left, has transparent plastic pockets and is used for displaying your Minox prints. Refills are available to hold additional prints. The Minox Memo Binder, illustrated at the right, is a ring-binder which is used to hold your library copies of the Minox Memo. Please be sure not to confuse these two books when ordering.





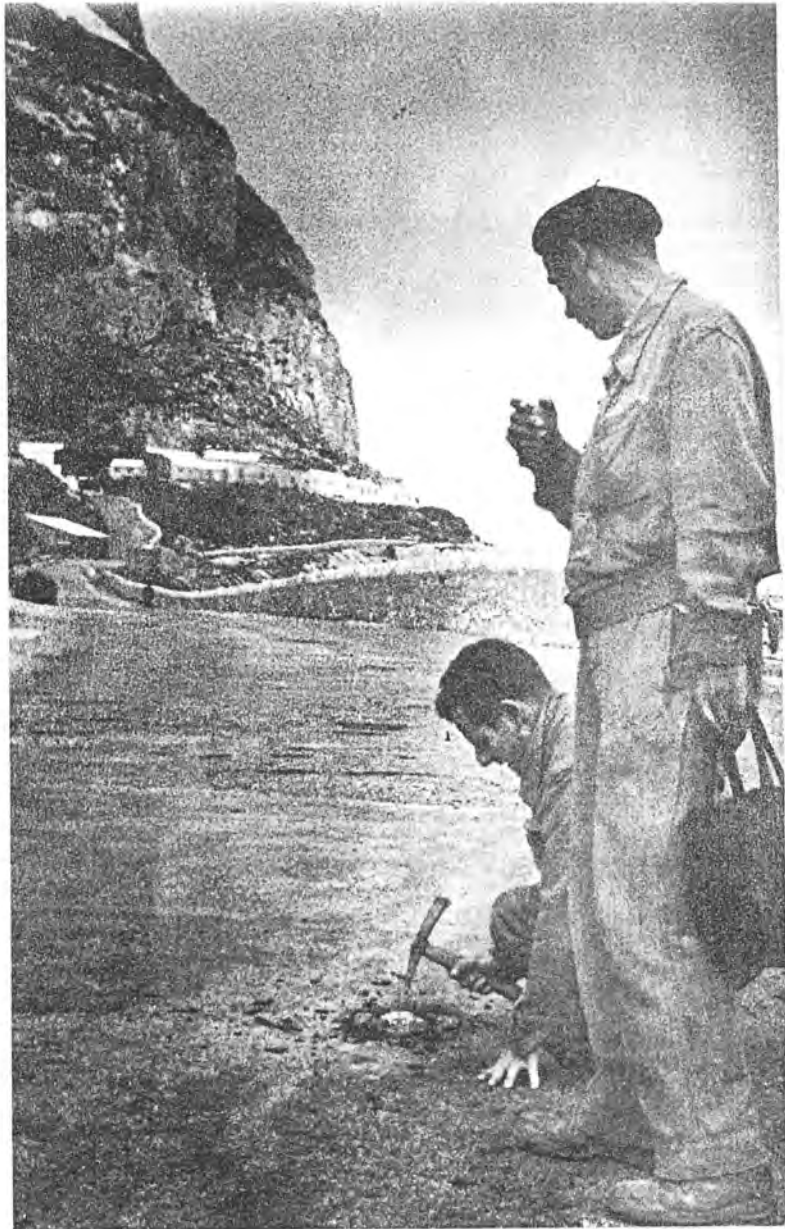
A black and white print, made from a CN-14 color negative, resulted in "La Purisima" and Eighth Prize in the Pleasure Division for J. W. Wechselberger of Los Angeles, Calif. Mr. Wechselberger purchased his Minox solely for pleasure, and while he generally uses ASA 25, he is partial to PLUS-X and TRI-X for many interior shots.



As Air Force Flight Safety Officer, Major Virgil O. Hall of Albuquerque, New Mexico, uses his Minox and ASA 25 to assist in the investigation of aircraft accidents. One of his favorite pictures, "Uncontrolled Distortion," was selected as Tenth Prize winner in the Business Division. Major Hall was also a winner in the 1st Minox Photo Contest.



Simeon E. Leland, Dean of Liberal Arts at Northwestern University in Evanston, Illinois, had his Minox ready while attending an official reception for the Prime Minister of Nigeria. The result, "The Honorable Alhaji," is the Ninth Prize winner in the Pleasure Division.



This arresting study of "Gibraltar Road" by Joe J. Marx of Loveland, Ohio, fully illustrates why he was honored with a Special Judges Award in the Fourth Minox Photo Contest. Many Minox photos by Mr. Marx will be featured in forthcoming issues of the Minox Memo — and more good news for Minox fans — a book may soon be published featuring Joe J. Marx and his marvelous Minox.

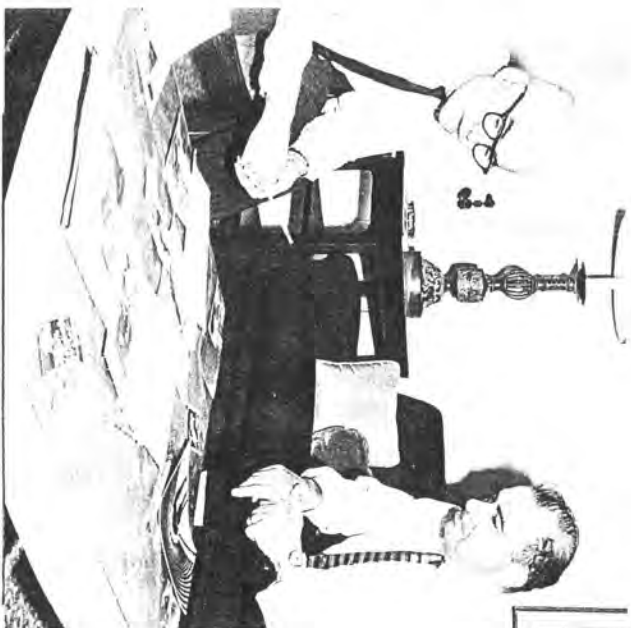


MINOX MEMO

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

Form 3547 requested

The judges review Business Division entries.



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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 6 number 1

SPRING/1963

ROBERTS on the RAMPAGE!

Not satisfied merely serving as a judge during the Third Annual Exhibition of Communications Art, Jack Roberts decided to record a "judge's eye view of the judging" with the aid of his Minox. It's easy to see that Mr. Roberts is anything but a novice when it comes to taking unsuspected, unposed shots. With tongue in cheek and, at times, Minox in mouth, Mr. Roberts' talents serve well to illustrate why the Minox is the candid camera supreme.

Jack Roberts is partner and creative director of Carson/Roberts/Inc., well-known Los Angeles advertising agency. He has served as president of the Los Angeles Art Directors Club and is a member of the International Design Conference Executive Committee, and Vice Chairman of the Conference 1960-61-62.

In addition to advertising design, he has done book design and illustration, most recently, "Engineersmanship" and "Birdsmanship."

In revealing the techniques of successful candid photography, Mr. Roberts has this to say, "Once you have the Minox, there are three rules to follow: (1) Be accepted as one of the group. It is useful to have some logical reason, such as an invitation to judge something. (2) Be a likeable fellow, completely at ease and above suspicion. (3)

(Continued on page 6)

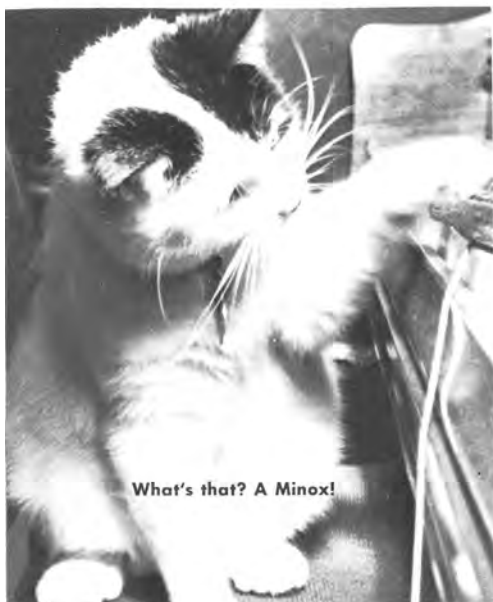


MORE MINOX WINNERS!

Here is the award-winning work of four Minoxers — selected by the judges in the recent 4th Minox Photo Contest for over-all photographic excellence.

A series on “Daisy — The Boy Cat” by Anida E. Stewart, Milwaukee, Wisconsin, delighted the judges and resulted in a Special

Judges’ Award for Miss Stewart, her first honor in picture-taking. On her use of the Minox, Miss Stewart says, “The size of the Minox enables me to carry it at all times and I never miss a picture at the theatre or at outings. I keep Plus-X film in the camera at all times unless I use it for copying — then I use ASA 25.”



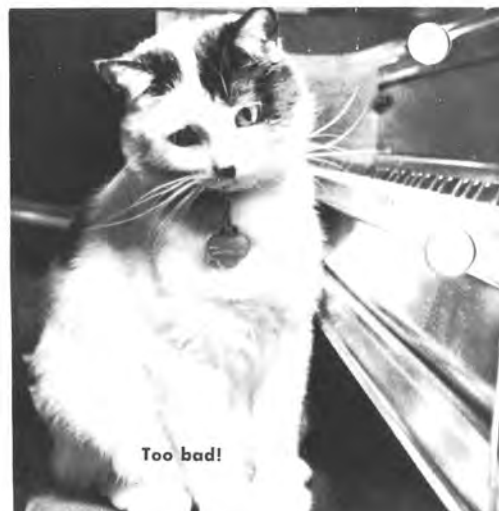
What's that? A Minox!



Please take my picture.



Not really . . . Out of film?



Too bad!



"FEEDING TIME"

The work of Mr. Henry J. Kaufman, Washington, D.C., was selected for a Special Don O. Thayer Award — and his photo, "Feeding Time," clearly illustrates why. Mr. Kaufman, owner of an advertising and public relations agency, received his first Minox as a Christmas gift in '57. While he prefers to shoot people, he has recently become more and more interested in the challenge of photographing scenery — and he adds, "Business meetings, parties, trips, practically any circumstance affording opportunity for interesting candids, have been my subjects." "Feeding Time" was shot with ASA 25 at 1/50th and with a green filter.

"A BOY with BOTTLE CAPS"

"A Boy With Bottle Caps" is one of the excellent pictures that resulted in a Special Don O. Thayer Award for Harry S. Upson, Jr. of Reno, Nevada. As a photographer for a Reno newspaper, Mr. Upson is no stranger to the world of photography — or to the world of the Minox. He first owned a Minox in 1953, and for the last two years, he has ventured nowhere without it — both on the job and off. Regarding his working habits with the Minox, award-winning Harry S. Upson, Jr. has this to say, "I think nothing of shooting twenty or more shots of the same subject to obtain the results I desire. I confine most of my shooting to ASA 25, for I find very little I cannot cover with this film. All my printing is done on mat paper for the purpose of retouching, if needed, and because of the very pleasing quality of this paper."





"TUNNEL" by Ronald P. Rickey

This picture of the unusual patterns of a tunnel won Seventh Prize in the Business Division for Ronald P. Rickey, Gardena, California. Mr. Rickey says, "I've been an avid photographer for the last ten years and for the last two years, I've used my Minox almost to the exclusion of my larger cameras. I usually shoot one to two rolls of film a month. My most frequent subjects are my children, where the ease of use and depth of field of the Minox are of special value."

TOWER OF LEARNING

Mr. C. S. Cline, Franklin Park, Ill., had to retreat a full city block before all 50 floors of the Tower of Learning, on the University of Pittsburgh campus, appeared in his viewfinder. But the walk was well worth it, as evidenced by the outstanding results. Mr. Cline stated, "I took the shot on a very bright, sunny day, using ASA 400 in my Minox B. I used the neutral density filter with the shutter set at 1000." Mr. Cline tells us that the picture of the Tower, and an equally effective shot of Chicago's Prudential Building, has convinced him that the Minox is really versatile!



Marx's Minoxology

Editor's Note: Joe J. Marx, is one of the world's most enthusiastic Minoxers. A regular contributor to the Minox Memo, Mr. Marx explains some of his tips on "How to Take Better Minox Pictures."

Our local Subminiature Camera Society recently partook in an exceptionally lively meeting. A number of Minox beginners were present and they, of course, wanted to know the "secrets" of taking better Minox pictures. I'll tell you what I told them. There's no black magic or voodoo involved, just the memorizing of 12 basic words and the techniques they suggest. But on second thought, maybe it is black magic, because the 12 words and techniques have worked like magic to produce better Minox pictures for me . . . they can do the same for you.

FIRST . . .

COMPOSE. Look through the optical viewfinder until you have "framed" the picture you want. Now use your . . .

LIGHT METER. You must always think in terms of lights and darks. When necessary, change position — climb, bend, lie down, if you must, but obtain the light you want. And don't forget to maintain the composition you worked for. Now it's time to . . .

DECIDE. And decide you must, for that perfect picture often won't wait, especially when you're after candid shots. Decide, compromise if necessary, then . . .

SHOOT. Then shoot again. Never look back and wonder why you took only one picture when you had the opportunity to take more. If you had to compromise on the first shot, work for better results on the second. Remember, film is cheap — and that really good shot is beyond price.

CLOSE-UP. Don't be afraid to move



in really close for that added bit of detail and realism. Set your dial for two or three feet and check the distance with your measuring chain. Remember, the balls on the chain indicate 8", 10", 1', 1'6" and 2'. Their use will be an invaluable aid to sharper, prize-winning pictures.

MISTAKES. None of us is perfect, but what is important is that you strive for better pictures with each roll of film . . . with every shot. You'll soon discover your efforts are being rewarded by a higher percentage of truly excellent prints . . . the type of prints that will bring a new pleasure and excitement to your Minoxing.

After You Receive Your . . .

PRINTS. Study them, and study them again. Then review them once more. And now . . .

ELIMINATE. Discard the "poor" prints. Set aside the "fair" ones, and select the "best" prints for possible enlargement. (If you do not have a Minox enlarger, send your favorite prints and negatives in

(Continued on page 19)

ROBERTS ON THE RAMPAGE

(Continued from page 1)

Become the life of the party. All the important activity revolves around you and you don't miss anything." It is obvious that a sense of humor is also an important prerequisite.

Noted judges Minoxed by Roberts include: Louis Dorfsman, creative director of advertising and sales promotion for CBS Television; Allan Fleming, vice president of creative services for Cooper & Beatty, Limited, Toronto typographic firm; Robert B. Freeman, president and creative director of Weiner & Gossage, Inc., advertising agency; Herb Lubalin, vice president and creative director of Sudler & Hennessey, advertising agency; Fred Papert, chairman of the board of Papert, Koenig, Lois, Inc., advertising agency; Arthur Paul, art director of Playboy Magazine; and Bob Blanchard, publisher of Communication Art Magazine.

We thank Jack Roberts, Harry Gittes, who shot the pictures of Roberts, and CA Magazine for a candid view of the Minox.



Jack Roberts candidly on the prowl.



Herb Lubalin Minoxed in the act of casting a ballot.



Even judges, including Bob Freeman, are entitled to a pipe break.



Contemplation for Bob Blanchard, Art Paul and that guy Freeman.

COLLECTOR USES MINOX TO RECORD GUNS



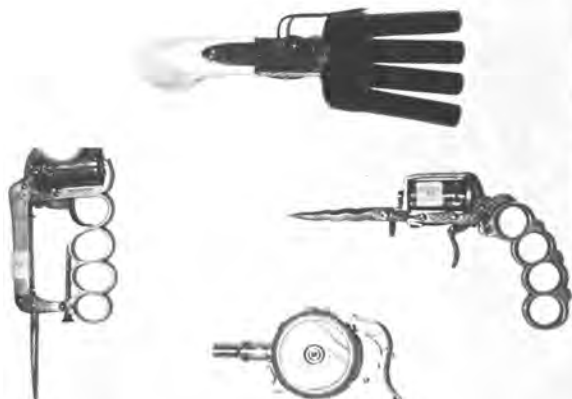
Mr. Charles C. Estes of Oklahoma City, is the proud owner of one of the largest and certainly most interesting antique gun collections in the world. He is also the proud owner of the Minox B, of which he says, "I use the Minox to photograph all of my guns (well over 500) in order to have a pictorial description in case one or more of the guns should turn up missing. I generally use ASA 25 because of the sharpness and detail it records. For most of the close-ups, I use the Minox BC flash with AG 1B bulbs and the neutral density filter." Mr. Estes, pictured with part of his collection, owns such interesting sounding firearms as the Volcanic Pistol, Harmonica Gun, Knife Pistol and Chicago Palm Pistol. He has certainly found an interesting and useful application of the Minox, but we can't help wondering who would dare try to make off with anything from the home of Charles C. Estes!



MINOXER SEEKS MEMO BACK ISSUES

As far as Mr. C. M. Drees, Jr. is concerned, the Minox Memo is worth its weight in gold. It seems Mr. Drees had no sooner purchased his Minox Memo Binder, when he discovered a number of Memo back issues had disappeared — either through oversight or foul play.

Mr. Drees is so intent on possessing the complete set of Memos, he has asked us to advertise his needs to Minoxers throughout the world. The copies in question are: Vol. 1. Nos. 3, 4, 5, 6, 7, and 8; Vol. 2 No. 1; Vol. 3 No. 1. If you can help this frustrated Minoxer fill his binder, contact him at 923 South Euclid, Oak Park, Illinois. According to Mr. Drees, he will even purchase the copies if they can be obtained.



**SEND YOUR
MINOX
STORIES
PICTURES
ANECDOTES
TO YOUR MINOX MEMO**





WHERE IT ALL STARTS

Just in case you thought your tiny Minox camera was born somewhere in an equally tiny workshop — take a Minox-eye-view of the place where it all started — the huge Minox factory in Giessen, West Germany. It is here where scores of skilled craftsmen work at their time-honored profession. Each of the 200 and more tiny parts is attended to by experts who are not considered skilled craftsmen until they have served an apprenticeship of ten years. It is their duty to see that each part, 33 miniature parts in the timing mechanism alone, is true in every detail. It is their duty to make sure that when you receive your Minox, you are getting a camera unmatched in precision engineering. Aerial Photo by Don O. Thayer.

NIGHT MINOXING SANS FLASH

Often are the times when we happen upon a photographic scene with the sun long departed — and, alas, we have forgotten our flash equipment. That disappointing situation didn't stop Mr. John B. Cunningham of Youngstown, Ohio — and it shouldn't stop you. When Mr. Cunningham found himself riding through the historic Zocalo square in Mexico City, at 9:30 in the evening, he simply had the cab driver stop, took out his Minox, stuck his head out the window, and shot with with speed set at 1/20 — and, of course, no flash. The results speak for themselves — and his outstanding shot should be more than enough proof to make you try it for yourself.



GOING... GOING...



GONE!

Whenever anything of photographic interest occurs in Baltimore, Md., you can bet your Minox that Mr. Samson Feldman will be "Minox-er-on-the-spot," ready for action. When the time came for the Century Theatre, a Baltimore landmark, to pass from existence, Mr. Feldman was there to record the sad event blow-by-blow. One shot in the excellent sequence clearly shows the wrecking ball at the precise moment of impact. It is easy to see why Mr. Feldman (who has already gained Minox fame through his picture of Madame Indira Gandhi, Vol. 5, No. 2) is never without his Minox.



PICTURE YOURSELF

...you get your first taste of Jamaica's exotic charms...squiggling your toes in the sand...wearing a slim column of mistral blue linen, cool as the sparkling Caribbean itself. \$35. Protecting your shoulders if the trade wind grows too ardent, **MOYGAHEL** linen jacket with long sleeves. \$29.95. Right: slim, slightly tapered pants in the same batik-washed, wrinkle-resistant linen. \$20. Sleeveless knee top, in colors keyed to resort life. \$12. All **BY MIDGE GRANT**. Ready to take big pictures: your tiny, gadget-free Minox camera. In the shore-side juggling act, **SAMSONITE** Silhouette luggage. Fashions at Goldwaters, Phoenix; Halls Bros., Cleveland; Boyd's, St. Louis; Needlecraft, Atlantic City.



IN JAMAICA

WITH A MINOX CAMERA...2½ ounces light...an unobtrusive, first ladies, princesses and queens never look like tourists...carry the Minox in their pockets or on their belts to take glowing full-color or superb black-and-white shots. Below, you memorize your minuscule Minox wearing a red cross-motif Mayan-style shirt, bright as the turquoise...the shirt, cool white linen, its edges paired with red stitching. Skirt, \$13, shirt, \$12. **BY EVAN-PICONE**, Silhouette Beauty Case by **SAMSONITE**, Fashions on Board's, St. Louis; M. M. Cohn, Little Rock; Kaufmann's, Pittsburgh; Lord & Taylor, New York; May & J., Denver.



PICTURE YOURSELF

...where you meet the man-in-your-vocation...the infinitesimal, free-of-paraphernalia Minox camera focused on you both as you coolly sip the national drink of Jamaica...delicious planter's punch. Enjoying the tropical scene: sundress from your wardrobe of vacation-perfect Moygahel linens...sleeveless, fresh as the Caribbean sun-light...the skirt splashed by gentle shirring...your waist chiseled by a flair de la mer. \$36. **BY LANZ**. At hand, the elegant and commodious **SAMSONITE** Silhouette Beauty Case. Dress at J. P. Allen, Atlanta, Georgia; L. S. Aynes, Indianapolis; Bonwit Teller, New York; Godchaux, New Orleans; Jordan Marsh, Miami, Florida.



IN JAMAICA

...while champagne, Calypso and crisp, colorful evening separates mark the end of your perfect vacation. The wrapped dark green linen skirt is long and full of grace under a mod-sleeve overblouse in natural linen. Skirt, \$29.95, overblouse, \$29. Over it, a sleeveless jacket in brilliant coral linen. \$45...the ideal costume for working the Jamaica mission or listening to the sigh of guitars. To photograph the scene, Minox' Thru-the-Eye Camera. L&L, 222 E. 23rd St., New York, N.Y.; Kaufmann's, Minneapolis; Lord & Taylor, New York; Marshall Field, Chicago; Milne & Rhoads, Richmond; Neiman Marcus, Dallas.



PICTURE YOURSELF

WITH **SAMSONITE** **MINOX** **LUCKAGE**... elegant bags whose spacious interiors hold a complete wardrobe of Minoxhite linen fashions. Lightweight compression frames with not a lock in sight... self-retracting vinyl covers in Biscayne Blue, Pimento Gray, Dover White, Oxford Gray, Algonquin Indigo, Willow Green. Below, top row, Minox B camera, under \$150; Samsonite Minorette Hot Box, \$20; Beauty Case, \$35; Bottom row, ladies' O'Neil, \$27.50; 24" Pullman, \$32.50; 36" Pullman, \$42.50; ladies' Wardrobe, \$40. The proud owner wears a Minoxhite linen checked jacket, \$20; natural toned linen plaid shirt, \$18; matching overalls, \$12. BY **HARRIET**, fashions at B. Altman, New York; Juba Garfield, Washington, D.C.; Harfield's, Kansas City, Mo.; Stewart Dry Goods, Louisville, Ky.; Jacobson Bros., Jackson, Mich.



IN JAMAICA

...ready for a full day's adventure...with boogie, warm diving and other diversions to challenge your skill and expand your Minoxhite linen wardrobe. Left, Jamaica shorts in white-washing linen, with embroidered flowers to blue or yellow. \$18. Matching short-sleeved top in blue. \$14. Right, forward-facing dress, its cool charm making you one of the prettiest sights on the island. \$40. All BY **HARRIET**. Photo-graphing the romantic scene, tiny Minox precision camera. **SAMSONITE** Hot Box. Fashions at: Holly Bros. Chesterton, Butler's, Baltimore, J. W. Robinson, Los Angeles, Salvetti's, Houston, B. H. Seaman, Esplan.



MINOX HITS HIGH NOTE IN HIGH FASHION



According to the January issue of Harper's Bazaar, the truly chic gals who have everything and go everywhere — including Jamaica — go with the fabulous ultra-miniature Minox camera. In Jamaica or anywhere in the world, we agree with Harper's — "you're ready for anything with the infinitesimal, free-of-paraphernalia Minox camera . . . 3¼ ounces light . . . so unobtrusive, first ladies, princesses and queens never look like tourists . . . carry the Minox in their pockets or on their belts to take glowing full-color or superb black-and-white shots." That's your Minox, a high note in high fashion . . . the highest note in ultra miniature picture taking.

Minox Goes on Safari



Luckily for Raymond K. Panczyk, the two rhinoceros were more interested in each other than in their danger-loving photographer. For, believe it or not, this Minoxing was accomplished without benefit of a telephoto attachment.

According to Mr. Panczyk, a member of the Catholic Relief Services in Ethiopia, "The photo, taken in the Amboseli Game Park in Kenya, brought me as close to the animals as the photo indicates. The procedure while on safari in the park, is to remain in the vehicle at all times — but you are allowed to drive wherever you like, with or without the assistance of the very limited number of dirt roads. This practice affords many opportunities for truly interesting close-ups. By the way, at the extreme right of the picture, you can see the snow-capped peak of Mt. Kilimanjaro." For Mr. Panczyk, who certainly has more nerve than your editor, the Minox rates high, whether on safari in East Africa or in New York where close-ups are a trifle less dangerous.

CALIFORNIAN JUMPS THE GUN FOR 5th MINOX PHOTO CONTEST



Mr. Nicholas R. Rozsa, Hollywood, California, isn't waiting for a formal announcement of the beginning of the 5th Minox Photo Contest. He intends to make sure that his Minoxing of "Siesta," snapped while on vacation in Rome, doesn't arrive too late to be judged.

For those of you wondering when the next Minox contest will take place, all we can tell you at this time is, be sure to read the summer issue of your Minox Memo — and get your Minox warmed-up for prize-winning picture taking.

MARVIN MILLER — MINOX WORDSMITH EXTRAORDINARY

The continuing search for unique Minoxisms has resulted in the crowning of a new champion. Thanks to Mr. Marvin Miller, of Los Angeles, California, and his 27 new Minoxisms, we need only 3,468,163 more before the Minox Glossary can be published. Here are examples of Mr. Miller's word minoxventing:

Minoxceptional — Much better than usual. Applied to the high quality of Minox results.

Minoxpress — The speedy service offered by the Minox Processing Labs in returning prints.

Minoxigen — The rarified air breathed by all Minoxers when their prints are returned.

How about you? Have you made your contribution to the world of Minoxisms?

**DUKE OF EDINBURGH
WRITES BOOK
WITH AID OF
MINOX**



The first book written by Prince Phillip, Duke of Edinburgh, is titled "Seabirds in Southern Waters" and we're mighty proud to state that 16 of the pictures used to illustrate the book were taken with our favorite camera. More than half the book, published by Harper & Row, is taken up with pictures snapped by the Duke and notes on the seabirds he photographed. The balance of the book is Prince Phillip's personal "off-duty" account of his travels. For those of you who are bird lovers, the book sells for \$4.50.



**FAMOUS SISTERS
AND AVID MINOXERS**

Jacqueline Kennedy and Lee Radziwell, two renowned sightseers, prepare to record their adventures with a pair of well-traveled Minox cameras. This picture by Paris-Match and a story on the famous duo appeared in a recent issue of Cosmopolitan magazine.

**WELCOME
NEW MINOXERS**

For those of you newly introduced to the Minox and the Minox Memo, we say hello on behalf of Minoxers the world over. With your Minox at your side, you may look forward to a new world of photography as only Minox owners know it. If we can be of assistance in answering questions about your new camera, or help you find a Minox Club in your area, do not hesitate to write. We will do our best to serve your needs. By the way, you'll find the ultra-miniature accessories that add even more pleasure to your Minoxperiences on the following pages.

ULTRA-MINIATURE ACCESSORIES



MINOMAT — SLIDE PROJECTOR

The Minomat Automatic Projector projects Minox metal and glass slides through powerful Minolux 1:1.6/35mm lens. Fan cooled, imported 150 watt lamp with extremely bright light output. You'll see big brilliant pictures, three times larger than those projected from other miniature projectors. Comes equipped with projection bulb, power-cord and magazine. **#40A** Priced under **\$200**

Remote control cord gives you not only the convenience of remote control but enables you to change slides in forward as well as in reverse direction. **#43** Priced under **\$8**

Carry-all case for Minomat is custom fitted with ample room for additional magazines and accessories. Case cover has projection screen for convenient table top viewing. **#47** Priced under **\$30**



MINOX B/C FLASH

The world's smallest and lightest flash unit, measures 2 x 1 x 1/2", weighs just 1 1/2 oz. Built-in telescoping reflector gives full illumination. Fits all cameras. Complete with belt case.

- #31** Model B for Minox B; chrome finish.
- #31BL** Model B for Minox B; black anodized finish.
- #32** Model A for Minox III-S; chrome finish.
- #32BL** Model A for Minox III-S; black anodized finish.
- #36** Battery for Minox B/C Flash.

All priced under **\$17**



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars for thrilling close-ups. Adjustable for oculars from 1" to 2" diameter. Can also be used as microscopic clamp. Has built-in tripod socket and cable release socket. Cable release not included. **#60**

Priced under **\$22**



Shutter Settings:

AVERAGE SUBJECTS:
Nearby people, house,
street scenes, gardens

LIGHT SUBJECTS:
Scenery, people in
marine, beach, snow

DARK SUBJECTS:
People in dark clothing,
dark flowers, animals

bright sunlight	hazy sun	cloudy bright	cloudy dull
500	200	100	50
1000	500	200	100
200	100	50	20

CT-18 COLOR POSITIVE FILM

New high speed, extremely fine-grained color positive film for magnificent color transparencies for projection and glorious 2 3/4" x 3 3/4" color prints. This film is very versatile as you can see from the chart above. Packed one cassette per box (36 exposures per cassette).

#29

Priced under \$3.00



MINOX TRANSPARENCY VIEWER-CUTTER

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

#53

Priced under \$13



MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slide mounts.

#54

Priced under \$6



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3 1/4 x 6 1/2 x 1 1/2", holds 50 Minox slides in numbered and indexed slots.

#55

Priced under \$2



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7 1/4 x 3/8" diam. Includes camera clamp, leather case.

#73

Priced under \$19



VIEWER MAGNIFIER

Specially designed for viewing Minox negatives or transparencies to select frames for prints or slides.

#94

Priced under \$6



RIGHT-ANGLE FINDER MIRROR

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

#62 for Minox B

#63 for Minox III-S

Priced under \$9

Priced under \$9



REFLEX VIEWFINDER

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

#65 for Minox B

#66 for Minox III-S

Priced under \$13

Priced under \$13



MINOX DEVELOPING TANK

Daylight loading, with thermometer.

#90

Priced under \$12



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Covered with smooth, padded, simulated brown leather and gold-leaf Minox imprint.

#120

Priced under \$7

MINOX BELT CASES

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

#104 Minox B belt case

#105 Minox III-S belt case

#110 Leather case for finder (without belt loop)

All priced under \$5





MINOX ENLARGER/COPY STAND

Enlarges up to 10" x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro Minox lens, double condensers, high-low switch.

#80

Priced under \$150



ADJUSTABLE COPYING STAND

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

#76

Priced under \$25



MINOX MEMO BINDER

Handsome luggage leatherette 3-ring binder with gold-leaf stamp. Keeps Minox Memos safe and ready for instant reference.

Priced under \$4



MINOX FILTER KITS

New, easy-to-use snap-on filters.

#67A For Minox III-S. Black and white "A" Filter Kit: yellow, neutral density gray and ultra-violet filters.

#67B For Minox-B. Black and white "B" Filter Kit: yellow, orange and blue filters.

#68 For Minox III-S and B. Three color correction filters: regular Skylight (pink); medium Skylight (reddish); Flash Conversion (light blue).

All priced under \$11



PRINCIPAL USES MINOX FOR SCHOOL ANNUAL

Mr. Asa H. Sparks, principal and teacher at the Highland Christian School in Chicago, has found his Minox B to be the ideal camera for taking candid shots of his students for use in the school annual. Mr. Sparks says, "By using my Minox constantly throughout the year, I had on hand a good supply of snapshots to use in our annual. I use Plus-X exclusively. The pictures, "Kindergarten Halloween" and "John Foster Studying??" (the question marks are Mr. Spark's), were taken with available light — and reproduced perfectly.



MINOXVENTION PROTECTS FLASH BULBS



Minoxventor, Fred W. Forrester, of Pacific Palisades, California, has come up with a handy and unique flash bulb container fashioned out of a Minox film box. Mr. Forrester first hinged the box, top and bottom. He used a standard brass hinge, $\frac{3}{4}$ " wide and $2\frac{1}{2}$ " long, gluing it firmly to the box with an epoxy cement. He then cemented a section of the plastic tubing that normally holds AG-1 flash bulbs to the top of the box. The tube should be fixed at a slight upward angle, so that the bulbs will rest against the bottom of the box when closed. This will eliminate rattle and possible breakage. As Mr. Forrester has constructed these boxes both for flash bulbs and for film cartridges, he paints them different colors for quick and easy identification. As you can see, there's really nothing to it — and it is truly a handy and safe way to carry flash bulbs in your pocket. If you Minoxers have minoxventions of your own, how about letting us tell and show other Minoxers what they look like.

MARX'S MINOXOLOGY

(Continued from page 5)

strip form to Minox Processing Laboratories, circling the number of the negative or negatives you want enlarged. After you have studied your prints, make a . . .

LIST. It will be easier to later find negatives if you list and file them in an envelope with the prints. For positive identification and reference, record the city, site or subject and month and year on the envelope. Now, examine your . . .

NEGATIVES. If possible, hold them up to a white light. Use a magnifying glass, or better yet, the

Minox Negative Viewer. Are your negatives too dark and dense? Are they light and thin? Are you over-exposing or not getting sufficient light? Finally . . .

COMPARE your prints with the negatives. The processors have done their best to produce good prints from your negatives, but it's up to you to obtain . . .

BETTER PICTURES in the future. Remember these 12 words and the techniques that must become as familiar to you as your Minox. Is it worth it all? Just wait until you see that really beautiful, artistic picture that you took yourself . . . then you'll know the answer.



"Pedestrian" and "Light-Up" by Joe J. Marx are merely two of the outstanding reasons why the Cincinnati Minoxer has garnered fame and awards galore.



MINOX MEMO

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

Form 3547 requested





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 6 number 2

SUMMER/1963



SUMMERTIME IS TRAVEL TIME

It's the time of the year when we rediscover how very versatile the Minox camera is. Why, did you know that it's no trick at all to carry enough film in the palm of your hand to take more than 500 pictures? We don't really expect you to walk around this summer with ten or more cassettes in your hand, but we do hope you will take full advantage of the warm weather months and the amazing ability of your Minox to capture the magic and adventure of your travels.

Mr. Tracy Moore of Los Angeles, Calif., roamed as far from home as Naples, where he photographed the enchanting street scene pictured here. Though the light was dim and the weather some what gloomy, Mr. Moore expertly captured all the warmth and "old world" feeling of the picturesque Italian city, using

(Continued on page 2)

THE 5th MINOX PHOTO CONTEST!

It starts June 1, 1963, and ends August 31, 1964 — and with more and more Minoxers shooting better pictures, the 5th Minox Photo Contest promises to be a true test of ultra-miniature techniques.

NOW THREE DIVISIONS

Because of new Agfa CN-14 and CT-18 color film and the many advances in Minox color photography, Don O. Thayer, president of Minox Processing Laboratories, has announced a separate division to in-

clude all color photos, regardless of the subject matter. This is your opportunity to show what you and your Minox can accomplish in glorious full color.

As in the past, travel shots, family portraits and animal pictures are eligible for the Pleasure Division — but to simplify your selection of pictures for the appropriate classification, Mr. Thayer has revised the Business Division to in-

(Continued on page 6)

SUMMERTIME IS TRAVEL TIME

(Continued from page 1)

ASA 25 and available light. Like most travelers, Mr. Moore is quick to agree that his picture-taking has greatly enriched each memorable event of every journey he has taken.

Wherever you roam during the days ahead, take as many shots as possible. Try landscapes with the new CT-18 Color Positive Film — try close-ups and, above all, perfect your skill with shots using available light. Remember that Plus-X and Tri-X Minox film have great range. In fact, it's possible to take excellent pictures in very dim light, shady spots and indoors using these films even when your exposure meter warns it can't be done. Just set your lens opening for 1/20th and shoot. After a bit of practice, and if you have a steady hand, you may be able to increase your hand-held shot to 1/15th. In situations where some light is available, shoot away and you will discover your efforts are repaid by pictures that excel in realism, softness and an artistic combination of light and shadow. But don't use these fast films outdoors in bright sunlight unless you slide in your neutral density filter.



Mrs. Robert Smith, Torrington, Conn., uses her Minox to capture this sunlit view of Mt. Rushmore. While there is hardly a photographer alive who would not love the opportunity to visit Europe with camera in hand, Mrs. Smith reminds us that our own beautiful country provides countless subjects for Minoxing and remembering.

And while you're traveling and Minoxing the summer scenes, remember these warm weather "do's and don't's":

DO — load and unload your Minox in the shade. (Turn your back to the sun if there is no other way to get shade.)

DON'T — keep your Minox in the glove compartment of your car where the film can be destroyed from the heat.

DO — clean the lens window and

(Continued on page 18)



"Mountain Trail," photographed by Mr. Robert C. Magee of Manhasset, New York, clearly illustrates the soft beauty and artistic light and dark values that can be obtained with your Minox and available light. His picture, shot on a misty morning in Cumberland gap, Kentucky is extremely effective. Don't you agree?

THE MINOX-MAGIC OF TRAVEL

For most people, and for Minox-fans in particular, it's a dream come true to travel through other countries — and the dream becomes a memory to be cherished forever when there are Minox pictures to recall each traveling adventure.

Copenhagen, Denmark, is a city that holds delightful memories for all who have had the good fortune to stop and visit. Children, as well as adults, are fascinated and inspired by such historical sites and landmarks as the changing of the guard, Tivoli Gardens, and the Little Mermaid.

The pictures, shown here, were snapped by a Peoria, Illinois tra-

veler during his family's visit to the famous Danish capital. They should serve as a lasting reminder that wherever we travel during the summer, in other countries, in other states and cities, or even if it's just miles away — there's a magical world of adventure to be captured for all time by our Minox camera.



SELF-MINOXING



In spring a young girl's fancy lightly turns to thoughts of how her coiffure looks to the boys, or something like that. In any event, that's the thinking of this very attractive gal as she becomes her own model after a trip to the hairdresser.

For those of you who are more interested in subject matter than hair styles, our self-minoxing Minox serves as a valuable reminder that you are never without an interesting subject when you carry the most versatile of all cameras.

Here's all you do to add yourself to your photo collection: set the distance at two feet; extend your arm as far as possible; aim and shoot. If you cover the viewfinder with one finger, you are able to see your reflection before taking the final step.

If you haven't attempted self-minoxing yet, give it a try — the results are always surprising — and what is even better, there is no one to tell you to smile.

THIS IS RELAXATION?



What does a designer of atomic reactors do for relaxation? Why, he explores caves and takes pictures, of course. At least that is the hobby of Mr. J. Jedruch, atomic reactor designer from University Park, Pennsylvania. This very unusual shot was taken in a Pennsylvania cave, where natural light just wasn't available, with ASA 25 and the B/C Flash unit. Obviously, it would be impossible to carry any camera other than a Minox if Mr. Jedruch's picture is representative of cave exploring. Mr. Jedruch tells us that the Minox has also been his constant companion in Argentina and Brazil where it served to record his travels as only the Minox can.

HEY! THERE'S ONE OF THEM THERE HORSELESS CARRIAGES!

It's a 1912 Ford, to be exact, and it seems probable that this model, completely renovated, causes as much excitement today as when it first took to the road. The photographer (that's his reflection in the Ford's headlight) is Mr. James H. Turner of Sherman Oaks, California. Mr. Turner used Agfa CN-14 to capture the enchantment of the famous antique car, and his pictures are further proof of the complete versatility of CN-14 for black-and-white as well as color photography.

Mr. Turner has owned his Minox for barely more than a year, but he tells us he has already taken more than 500 shots covering a wide variety of subjects including plays, conventions and sales meetings. He adds that he is the proud owner of almost every possible attachment for his Minox B.



THE 5th MINOX PHOTO CONTEST!

(Continued from page 1)

clude news and on-the-spot adventure pictures, as well as commercial, industrial and general business photographs. Single or sequence pictures will be accepted for judging in the Business Division.

RULES

1. Prints must be Minox photographs taken between June 1, 1963 and August 31, 1964.
2. Entries should be mailed to the Minox advertising agency: Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois — and marked "Fifth Minox Photo Contest" on the envelope.
3. All entries must be postmarked no later than midnight, August 31, 1964.
4. Print size must be $2\frac{1}{4}'' \times 3\frac{1}{4}''$ or larger. Negatives must be available of all prize-winning prints.
5. Enter as many prints as you wish in any or all divisions of the contest.
6. Each print submitted must have the following information given on the back of the picture:
 - A. Division in which it is entered.
 - B. Contestant's name, address, city.
 - C. Type of film used.
7. Minox photographs entered in the Color and Pleasure Divisions will be judged on interest and artistic superiority.
8. Minox photographs entered in the Business Division will be judged on the useful application of the Minox in business, industry and news photography.
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 Minox Corporation, Minox Processing Laboratories, their advertising agency and members of their families are not eligible.

PRIZES

Triplicate prizes, headed by the coveted Minox Trophy, with gold metal Minox camera replica, will be awarded in each of the three divisions.

1st Prize — The Minox Trophy, plus a Minox B Private Eye camera.

2nd Prize — Minomat Slide Projector, with projection bulb, power cord and magazine.

3rd Prize — Minox B Private Eye Camera.

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

6th and 7th Prizes — Minox B/C Flash unit.

8th, 9th and 10th Prizes — Minox Right Angle Finder Mirror for around-the-corner pictures.

The judges, soon to be announced by Don O. Thayer, will be selected from among the country's most important figures in the world of photography.

You can be a winner — but don't let that August 31, 1964 deadline fool you — start taking those prize-winning Minox pictures today!

SHOOT — NO MATTER WHAT!



That's a difficult lesson for most photographer's, including Mrs. Murray Randel of Mount Vernon, N.Y., to learn. Like too many of us, Mrs. Randel had always waited until conditions were "just right" before shooting. She is now happy to report that she learned her lesson while on a recent trip to Germany when the weather just wouldn't cooperate. Mrs. Randel stated, "We visited Lindau on Lake Constance on the last day of our trip. I was determined to use my Minox, but the weather that began as ominous, turned into an all day rain. When it was almost time to leave, and I had no other choice, I took out my Minox and shot. When I saw the results — a clear, sharp picture with delightful patterns I had never achieved before — I vowed that from that day forward I would shoot — no matter what. That decision has given me a new appreciation of photography."

WHO LOST A MINOX?

The California Highway Patrol has found a Minox camera, serial number 629278. If the owner will notify the editor of the Memo, we will see that the camera is returned. According to Captain R. B. Langer, the Minox appears to be as good as new.

TV PRODUCER-DIRECTOR MINOX FAN



Mr. Jack Herzberg, television producer-director from Sherman Oaks, California, tells us, "last year I received a Minox as a gift and have since carried it with me, particularly while working. I often find myself in unique situations where I can catch interesting pictures of my casts and crews."

Mr. Herzberg's minoxing of actress Dawn Wells was captured with ASA 25 on the set of the television series, "Ripcord" — and for those of you who are wondering — yes, Miss Wells did "jump."



FILTER YOUR WAY TO BETTER PICTURES



With summer skies providing the backdrop for truly picturesque outdoor Minoxing, let's take a look at the three Minox Filter Kits designed to help you take better pictures in black-and-white and color.

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 #68 Color Correction Kit can be used with both the Minox B and III-S models. A different black-and-white kit is used with each model.

Three filters, essential for color film, are contained in the Color Correction Kit: regular Skylight (pink); medium Skylight (reddish); and Flash Conversion (light blue).

The #67B black-and-white Filter Kit, for Minox B cameras only, contains yellow, orange and light blue filters.

The #67A black-and-white kit, for model III-S cameras, contains yellow, neutral density gray and ultra-violet filters.

Regardless of which Minox you own, two Minox Filter Kits will give you all the filters needed for every possible lighting condition or special effect. Full instructions are included with each kit. The chart below shows proper use and effect of the various filters.

KIT	FILTER	PURPOSE	USE WITH		EXPOSURE CORRECTION
			B&W	COLOR	
#68 Color Correction for Minox B and III S	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	½ shutter speed slower
	B6-Flash Conversion (light blue)	For using clear flash bulbs with daylight color reversal films		X	Always set shutter at '20'
#67B For Minox 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		1½ 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'
#67A For Minox III S	Yellow 2	Darkens sky tones; brings out white clouds	X		1 shutter speed slower
	Ultra-Violet	Sharpens pictures that might be fuzzy from high-altitude Ultra-violet radiation (Minox B had 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)

ALL FILTER KITS PRICED UNDER \$11

TRY IT IN SEQUENCE

More and more Minoxers have been experimenting with sequence shots, as illustrated by these pictures of a boy eating ice cream, captured by a New York Minox fan, using Plus X and available light. If you have ever closely watched the typical youngster devour a dish of ice cream, you can appreciate the ability of the Minox to record "rapid" movement in sequence. Sequence photography opens the door to a completely new and captivating world of photography for you and your miniature camera. It is especially useful and effective in business situations — but, for that matter, there are a 1001 occasions where you can give sequence photography a try. And take our word for it — you'll be happy you did!

LOCAL MINOX CLUBS

We've had word from a Minoxer looking for a local club to join in the St. Petersburg-Tampa, Florida area. His name is:

Mr. Franklin P. Stamm
3314 S. San Miguel
Tampa 9, Florida

The editors of the Minox Memo are always ready to assist in the formation of new local clubs — and to help existing clubs gain new members.

If you are interested in organizing a Minox club, send us your name and address and we'll be delighted to spread the word through these pages.

And don't forget to send us the news from your own Minox club — an unusually interesting meeting, a local Minox contest, tips on better Minoxing — you tell us and we'll pass the information on to Minoxers throughout the country.



ULTRA-MINIATURE ACCESSORIES



MINOMAT — SLIDE PROJECTOR

The Minomat Automatic Projector projects Minox metal and glass slides through powerful Minolux 1:1.6/35mm lens. Fan cooled, imported 150 watt lamp with extremely bright light output. You'll see big brilliant pictures, three times larger than those projected from other miniature projectors. Comes equipped with projection bulb, power-cord and magazine. **#40A** Priced under \$200

Remote control cord gives you not only the convenience of remote control but enables you to change slides in forward as well as in reverse direction. **#43** Priced under \$8

Carry-all case for Minomat is custom fitted with ample room for additional magazines and accessories. Case cover has projection screen for convenient table top viewing. **#47** Priced under \$30



**MINOX
B/C FLASH**

The world's smallest and lightest flash unit, measures 2 x 1 x 1/2", weighs just 1 1/2 oz. Built-in telescoping reflector gives full illumination. Fits all cameras. Complete with belt case.

- #31** Model B for Minox B; chrome finish.
- #31BL** Model B for Minox B; black anodized finish.
- #32** Model A for Minox III-S; chrome finish.
- #32BL** Model A for Minox III-S; black anodized finish.
- #36** Battery for Minox B/C Flash.

All priced under \$17



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars for thrilling close-ups. Adjustable for oculars from 1" to 2" diameter. Can also be used as microscopic clamp. Has built-in tripod socket and cable release socket. Cable release not included. **#60**

Priced under \$22



Shutter Settings:

AVERAGE SUBJECTS:
Nearby people, house,
street scenes, gardens

LIGHT SUBJECTS:
Scenery, people in
marine, beach, snow

DARK SUBJECTS:
People in dark clothing,
dark flowers, animals

bright sunlight	hazy sun	cloudy bright	cloudy dull
500	200	100	50
1000	500	200	100
200	100	50	20

CT-18 COLOR POSITIVE FILM

New high speed, extremely fine-grained color positive film for magnificent color transparencies for projection and glorious 2 3/4" x 3 3/4" color prints. This film is very versatile as you can see from the chart above. Packed one cassette per box (36 exposures per cassette).

#29

Priced under \$3.00



MINOX TRANSPARENCY VIEWER-CUTTER

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

#53

Priced under \$13

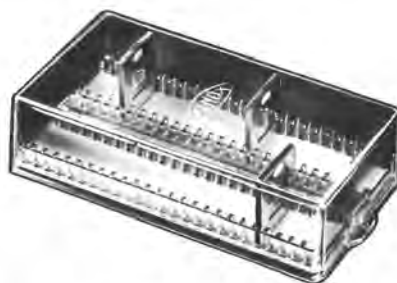


MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slide mounts.

#54

Priced under \$6



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3 1/4 x 6 1/2 x 1 1/2", holds 50 Minox slides in numbered and indexed slots.

#55

Priced under \$2



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7/4 x 3/8" diam. Includes camera clamp, leather case.

#73

Priced under \$19



VIEWER MAGNIFIER

Specially designed for viewing Minox negatives or transparencies to select frames for prints or slides.

#94

Priced under \$6



RIGHT-ANGLE FINDER MIRROR

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

#62 for Minox B

Priced under \$9

#63 for Minox III-S

Priced under \$9



REFLEX VIEWFINDER

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

#65 for Minox B

Priced under \$13

#66 for Minox III-S

Priced under \$13



MINOX DEVELOPING TANK

Daylight loading, with thermometer.

#90

Priced under \$12

NEWS FLASH

Last year's Minox Contest pictures are now being returned. We are indeed very sorry that the return of the thousands of Minox pictures submitted for the 4th Minox Photo Contest have been delayed. However, we are pleased to tell you that they are now on their way and your photos should be in your hands soon. Thank you for bearing with us.

MINOX BELT CASES

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

#104 Minox B belt case

#105 Minox III-S belt case

#110 Leather case for finder (without belt loop)

All priced under \$5





MINOX ENLARGER/COPY STAND

Enlarges up to 10" x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro Minox lens, double condensers, high-low switch.

#80

Priced under \$150



ADJUSTABLE COPYING STAND

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

#76

Priced under \$25



MINOX MEMO BINDER

Handsome luggage leatherette 3-ring binder with gold-leaf stamp. Keeps Minox Memos safe and ready for instant reference.

#126

Priced under \$4



MINOX PHOTO ALBUM

Show off your best Minox candids in these attractive, compact photo albums of brown simulated leather with padded covers, specifically designed to hold 102 Minox prints in transparent plastic pockets. Concealed binding posts can be extended to hold an unlimited number of photos through the addition of album refill sheets.

MY DEALER IS OUT OF STOCK, PLEASE SEND ME:

- ☐ #120 Minox Photo Album with pockets for 102 2¾" x 3¾" prints. Over-all album size 9¾" x 6" ...under \$7.00
- ☐ #121 Album refills for 48 2¾" x 3¾" prints, including necessary extension posts Under \$3.00
- ☐ #120A Minox Photo Album with pockets for 102 3½" x 4¾" prints. Over-all album size 11½" x 7" ...under \$7.00
- ☐ #121A Album refills for 48 3½" x 4¾" prints, including necessary extension posts under \$3.00

UNDERCOVER SAILOR



Mr. Robert E. McCaleb, Puyallup, Washington, a commercial diver now serving in the U.S. Navy, is also an avid photographer who always has something up his sleeve — his Minox camera. To keep his camera concealed yet handy at all times, this sly sailor devised a simple rig consisting of a piece of braid to fit around the upper arm and a strong rubber band attaching the Minox to the braid. After a picture is taken, he merely “lets go” and the Minox disappears from sight. Though we have our doubts as to whether the Minox can be included as part of a regulation Navy uniform — we must admit that sailor McCaleb may well have started a new fad for long-sleeved civilian Minoxers.



A bird in the hand is always worth at least a few Minox pictures. That's the approach used by Mrs. Allan Powell, Alberta, Canada. The bird in this hand is no less than a Sharp-shinned hawk, Minoxed with ASA 25 while being banded at Ocean City, Maryland.

SMILE!

The most famous of them all belongs to the noted model Mona — Lisa, that is. It is also one of the most photographed grins, but the picture-taking is seldom accomplished under the conditions experienced by Ernest T. Desrochers of Charlestown, Mass.

Visiting the Louvre Museum in Paris, resting place of the Mona Lisa, presented a once-in-a-lifetime opportunity for Mr. Desrochers and his Minox B. His enthusiasm was only slightly dampened when he discovered flash bulbs were not allowed and, alas, his camera was loaded with ASA 25. Rather than miss the opportunity, he aimed and shot five times, hoping that possibly one picture would “come out” under the unfavorable conditions. You guessed it! All five pictures were masterpieces in themselves — and final proof to Mr. Desrochers that his Minox B and ASA 25 are tops for candid photography.

Editor's Note: Since the Mona Lisa was pictured so many times during her recent trip to our shores, we decided to be different and not show her here. No reflection on Mr. Desrochers' expert Minoxing.

HAS YOUR WORK BEEN IN THE MINOX MEMO?

If it hasn't, you can take it from your Minoxing cohorts, "There's a real thrill to seeing your own photos in print." Let's face it — there's a little ham in all of us and a lot in most of us — and if you take an unusually interesting picture, why shouldn't you show it and tell its story to other Minoxers the world over?

Now that we have convinced you to send us your work, take a look at your photos and select those that illustrate your talents and those of the Minox. Maybe it's a photo you shot at work . . . possibly it's a humorous picture or a bit of that "drama in every day life" that is captured so well by the Minox.

There are countless reasons why a picture or a sequence of Minox photos are of interest to other camera lovers — and no one knows the reasons better than you, the photographer. Get those pictures together, include a few words about the history of the picture or pictures and send to: The Editors, Minox Memo, c/o Herbert Baker Advertising, Inc.; 737 N. Michigan Avenue; Chicago 11, Illinois. Minox Processing Laboratories will send a free roll of Agfa CT-18 to all whose stories and pictures are printed in the Memo.

If you happen to take a picture with an interesting story and decide to enter it in the 5th Minox Photo Contest, send a duplicate shot to the Memo. In that way, you can "make" the Minox Memo and not take the risk of your entry missing the contest.

REMEMBER! The Minox Memo is the eyes, the ears and the voice of Minoxers everywhere. Send your contribution today!

**SEND YOUR
MINOX
STORIES
PICTURES
ANECDOTES
TO YOUR MINOX MEMO**



ANOTHER AMERICAN IN PARIS

Dr. Tom M. Fullenlove, of San Francisco, is another world traveler who will not go anywhere without his trusty Minox — and that includes the exciting Folies Bergere in Paris, where many a photographer spends more time staring than snapping. Of his Folies photography, the Doctor had this to say, "With Plus X in my Minox, I set the speed at 1/50 and used the available stage lighting — nothing else. I recall we were so crowded, six to a box, that I couldn't have used any other camera to take the pictures."



HELPING HAND

Who said chivalry is dead? An elderly woman, a Detroit policeman and Minoxer David Goldbaum of Benton Harbor, Mich., prove that it is very much alive.



When asked how he achieved the wondrous cloud effects illustrated above, Mr. Robin Wool of Yonkers, New York, answered, "I didn't — the magic little built-in green filter did the job. The clouds were there and the Minox saw them even better than I."



This usually effective study of light and shadow was snapped at the "Alhambra" in Granada, Spain, by Mr. Rodolfo Petschek of Berkeley, California — and it is an outstanding example of what can be accomplished with available light and Plus-X film. Like many photographers who own more than one camera, Mr. Petschek purchased his Minox B because it is easy to carry, inconspicuous, and has a record of delivering high quality results.

CLOSE-UPS AT OLYMPIA

When Mr. and Mrs. Lynn Poole, co-authors of 17 books for teenagers, traveled to Greece to gather background material, their Minox B camera went with them. The Baltimore, Maryland couple took several hundred Minox photos, with one of the most interesting series shot at Olympia, site of the ancient Olympic games. The Pooles have kindly consented to let us preview one of the pictures that assisted in the preparation of their book, "Olympic Games of Greece."



MINOX IN LIFE MAGAZINE

Page A6 of the March 15th issue of Life Magazine clearly illustrated that our favorite camera is still "tops for cops." The occasion was the underworld funeral for the late Brooklyn dock boss, Tony Anastasio. It seems that funerals and weddings provide the local police and FBI with rare opportunities to photograph underworld leaders. As for the role of the Minox at the funeral, we quote Life, "Obviously the man in the baker's truck with the Minox camera, guarded by a uniformed cop, was not delivering bread to the funeral, but was clicking away at some of Tough Tony's old pals."

MINOX FILM PACKAGING

The next time you prepare to slip a new cassette into your Minox camera, take a few moments to note the skill and care with which the cassette has been sealed and tightly hand-wrapped with a protective covering. Notice how the accompanying literature and mailing bag have been neatly folded and, with the cassette, carefully placed into the sturdy film box. It is easy to take this process for granted — but in reality, each step, from the delicate loading of film to the final packing, is accomplished by the skilled hands of people who take great pride in their work. The fact that these workers are sightless is not coincidental — for during the past 10 years, the Minox Processing Laboratories has discovered the work of the blind to be far superior to all others tried. Their dependability and accuracy is unmatched.

Loading film into the precision-engineered cassette is by itself a difficult, painstaking task since it must be accomplished in total darkness. The cassette, with its 10 separate and intricate parts, must be handled with the greatest care and with an extremely light touch. The cassette's film channel is built to such precise tolerances that the slightest warpage or scratch can result in useless film and even hopelessly jam the camera itself. The entire film loading process is executed by blind workers at the Minox factory in Giessen, West Germany. The same people then seal the cassettes and tightly wrap them with a protective cover to prevent light from entering and damaging the film.

The loaded cassettes are then shipped to the Industrial Home for the Blind in New York, where literature and a mailing bag are added and the final packaging is completed. The packaging of Minox

(Continued on page 18)

SUMMERTIME IS TRAVEL TIME

(Continued from page 2)

finder gently with a cotton swab or Q-tip when necessary.

DON'T — over-expose; it increases the possibility of graininess in the prints.

DO — use ASA 25 for summer sunlit outdoor shots. It's fine-grain film and your pictures will have lots of snap and sparkle.

DON'T — use high speed film in bright sunshine; it will always result in an over-exposure.

DO — develop your film as soon as it is exposed.

DON'T — be afraid to shoot lots of

close-ups — they're generally very effective.

DO — take as many pictures as possible — it will help make this a summer never to be forgotten.

MINOX FILM PACKAGING

(Continued from page 17)

film is a carefully inspected, closely guarded process — it is your assurance of better, more dependable picture-taking.

If you are a manufacturer or if you are in a position to buy packaging services — why not give the handicapped an opportunity to serve you. You can add to their welfare and, at the same time, buy a first class job.

"SOLO"



The life of a student pilot has its ups and downs — but it's generally the downs that cause the most trouble. Mr. J. S. Munsell, Columbus, Ohio, was Minox-on-the-spot with ASA 25 to record what turned out to be something less than a three point landing. Fortunately, all the student pilot hurt was his pride and a landing gear.



Mr. Roger Cross, Racine, Wisconsin, used ASA 25 and available light to capture this study of "pure delight." Mr. Cross tells us that available light with his Minox handheld at 1/5 sec. have resulted in excellent prints time after time.

WHEN IS BUSINESS A PLEASURE? ... OR, "CONTEST ODDITIES"

If you read the article about the 5th Minox Photo Contest, you will have noticed that the Business Division has been amended to include news and "on-the-spot" adventure pictures. This decision was made because of the difficulty of many Minoxers to determine the proper classification for their photos. The 5th Minox Contest should prove less confusing — but we must admit that we will miss the chuckles resulting from some of the misdirected pictures.

For instance, there was a photo showing a very appealing secretary perched upon her boss' lap, entered in the business division. Now that's a business your editor would like to be in! There were countless pictures of operations and accidents submitted for judging in the pleasure division. We received many photos that completely defy description and some that would cause even the editors of Playboy magazine to blush.

In addition to the photos themselves, the method in which a few were sent deserves at least a mention. There were, of course, the usual number of empty envelopes. We can't help but wonder if those Minoxers ever discovered their mistake. Photos were often scotch-taped together in a manner that tested the skill of our secretaries more than that of the judges. And then, there was the woman who actually enclosed cat fur with her entry so that the judges could see the color of the cat she had Minoxed in black-and-white!

As you can see, in addition to the thousands of outstanding pictures received for the 4th Minox Photo Contest, the editors of the Minox Memo had the good fortune



MARVIN MILLER "EXPOSED"

Page 12 of the last issue of the Memo listed three Minoxisms sent to us by Mr. Marvin Miller of Los Angeles, California. It seems that in our haste, we made Mr. Miller almost as imperceptible as his famous employer, the fellow who gives away those million dollar checks. That's right — Mr. Miller and Michael Anthony of the TV show "The Millionaire," are one and the same. You may remember that Mr. Miller graced the cover of the Winter/1961 Memo. Since he is still knocking on doors in most cities, we thought we had better stay on his good side and correct our oversight in not giving the complete information.

to encounter the oddities of every contest that help make our business a pleasure.



MINOX MEMO

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

Form 3547 requested





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 6 number 3

WINTER/1963

WHO CARES ABOUT THE FILM?

According to Robert C. Johnson, crew chief of WGR-TV in Buffalo, New York, he and his Minox recently had a most exciting experience photographing two torrid items in one week.

The first, a studio fire, resulted in a number of fine Minox action shots. The second, Miss Mansfield, was snapped while appearing at the studio for a local version of the "Tonight Show."

We agree with Mr. Johnson, Jayne Mansfield, was the more exciting subject . . . and we can hardly blame him for forgetting to tell us what kind of film he used.



Every city has its men who have seen better days, its empty wine bottles, and, ironically, its Fortune magazines. The unlikely combination of all three caught the eye of Donald R. Klein of Fayetteville, New York, during a trip to Manhattan. He stopped, aimed and shot, using Plus X and available light. The result — one the most unusual shots of the year.



W. L. Manley, a teacher from Anderson, Indiana, tells us that this year's vacation, his first with a Minox in his pocket, was the most enjoyable ever. His exceptionally interesting picture of "Boats at Rest," taken at Annapolis Maryland, indicates that it didn't take long for Mr. Manley to learn ultra miniature technique. The picture was taken with ASA 25 at 1/50.



"HIS HONOR"

Another face has been added to the growing list of dignitaries candidly captured with a Minox. This time, it's Justice Arthur Goldberg of the U. S. Supreme Court, "pictured" during a luncheon in Chicago. The details: Plus X film with available light, hand held at 1/15 at a distance of about 15 to 18 feet.

NEW MINOX JEWELRY

Because so many avid Minoxers have asked for it, we have designed and produced, in time for Christmas, a limited quantity of minuscule Minox jewelry. You'll want to get your order in early so that we

can ship in time for gifts for all the Minoxers on your list. See postage-paid order card in the center of this Minox Memo.

MEMORABILIA

The Circus Museum in Sarasota, Florida, is a circus buff's dream come true, according to Ferd J. Kaufman of New York city. The performers, animals and colorful exhibits of circus memorabilia provide a wealth of material for Minox on-the-spot action photography. Using ASA 25 at 1/50 and available light, Mr. Kaufman captured this dual-subject picture of an attractive girl and a very famous oil painting, by Landseer.



A POLITICIANS LIFE

Not to be confused with hand-shaking, baby-kissing politicians, Iowa Representative David Stanley (R) is the first "baby sitting" politician we've seen. According to Dillard Stokes, who snapped and published this Minox picture in his newspaper, The Council Bluffs Nonpareil, the gentleman Representative was left "holding the baby" while mother went shopping. How did the Representative score as a baby-sitter? Interested observers claimed that Rep. Stanley managed to make two speeches in the Iowa House without once forgetting his first obligation. The picture was taken with Tri-X and available light.



800 Years Old!

Mr. C. M. Lagvanec of Memphis, Tenn., went underground to take this extremely sharp picture, using ASA 25 with the help of his flash attachment. The subject, believed to be a painting of either an indian chief in eagle regalia or a mythical eagle, is more than 800 years old. The painting is kept in the underground burial grounds at Chucilissa Indian Town, just outside of Memphis. Mr. Lagvanec points out the amazing sharpness of detail of this intricate painting.



**GOVERNOR'S
WIFE
AVID
MINOXER**

Mrs. William Scranton, wife of the Governor of Pennsylvania, likes to turn her Minox on the ever present photographers — just as she's doing here during a recent parade. Governor Scranton, perhaps one of the four most important figures in Republican plans for '64, is often the subject of Mrs. Scranton's picture

taking — as are countless other government dignitaries.

This picture of the first lady of Pennsylvania, supplied by the Philadelphia Inquirer, recalls another famous Minoxer illustrated on page 13 of the Spring 1963 Memo. She, too, is a first lady . . . the first lady of the United States.

WHO'S ON FIRST?

Pity the poor executive who must interview and hire so many girls, he can't remember which pretty face belongs to whom. A San Francisco Minoxer, readily admits that a pretty face certainly isn't a hindrance and uses his ultra-miniature camera to help remember so that he can select the best prospect.

Our anonymous hirer was kind enough to send pictures of three gals who recently competed for the same position as a public relations "girl friday." We know who got the job — what's your guess? If it helps, our intrepid interviewing executive is not married.



MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, now retired and living in Sarasota, Florida, is one of the world's most avid and talented Minoxers. Recipient of many photo honors and awards, Joe J. Marx is a regular contributor to the Minox Memo.

How many times have you armed yourself with extra Minox film and anything else you felt was necessary for prizewinning picture-taking — then wondered what in the world you should use for a subject?

If you're like most photographers, it's happened more often than you care to admit — and I, for one, think it's time we did something about it.

Whenever I look through my thousands of Minox negatives, I'm reminded of the seemingly endless variety of subjects I have photographed — animals, flowers, boats, landscapes, sculpture, architecture — and, above all, people. Babies, youngsters and adults. By themselves and in groups.

There are, of course, scores of other subjects that I have photographed at one time or another — but what is most notable is the fact that they are basically the identical subjects that confront you and your Minox.

Perhaps you are not aware that subject matter for outstanding pictures, even prize-winning pictures, is everywhere. If this is true, it is simply because you do not observe

them — and there is the one word answer to the question, "What should I Minox?" **OBSERVE!**

You must make it a habit to **OBSERVE** everything while looking for pictures. Look for the unusual, look for even a slight adaptation of what might otherwise be considered usual. Remember, a photographer is as much an artist as an individual who uses paints to express himself. The tools you use are your Minox and your talent in **OBSERVING** subject matter.

OBSERVE the surroundings as you follow your daily routine. Perhaps a young child will catch your eye. Maybe it will be two old women or a statue in a park. Whatever it is, if you do not **OBSERVE**, you will miss hundreds of pictures that can bring enjoyment for years to come.

I might mention that **YOU**, as the owner of the Minox, have a distinct advantage over other photographers when it comes to **OBSERVING** and shooting various subjects. First of all, you can carry your Minox with you at all times. If you don't, start. Second, people are seldom self-conscious when standing in front of your ultra-miniature Minox. Your efforts will result in better candid shots.

Look around right now! Slowly. Notice the pattern made by the table light. See the frame and interesting shadows created by the open door. **OBSERVE! OBSERVE! OBSERVE!** That prize-winning picture may be only inches away!

Editor's Note: Joe, drop that ukulele and start **OBSERVING!** You can't take a picture with your Minox closed! Maybe Joe was just trying to see if we were **OBSERVANT!**

MINOX— THE CHOICE OF CHIMNEY SWEEPS!

Reprinted through the courtesy of the Camera News of West Germany.

"The light conditions are very poor in a dark and dirty chimney."

This is the world's all-time champion in understatement. It was spoken by Mr. Alfons Gorisch. In Europe, as in most other parts of the world, because of his occupation, he is considered to be a walking good-luck charm. Alfons is a Minoxing Chimney Sweep.

As a matter of fact, he is the chief county chimney sweeper at Hilden, Rheinland, and a most unusual chief chimney sweeper he is indeed. He is the world's one and only (as far as we know) genuine authority on taking pictures of the insides of chimneys.

He uses a Minox for a camera, and for illumination he uses anything from matches to pocket flashlights to a sparking sort of fire tool. In his own words, here is how the whole thing started:

"For some time I have been searching for a way to prove damages within a chimney by means of photographs. These damages, because of age of the building, or poor construction, are quite common, and they are dangerous but quite difficult to prove. Often the case has to go to court.

"Taking pictures inside a chimney, however, always seemed impossible. I knew of no camera that had the required ruggedness, versatility and compactness the job called for.

"I first read about the Minox in a technical journal, and realized that if there was one camera that could do the job, it was probably Minox.

"I purchased one with some hesitation, but it lived up to and even exceeded my fondest expectations. I found it usable in all imaginable situations; it proved foolproof, soot and dirt-proof, and in spite of daily use within chimney conditions, I have never had a failure or an instance of jamming.

"Flash cannot always be used inside a chimney because of space problems. At times I set the Minox's shutter on "T" and use the sparks from my fire tool as the only source of illumination. At other times, when I am lucky, I can utilize the dim daylight filtering down from the top, or, if space permits, I can use my small pocket flashlight for lighting."

Mr. Gorisch points out that his Minox



Mr. Alfons Gorisch in work clothes. As chief county chimney sweep, he uses Minox to record interior damages in chimneys.

pictures already have served as accepted evidence in courts of law. And he says, "Those who have been in court know that courts are very thorough. A clear proof is often difficult, especially since we deal with dark chimneys."

Editor's Note: So the next time you're inside a chimney, do as our champion chimney sweep does . . . don't shoot with your Rollie or Bolex or Leica. You're liable to get stuck. The Minox Memo is noted for practical tips?



This picture, typical of Mr. Gorisch's fine work, was shot with the help of daylight entering chimney.

STILL SINGING

You're right — it's Eddie Fisher, looking a bit melancholy (who can blame him?), but still singing. A Portland, Oregon salesman, in New York for a convention, Minoxed Mr. Fisher during the show at the Americana Hotel. The only available light was a soft, dark green spotlight.



Mr. Samson Feldman of Baltimore, Maryland, has sent us a truly excellent "shot" of the New York skyline, as seen through a 45th floor window of the new Americana Hotel. Mr. Feldman, who is quickly becoming one of our most proficient ultra-miniature photographers, captured this vivid picture using ASA 50 with a green filter at 1/50.

English Get "Excited" Over The Minox

There's a rumor that our friends from across the Atlantic are not easily impressed or excited. In fact, they might be called downright placid.

We recently discovered that the Minox B had been reviewed in the book, "Cameras — The Facts," published by the Focal Press of London, and we thought you might like to know what the English think of our Camera. Here are a few quotes: "Precision ultra-miniature camera designed as a constant pocket companion." "High performance lens of critical definition at full aperture." "Shutter accurate within close limits of the engraved speeds."

There was more — all good, by the way — and though they didn't say, "a really cha'ming camera," one does get the impression that the usually staid English really do like the Minox.

TAKE A GIANT STEP FORWARD



We might all take a lesson from Mr. William Robertson of Baltimore, Maryland, who is always ready to "move-in" for better pictures. Mr. Robertson has encountered a great deal of success in taking close-up shots of the more friendly members of the animal kingdom. This extremely effective picture of a dining cat was taken with Plus X, with a speed of 500 and at a distance of only 10 inches. If you haven't tried this kind of ultra-miniature photography, you're missing out on one of the bigger thrills provided by your Minox.

MINOX HITS HIGH NOTE WITH RCA VICTOR



"RCA Victor Records The Action" and "Minox Snaps The Action." That dual "action" theme is being used by RCA Victor to spark the sale of Henry Mancini and Paul Anka pop albums.

In case you haven't seen them, the Minox is featured in huge window displays and full page ads. In addition, our favorite camera is being illustrated on three RCA L.P. album covers and is also being used as sales prizes for record dealers.



THERE'S ALWAYS ROOM FOR ONE MORE "SPORT"

If you haven't heard about "piano reducing," you're way behind the times. To be honest, we knew very little about the new "sport" until Fredric Feer, a student at Clark University in Worcester, Mass., sent these action-packed, though somewhat thought-provoking, sequence shots.

It seems that swallowing goldfish (that was back in our time) and stuffing an unbelievable number of students into a telephone booth is truly passé on campus. The new "sport" is demolishing, they call it reducing, pianos. Where does the "sport" come in? The winning team is the one that reduces the piano in the least amount of time — and believe it or not, we're told that the pieces must be small enough to be pushed through a wire mesh.

We really don't know what the official record is — but we have been told than anything under 5 minutes is "big time" reducing.

There may or may not be a moral to this story, but the pictures do expertly illustrate the effectiveness of the Minox for capturing action in sequence and "sporting" events.



BEFORE ▲



AFTER ▼

ANOTHER MINOXVENTION



We may be prejudiced, but we firmly believe that Minoxers are among the most creative people in the world of photography — and here's more proof from Henry F. Robbins of the Bronx, New York.

Mr. Robbins writes: "When I found my Minox Pocket Tripod a bit slippery on smooth surfaces, I spent a few cents for a 6" piece of white rubber tubing with an inside diameter of $\frac{3}{8}$ " and outside diameter of $\frac{1}{2}$ ".

"To complete the job, I cut three pieces of tubing, each $\frac{1}{2}$ " long. The tubing encircles all three legs when the tripod is closed — and when I'm ready to use it, I simply push the tubing down so that one piece fits at the bottom of each leg. With the tubing acting as sturdy 'feet' it's completely safe to use the Tripod even on slanting smooth surfaces."

Thank you, Mr. Robbins, for a Minoxvention we can all use to good advantage.



LOCAL MINOX CLUBS

Members of the Minox Camera Club of Forest Hills, New York, seem determined to build their group into one of the biggest and most active Minox clubs in the country. During recent months they have enjoyed a guest speaker from Sylvania Electric Products, Photo Flash Div., in addition to holding a photo trip where new members and guests were welcome.

Interested Minoxers in the Forest Hills area may contact Mr. Richard Lehrfeld, Minox Camera Club of Forest Hills, 107-21 — 71st Avenue, Forest Hills 75, New York.

We have heard from two ultra-miniature enthusiasts looking for local Minox clubs in their area. They are:

Mr. A. Wayne Field
1159 East Madison
Colorado Springs, Colorado

Mrs. Francis Robert Byrne
Comus, Maryland

Remember! One of the most vital functions of the Minox Memo is to assist in the formation and continuing growth of local clubs. If you're looking for a club to join — or if your existing club needs members, just send us your name and address and we will be delighted to publish your request in the Memo.

And don't forget to send us news, with pictures, about your club's activities. We would like to feature a local club in each issue of the Memo — but we can't do it without your help!

LOVE AT FIRST SIGHT



Mr. Saul B. Ades of Louisville, Kentucky, used ASA 25 in his picture of two Dalmations — one who must have been confused and the other who couldn't care less.

JUDGES NAMED FOR 5th MINOX PHOTO CONTEST

Don O. Thayer, president of Minox Processing Laboratories, has named four judges — each an important figure in the world of photography — for the 5th Minox Photo Contest. They are: Joseph D. Mann, photo editor of the Chicago Daily News; Vincent T. Tajiri, picture editor of Playboy Magazine; James Whitmore, photo editor of Encyclopaedia Britannica; and Stephen Heiser, well-known Chicago commercial photographer.

Judging from the number and quality of the pictures already received, this promises to be the most exciting of all Minox Photo Contests.

Before reviewing the rules, we would like to clarify a few points that are causing some confusion.

First, be sure to include all required information on the back of each entry — not on a separate loose piece of paper. If you would rather not write on the back of the picture itself, put the information on a piece of paper and tape or glue it to the back.

Second, regardless of the number of pictures entered, and even the number of division, you may send all your entries in one envelope. Just be sure that each picture is properly identified.

Third, color slides will not be accepted. Entries must be prints $2\frac{1}{4}'' \times 3\frac{1}{4}''$ or larger.

Fourth, many people are sending duplicate pictures to the Contest and to the Minox Memo. In all fairness, we cannot print Contest entries in the Memo until the Contest is over.

As for acknowledging entries — sorry, but there are just too many. Make sure the address on the envelope is correct, and we will get them.



A. L. Wilkinson of New Braunfels, Texas had never entered his work in a photographic competition before entering the above in last year's 4th Minox Photo Contest. In fact, he had only "shot" five rolls of film with his Minox — yet his sensitive study, "The Watchmaker," was honored with a Special Judges Award for great clarity of detail and composition.

Remember, there are three divisions in the 5th Minox Photo Contest: Color — which includes all color shots regardless of subject matter; Pleasure — travel shots, family portraits, animal pictures, etc; and Business — news and on-the-spot adventure pictures, as well as commercial, industrial and general business photographs.

RULES

1. Prints must be Minox photographs taken between June 1, 1963 and August 31, 1964.
2. Entries should be mailed to the Minox advertising agency: Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois — and marked "Fifth Minox Photo Contest" on the envelope.
3. All entries must be postmarked no later than midnight, August 31, 1964.
4. Print size must be $2\frac{1}{4}'' \times 3\frac{1}{4}''$ or larger.

(Continued on page 17)

BEWARE OF PLASTIC CASSETTES

From time to time Minox Processing Laboratories receives from Minoxers film packaged in plastic cassettes — and although we try our best to process film packed in this manner, at times the positive results may be "negative."

We doubt that the packager is aware of the intricate technical problems involved, but the fact remains that when Minox film is stored in a plastic container for any long period of time, the chemical properties of the plastic react unfavorably on the film. The solution? Beware of plastic cassettes. This you can accomplish easily by making sure you always purchase Minox-packaged film.

If you should send us film in a plastic cassette for processing, we will do our best — but we cannot guarantee the results.

TRI-X FILM

If you are one of the many Minoxers who have been having trouble finding Tri-X film at your dealers, you will be pleased to know that by the time you receive this copy of the Minox Memo, your dealers should have a supply of this film on hand for your holiday picture-taking. We are sorry if this temporary shortage has caused you any inconvenience. If, perchance, you should be unable to purchase Tri-X any time in the future, Plus X (ASA 200) film may well prove to be a worthy substitute.



ULTRA-MINIATURE ACCESSORIES FOR CHRISTMAS— GREAT GIFTS!

**MINOX
B/C FLASH**

The world's smallest and lightest flash unit, measures 2 x 1 x 1/2", weighs just 1 1/2 oz. Built-in telescoping reflector gives full illumination. Fits all cameras. Complete with belt case.

- #31 Model B for Minox B; chrome finish.
- #31BL Model B for Minox B; black anodized finish.
- #32 Model A for Minox III-S; chrome finish.
- #32BL Model A for Minox III-S; black anodized finish.
- #36 Battery for Minox B/C Flash.

All priced under \$17



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars for thrilling close-ups. Adjustable for oculars from 1" to 2" diameter. Can also be used as microscopic clamp. Has built-in tripod socket and cable release socket. Cable release not included.

#60

Priced under \$22



Shutter Settings:

AVERAGE SUBJECTS:
Nearby people, house,
street scenes, gardens

LIGHT SUBJECTS:
Scenery, people in
marine, beach, snow

DARK SUBJECTS:
People in dark clothing,
dark flowers, animals

bright sunlight	hazy sun	cloudy bright	cloudy dull
500	200	100	50
1000	500	200	100
200	100	50	20

CT-18 COLOR POSITIVE FILM

New high speed, extremely fine-grained color positive film for magnificent color transparencies for projection and glorious 2 3/4" x 3 3/4" color prints. This film is very versatile as you can see from the chart above. Packed one cassette per box (36 exposures per cassette).

#29

Priced under \$3.00



MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting. #53

Priced under \$13



MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slide mounts. #54

Priced under \$6



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3 1/4 x 6 1/2 x 1 1/2", holds 50 Minox metal and glass slides in numbered and indexed slots. #55

Priced under \$2



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7 1/4 x 3/8" diam. Includes camera clamp, leather case. #73

Priced under \$19



VIEWER MAGNIFIER

Specially designed for viewing Minox negatives or transparencies to select frames for prints or slides. #94

Priced under \$6



RIGHT-ANGLE FINDER MIRROR

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

#62 for Minox B

#63 for Minox III-S

Priced under \$9

Priced under \$9



REFLEX VIEWFINDER

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

#65 for Minox B

#66 for Minox III-S

Priced under \$13

Priced under \$13



MINOX DEVELOPING TANK

Daylight loading, with thermometer.

#90

Priced under \$12



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Covered with smooth, padded, simulated brown leather and gold-leaf Minox imprint.

#120 For 2 3/4" x 3 3/4" prints

#120A For 3 1/2" x 4 3/4" prints

Both priced under \$7

MINOX BELT CASES

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

#104 Minox B belt case

#105 Minox III-S belt case

#110 Leather case for finder (without belt loop)

All priced under \$5





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.

#80

Priced under \$150



ADJUSTABLE COPYING STAND

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

#76

Priced under \$25



MINOX MEMO BINDER

Handsome luggage leatherette 3-ring binder with gold-leaf stamp. Keeps Minox Memos safe and ready for instant reference.

Priced under \$4



MINOX FILTER KITS

New, easy-to-use snap-on filters.

#67A For Minox III-S. Black and white "A" Filter Kit: yellow, neutral density gray and ultra-violet filters.

#67B For Minox-B. Black and white "B" Filter Kit: yellow, orange and blue filters.

#68 For Minox III-S and B. Three color correction filters: regular Skylight (pink); medium Skylight (reddish); Flash Conversion (light blue).

All priced under \$11



OHIO ATTORNEY WELL-ARMED WITH 3 MINOX CAMERAS

Attorney Edward J. McCormick, Jr., of Toledo, Ohio, says that it takes three Minox cameras, two chrome and one Private Eye, to satisfy his needs. He keeps one camera loaded with ASA 25, one with Plus X, and his Private Eye is always loaded with Tri X. Judging from these samples of Mr. McCormick's work, (he has a collection of 5,000 Minox negatives in all) he is anything but a beginner when it comes to ultra-miniature photography.

Mr. McCormick used Tri X and available light to capture the exceptionally artistic "shots" in the dentist's office and of the two nuns attending Mass. He used ASA 25 for the picture taken at Fisherman's Wharf in San Francisco.

In addition to his store of cameras, our Minoxing attorney is thoroughly equipped with a Minox Pocket Tripod, Right Angle Viewer, Telephoto Binocular Clamp, two Developing Tanks and a Minox Enlarger.



JUDGES NAMED FOR 5th MINOX PHOTO CONTEST

(Continued from page 11)

Negatives must be available of all prize-winning prints.

5. Enter as many prints as you wish in any or all divisions of the contest.

6. Each print submitted must have the following information given on the back of the picture:

A. Division in which it is entered.

B. Contestant's name, address, city.

C. Type of film used.

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

8. Minox photographs entered in the Business Division will be judged on the useful application of the Minox in business, industry and news photography.

9. Prize-winning pictures become the property of Minox Processing Laboratories to be used for publicity purposes at their discretion.

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

Triplicate prizes, headed by the coveted Minox Trophy, with gold metal Minox camera replica, will be awarded in each of the three divisions.

1st Prize — The Minox Trophy, plus a Minox B Private Eye Camera, plus B/C Flash Unit, in black anodized finish.

2nd Prize — Minox B Private Eye Camera.

3rd Prize — Minox B Chrome Camera.

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

6th and 7th Prizes — Minox B/C Flash unit.

8th, 9th and 10th Prizes — Minox Right Angle Finder Mirror for around-the-corner pictures.

How about it! Have you entered the 5th Minox Photo Contest yet? If you haven't, it's time you got in on the fun and excitement of award-winning picture-taking. And even if you have already entered pictures, it doesn't mean that you can't send more. That next picture might just be the winner!



**"WATCH THE
CATERPILLAR"**

Sergeant John E. Hendry, stationed in Germany, has found his own way to hold the attention of young models — and it may just put "birdies" out of work. In this case, the girl behind the glasses is the sergeant's two-year old daughter — who would rather do almost anything but pose for Daddy.

According to the sergeant, the near impossible was accomplished through a combination of apprehension and fascination, in the form of a very wiggly caterpillar. The model stood still and the photographer went to work with his Minox B, one of four Minox cameras he owns, ASA 25 and green filter. You can see the results for yourself. It might open up a new market for very wiggly caterpillars — and don't say we didn't tell you first.

LEICA LEAGUE FORMED

The Barnack Leica League International, a new photography club named for the inventor of the Leica camera, the "Cadillac" of quality in cameras, has been formed.

Mr. Jim Forsyth, club founder, tells us that because a great many Leica photographers use a Minox for their second camera, Minox owners will gladly be accepted as members. We might also mention that the Minox was the only other camera featured in the club newsletter, "Leica Lore," and it will continue to be because Leica owners "leica" the precision engineering of our favorite ultra-miniature camera.

Perhaps the best way to summarize what Mr. Forsyth and "Leica Lore" have told us about the new club is to quote the founder's words, "It is a clear invitation to venture-some photography."

You may obtain additional information by writing to: Barnack Leica League, P. O. Box 275, Jacksonville, Florida.

WHEN IN GREECE



The world-famous Acropolis in Athens, Greece, was the site of this Minox picture taken by Jerome F. Kutak of Hammond, Indiana. Mr. Kutak added an extra bit of interest to his subject by including two boys busily "shooting" the Parthenon (Their camera appears to be somewhat larger than the ultra-miniature Minox).

THE MINOX IN BUSINESS

Each year sees the ultra-miniature Minox camera playing a more vital role in big business — for the Minox has quickly and quietly become the new standard for corporate, service and sales awards . . . an able assistant to executives . . . and an invaluable aid in public relations.

As a Minox enthusiast, you can readily appreciate why more and more companies are using the Minox to say, "Congratulations for a job well done" — and why more and more key executives and public relations experts use this minuscule masterpiece during sales meetings and conventions to record people, places and things.

The Valspar Corporation

When the Valspar Corporation of Rockford, Illinois, a world-famous name in paints and varnishes for more than 150 years, held their national sales meeting, the Minox was "camera-on-the-spot" to record the action.

Pictured on the opposite page are a number of key executives listening to and watching Mr. Ralph Baudhuin, Valspar president, as he demonstrates the company's fantastic Tel-A-Color machine. The unique apparatus, part of the Valspar Color Key program, enables the consumer to see 104 square inches of any one of 750,000 differ-



ent colors before buying.

In addition to using pictures like these in sales bulletins and office displays, The Valspar Corp. has



selected the Minox camera for sales awards, service recognition programs and a wide range of public relations functions.

Ald, Inc.

Another company using the Minox camera in countless ways is ALD, Inc., United States and Canadian distributor for Westinghouse and other commercial laundry and drycleaning equipment.

Many key executives of ALD, Inc. carry a Minox, so there was a lot of Minoxing going on during a recent breakfast meeting held in the Edwardian Room of New York's Plaza Hotel.

The meeting was in regard to the development of diversified marketing of Westinghouse Laundromat Laundry and Drycleaner Stores as a part of such chain operations as service stations, supermarkets, discount stores, etc.

According to the man who did the Minoxing, the great importance of the meeting, and the gathering of top personnel resulted in pictures that will be used time and time again in press releases, house organs and in sales messages to the sales force and trade.

Pictured here are Riley Bates, (top) vice president and national accounts manager, Woodside, New York — and James D. Fitzgerald, national accounts manager, Watertown, Mass. Note the "Bachrach"-like quality of the pictures, taken in this dimly lit room using Plus X with available light and hand-held at 1/20.





MINOX MEMO

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

Form 3547 requested



SAD SACK LOVES HIS MINOX
... but, he won't be really happy until he has
some new Minox jewelry!

