



THE MINOX MEMO

Classic Collection

A Series of Reprints by the Minox Historical Society

<http://www.minoxmemo.org>

\$19.95



MINOX MEMO

MINOX MEMO is a series of reprints by the Minox Historical Society. It is a collection of articles, photographs, and other material related to the Minox camera and its history.



MINOX CLUB FORMING

The publication group at last will be organized by Minox and TV owners in the United States — a move which is seen as a station across the nation.

Like most Minox clubs, the new one will be organized by Minox and TV owners in the United States — a move which is seen as a station across the nation.

NEW MINOMAT HE see page 2



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SUMMERTIME IS TRAVEL TIME

It's the time of the year when the Minox camera is very useful. It's the time when you can take a lot of pictures of the things you see on your travels.



THE 5th MINOX PHOTO CONTEST

The 5th Minox Photo Contest is now open. It is a contest for Minox camera owners to show their best work.



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

The winners of the 5th Minox Photo Contest are G. Torrey Adams and Dr. George H. Muller. They have won the top award for their work.



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BUSINESS REPLY CARD

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MINOX HISTORICAL SOCIETY
MINOX.ORG

The Minox Historical Society Presents: The Minox Memo

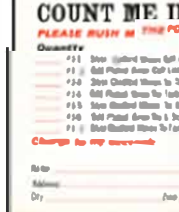
Series 1 Volume 4

Spring 1964 — Fall 1972



MINOX MEN and MINOXETTES

MINOX MEN and MINOXETTES are the most popular Minox cameras. They are small, portable, and easy to use.



COUNT ME IN!

PLEASE JOIN IN THE Minox MEMO. It is a collection of articles, photographs, and other material related to the Minox camera and its history.



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RED MINOXES SHAH

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Classic Collection

A Series of Reprints by the Minox Historical Society

Series 1

Volume 4

Spring 1964 — Fall 1972

Compiled and Edited by Larry Feldman

Additional processing by Lara Feldman

Select scans supplied by Gerald McMullon

2004



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 7 number 1

SPRING/1964

NEW MINOX JEWELRY GETS WARM RECEPTION — NOW IN 14K GOLD, STERLING SILVER

Judging by the flood of orders in response to the story in the last issue of the Memo, it's pretty clear that thousands of men and women are as "gone" on the smart new Minox jewelry as they are on the camera itself. It was also very gratifying that the press was quite receptive to publicizing the new line. Perhaps you saw one of the many flattering stories.

(Continued on page 10)



HOW DO YOU FIT OUR PICTURE?

MINOX REPORTS ON ITS SURVEY

Who are your fellow Minoxers? What do they like most about Minox? What do they do when they're not taking or talking about pictures? How are you like them? How are they like you?

From over 10,000 recent surveys, the Memo now has the answers to many questions. We think you will find them quite interesting.

Here's the profile on our "aver-

age Minoxer"! He is most likely a professional or businessman. Chances are excellent that he is a doctor or an executive. He owns approximately 1½ Minoxes, which he has probably purchased himself, though the chances are four to one that he was gifted with the camera.

He almost always carries his Minox with him, and his closest

(Continued on page 6)



Authors Minoxed During Network Telecast Interview

Lynn and Gray Poole, authors of the recent book *A History of Ancient Olympic Games*, were the guests of Jack Lescoulie on NBC's *Today* program January 3 of this year. Mr. Lescoulie questioned them about their new book and showed 14x24-in. enlargements of its photo illustrations. All the pictures used were taken by the authors with one or the other of their two Minox B cameras. They took all the photographs in Greece during 1962 while completing research on their book.

When in the Olympia Museum, the Pooles sought to photograph the Hermes, a sculpture of Praxiteles. Another photographer present doubted Mr. Poole would have any success with his Minox. However, Mr. Poole knew better and proceeded to photograph, using ASA-25 at 1/50 sec. and holding the camera by hand. He got five good pictures (one of which is the page nine illustration in the book) and

sent three to the doubting photographer who responded with a charming note.

The Pooles are planning another trip to Greece to gather final material for still another work they are currently writing. They hope, and the Editor of the Memo hopes with them, that every illustration for it can be a Minox photograph.

The picture of Mr. and Mrs. Poole with Jack Lescoulie is by Louisa de Balas using one of the Pooles' Minox B cameras.

SORRY FOR ANY DELAYS!

The Minox Processing Laboratories profusely apologize for any inconvenience you may have had over delayed processing. An extraordinary rush of new business resulting from the Christmas holidays created a snafu. Everything is under control now, and all orders should go out promptly. Thanks for your patience!

DE KUN COMES OUT OF AFRICA

After spending 14 years in the Eastern Belgian Congo, Dr. Nicholas de Kun has many fascinating stories to tell. As District Manager for the Cobelmin Co., a subsidiary of Societe Generale de Belgique, Dr. de Kun enjoyed a matchless opportunity to pursue his keenest side interest: African primitive art.

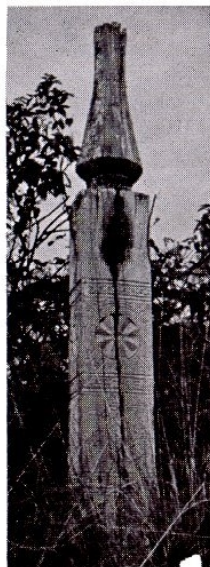
During this period, Dr. de Kun became an established authority on the Warega cultures. His knowledge embraces a mastery of the language and a thorough familiarity with its rare primitive art forms.

In the course of his study, Dr. de Kun gathered one of the world's foremost collections of Warega sculpture and ethnological specimens. He has thoughtfully submitted several pictures he took with his Minox, and the Memo is highly pleased to publish them.

Dr. de Kun's other professional achievements in Africa include work in the recent establishment of a plan for industrial development in the Republic of Malagasy. At present, he is Adjunct Professor of Mineral Development at Columbia University, New York City.



This handsome display of smaller sized pieces indicates that Dr. de Kun's collection is richly varied.

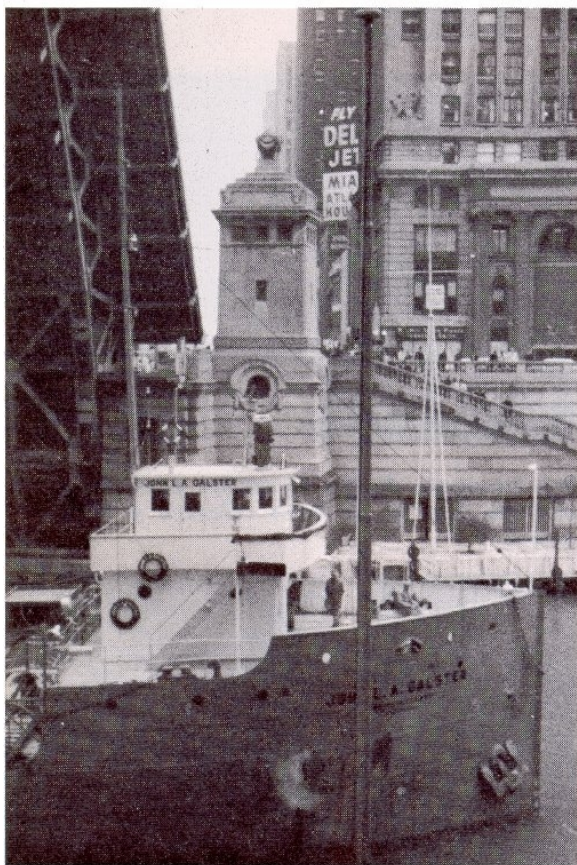


Left, rare Betsileo wooden tombstone is 30-70 years old. Right, on Madagascar, Dr. de Kun stands beside a 1500-year old tombstone.



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





BRIDGE-WATCHING: A PET PASTIME IN CHICAGO

Whenever the bridges over the Chicago River go up, a crowd usually collects to view the novelty of a boat passing through the sluice in the skyscraper canyon. To a Chicagoan with a Minox, it's also an excellent opportunity to take some sequence shots.

If you've taken any interesting sequence shots recently, the Memo would like very much to see them.

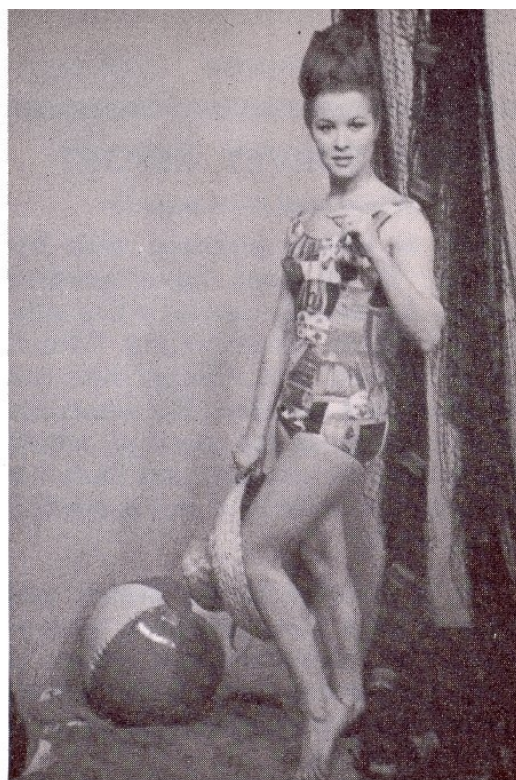


BRITISH MINOXER AVID TO CORRESPOND WITH AMERICANS

The Memo was most pleased to receive the glamour photo appearing here as well as a delightful note from Albert H. Whiter of England. He is quite enthusiastic about his Minox B and reports that it "causes a stir" at various functions he attends in London. He is often asked if it is a light meter.

Mr. Whiter also mentioned that a regular contributor to *35 mm & Sub Miniature Photography*, a British monthly magazine, uses the Minox as his own working camera.

In business at the Covent Garden Fruit Market, Mr. Whiter amusingly notes that we shouldn't write and ask for tickets to the Royal Opera House. He would like very much however, to hear from Minoxers in the U.S.A. or meet them when they are in London. To correspond, write: Albert H. Whiter, 28 Lech-

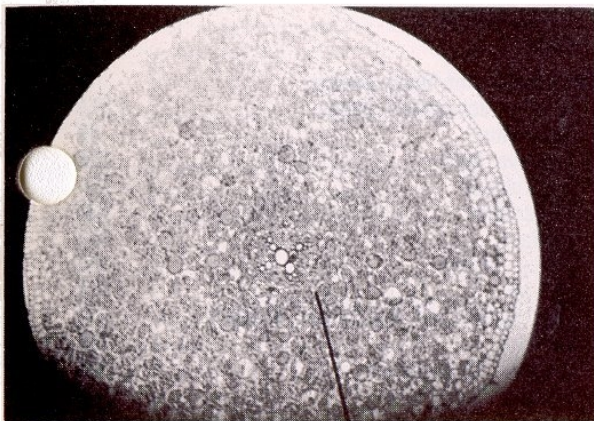


A fair lady Minoxed for London's 1963 Photo-Cine Fair by Albert H. Whiter.

mere Avenue, Chigwell, Essex, England.

In closing his note, Mr. Whiter wondered if, after having seen the Beatles, Americans still have the impression that the English are staid. And our answer, Mr. Whiter, is a resounding NO!

MINOX GETS TO THE ROOT OF THE MATTER



Mr. Marc E. Korman of Milwaukee, Wis., Minoxed through a microscope in a botany laboratory to achieve this interesting study. The slide he photographed was a cross section of a plant root. He set his focus at eight inches and shutter speed at 1/50 sec., with Plus-X in his Minox. Daylight (not direct sunshine) coming through a window and hitting the microscope mirror was the only illumination used.

MINOX SURVEY REPORT

(Continued from page 1)

hobby is taking pictures with his Minox. If he does have another hobby, he usually makes it the subject of Minox photography. Minox clubs interest him, though he's not necessarily a member. He wants his Minox handy on his vacation, which likely may be abroad; and finds his Minox very useful, if not essential, to his work.

He is devoted to his Minox and likes it as a fine, precision instrument. Its conversational value is very important, and as a crowd-pleaser and party object, he finds it most appealing.

In addition to his 1½ Minoxes, he also owns at least two Minox accessories and is considering purchasing others.

Several things emerge as fair certainties. As a group, Minoxers are brighter and more prosperous than the average American and make an important contribution to their community.

To give you a somewhat more exact picture of who the owners of Minox cameras are, the Memo has prepared a table of occupations and other data. Note that approximately two-thirds of all Minox owners are in elite professional and executive business categories. This is quite significant when you consider that these categories form only a small part of total adult Americans.

Total number of questionnaires	
Compiled and analyzed	10,770
Owned by women	988
Owned by men	9,782
Number who purchased their Minox	9,047
Number who received their Minox as a gift ..	1,733
Number who own two or more Minoxes	824
Number who use their Minox for pleasure ...	7,407
Number who use their Minox for business ...	744
Number who use their Minox for business and pleasure	2,563

Total number of professional people who own Minox	3,188
Accountants	200
Attorneys	424
Clergymen	60

Education:

Teachers	194
Professors	98
Administrators and others	20

Medicine:

Physicians and Surgeons	1,050
Optometrists	16
Nurses	26
Pharmacists	64
Dentists	184
Scientists and Researchers	152

Total number of businessmen who own Minox	3,858
Advertising, Marketing, Public Relations	118

Building, Real Estate:

Builder and Contractor	104
Real Estate and Operating	236

Finance:

Banker	126
Business Research	54
Investor	36
Stockbroker	104
Insurance	292

Management:

Corporation Executive	1,010
Office Manager	84
Personnel	72
Management Consultant	50
Manufacturer	126

Retailing:

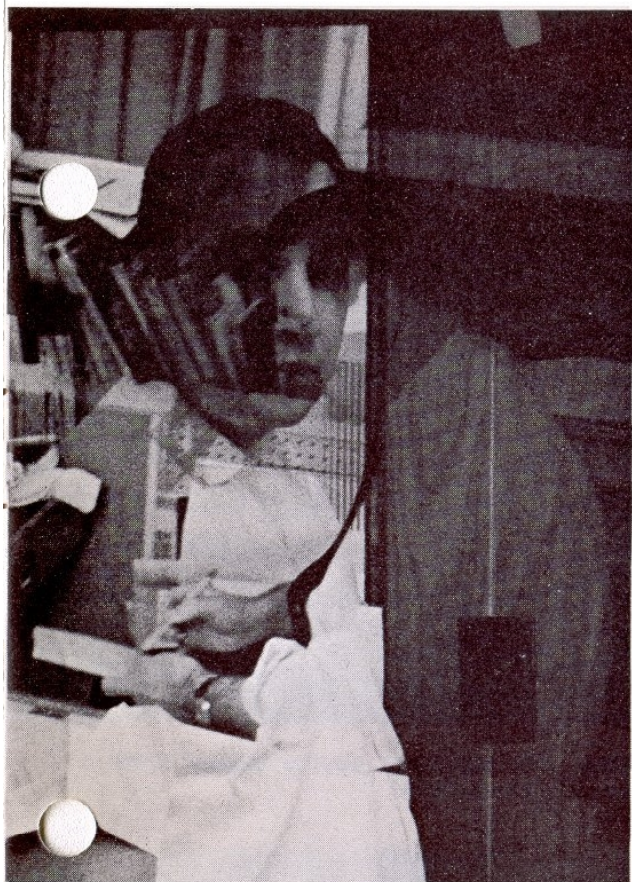
Auto Dealer	62
Funeral Director	26
Hotel, Motel, Restaurant	64
Store	250

Sales:

Salesman	452
Sales Manager	264
Sales Representative	136
Wholesaler	92
Transportation	50
Other	50

Total number of Minox owners in other occupation groups	3,724
Agriculture	82
Creative Arts	290
Government	234
Homemaker	496
Military	252
Office Worker	188
Retired	353
Semi-Skilled and Non-Skilled Workers	152
Students	368
Unknown Occupations	706
Unusual Occupations	21

(Continued on page 7)



HOW COULD THIS HAPPEN?

How did it, Minox Processing Laboratories? We thought it was impossible to get a double exposure with a Minox. Is that what it is? Or is it a case of double printing? A Minoxer from Los Angeles would like to know, and so would we . . .

MINOX SURVEY REPORT

(Continued from page 6)

The Minox Factory, Minox Processing Laboratories and the Editors of the Memo all want to express their deepest thanks to all Minox owners who cooperated in the Survey. Because of your willingness and thoughtful consideration, we have learned many interesting and helpful facts that we trust will enable us all to do a better job for all Minoxers. In future issues of the Memo we shall publish sidelight stories on the Survey, and again, thank you very much!



MINOX ALBUM FOR AMERICAN BAR ASSOCIATION PRESIDENT

Persons and proceedings at the recent dedication of the ABA's new wing in Chicago were photographed by New York lawyer Max Chopnick with his Minox.

Chairman of the ABA Section of International and Comparative Law as well, Mr. Chopnick (left) here presents his pictorial record to Walter E. Craig, ABA President.

The album may well prove to have historical significance for the ABA. Among the many distinguished legal figures who congregated for the dedication were four U.S. Supreme Court Justices, ABA officials and state and local bar officials.

The Memo is proud that Minox participated in this important event.

WHAT'S ALL THIS ABOUT PLUMBING ! ? !

Business management knows the value of Minox. A clear-cut case: executives of Universal-Rundle Corp., noted New Castle, Pa., plumbing manufacturer. At the recent Homebuilders Show in Chicago, they Minoxed interesting new ideas, as well as some of the feminine feature attractions. How are these shots for making business a pleasure?



Above, Bill Evans, Universal-Rundle marketing vice president, shows keen interest in samples offered by Broadway star, Shirley White. Luckily for the Homebuilders, Miss White managed to take time from the guest appearance at Chicago's famous Sherman House.



What more interesting way to display U/R's new Neptune bathtub?

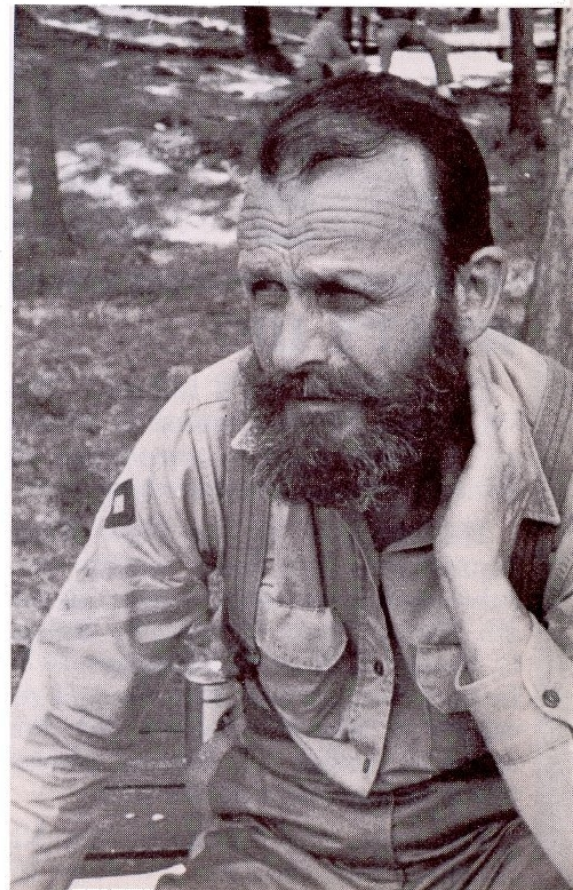
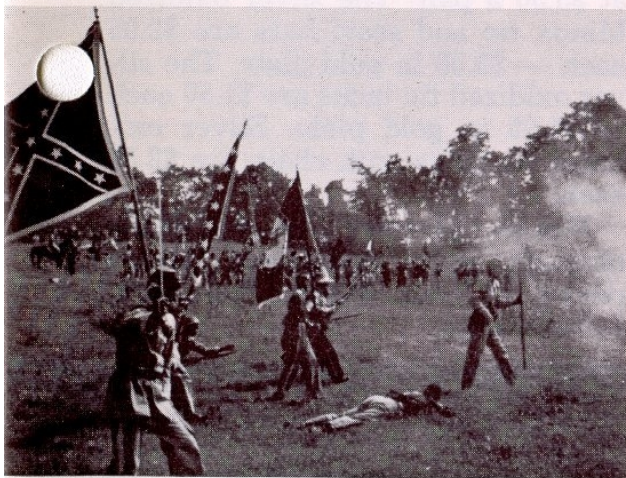


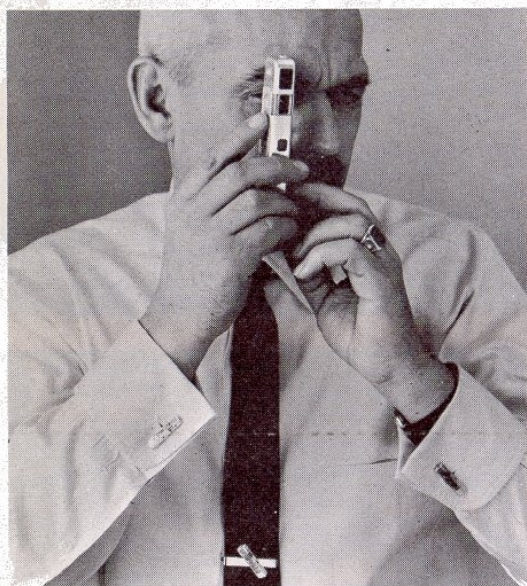
The U/R Saturn lavatory makes a splash. So does the pretty demonstrator.

"MY MINOX MARCHED WITH STONEWALL"

That was the title of a unique album of photographs submitted to the 4th Minox Photo Contest by William H. Garber of New Market, Virginia. As his official entry, the album of 54 superb pictures made such an extremely fine impression with the judges, they honored him with a Special Judges Award.

The four pictures shown here, selected from the album, bear eloquent testimony to the distinguished merit of his work. Incidentally, Mr. Garber confided to us that he is never without his Minox. Again, our congratulations!





MINOX JEWELRY

(Continued from page 1)

So, Minox fans, stand up and be counted! Identify your interest with distinctive Minox jewelry. Each replica duplicates every intricate detail of the camera, is handsome and well made to fine jewelry standards. Now in 14K gold and sterling, as well as in the costume jewelry finishes recently advertised. As additional creations are introduced, you'll be able to build a whole collection!

For her: the attractive earrings in sterling silver priced at \$9.95 a pair; in 14K gold — \$47.50 a pair; charm or pendant at \$4.95 in sterling silver and \$24.95 in 14K gold.

Both men and women can wear the handsome silver oxidized cuff links at \$2.95 a pair — in gold plate at \$3.50 a pair. The silver oxidized Minox tie and scarf bars are \$2.95 each — \$3.50 in gold plate. The silver oxidized tie tacks are \$1.50 each — \$1.95 in gold plate. Silver oxidized tie tacks with chain are \$2.50 each.

Minox jewelry is available through your authorized Minox dealer or from Minox Processing Laboratories.

WHAT'S UP?

Okay, Ookie, we'll tell you. The 5th Minox Photo Contest is what's up. And we want to encourage all Minoxers to submit their best work.

This picture of the New York Aquarium's first baby walrus was submitted as an official entry in the 4th Minox Photo Contest by Sylvia C. Bergel of Port Washington, N.Y. In that competition, Mrs. Bergel received a Special Award for her splendid series of Minox photos taken in Europe and the U.S.

For news and details on the 5th Minox Photo Contest, see page 16.





"Across the Hudson and Through the Trees" could easily be the title for this picture by Ralph Shomer. Note the interesting composition with the tops of the pier pilings forming a parallel with the Manhattan skyline.

LETTERS TO THE EDITOR

A Challenge to Joe Marx

To the Editor: . . . Make no mistakes about it — I'm out to unseat Joe Marx — Joe's retired and now has more time to Minox the world about him than I, but I hereby declare "war" on Joe . . . From this day forward, you (the Editor of the Memo) are to be deluged, pestered, swamped, and virtually snowed under with Minox pictures, trivia, etc.

. . . I've somehow managed to contact people whose work has appeared in the Memo, but it would surely help if you published their addresses . . . I believe a "Letters to the Editor" column would bring controversy and stimulate Minox talk and experiences.

Sincerely,
Ralph Shomer
1686 Teaneck Rd.
West Englewood, N.J.

Editor's Note: Readers' comments are welcome. And to Joe Marx, how do you like being "challenged?"



RUSSIAN WAIF? NYET!

She's really a Chicago executive career gal, waiting a moment for Windy City gusts to subside in last December's 9° below zero weather.

NORTHERN CALIFORNIA, VIRGINIA, INDIANA CLUBS FORMING!

Mrs. E. M. (Elizabeth) Marvin, 110 Redwood Drive, Hillsborough, Calif., has advised us that The Peninsula Minox Camera Club is most interested in recruiting new members. Residents of the San Francisco Bay area and Peninsula are eligible and heartily welcome.

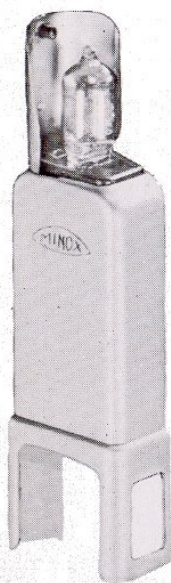
With the 5th Minox Contest now in progress, the Club points out that this would be an ideal time to join, swap ideas, techniques and equipment. All inquiries will be an-

swered within a few days of being received. Those interested should write to: The Peninsular Minox Camera Club, P.O. Box 1577, San Mateo, Calif.

And Mr. J. Nichols, 6318 N. 29th St., Arlington, Virginia 22207 would like to join a Minox club or would like to hear from other Minoxers about forming one.

Mr. Floyd A. Schrantz, 4131 W. Evelyn St., Indianapolis, Ind., invites Minoxers to form a club with him.

The Memo encourages all those interested to contact Mrs. Marvin, Mr. Nichols or Mr. Schrantz. Club news and inquiries are always welcome by the Memo.



ULTRA-MINIATURE ACCESSORIES ADD EXTRA DIMENSIONS TO MINOXING!

**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

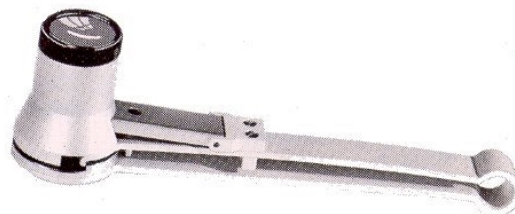
bright sunlight	hazy sun	cloudy bright	cloudy dull
500	200	100	50
1000	500	200	100
200	100	50	20

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

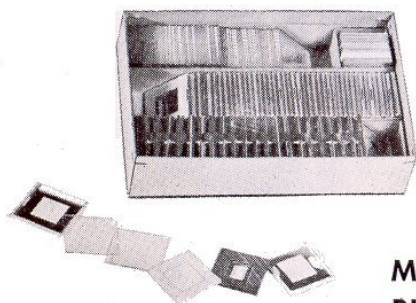
Priced under \$3.00

**MINOX TRANSPARENCY VIEWER-CUTTER**

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

#53

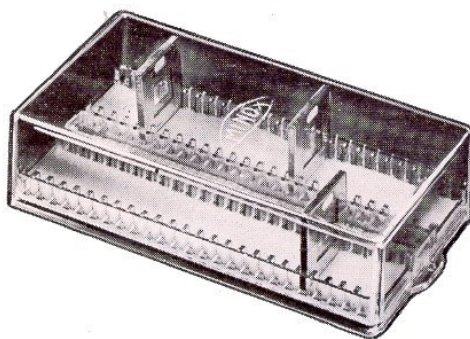
Priced under \$13

**MINOX SLIDE BINDING KIT**

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

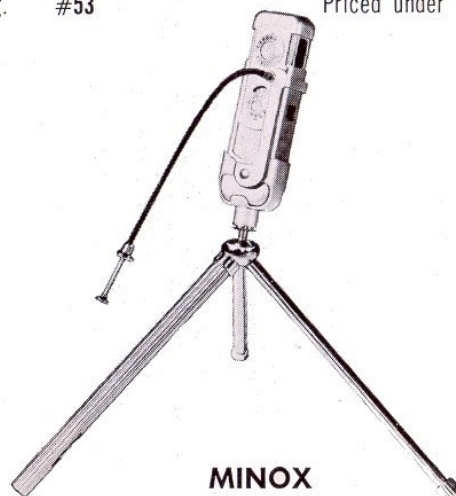
#54

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.

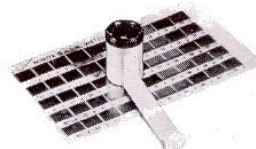
#55 Priced under \$2

**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

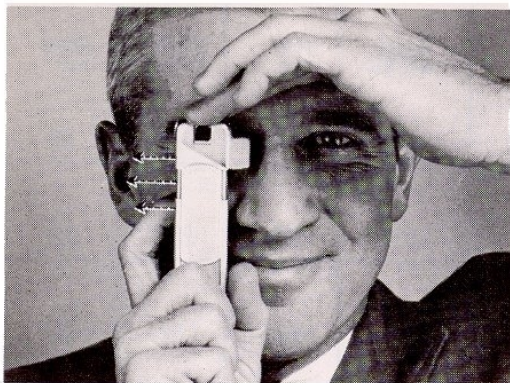
Priced under \$19

**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

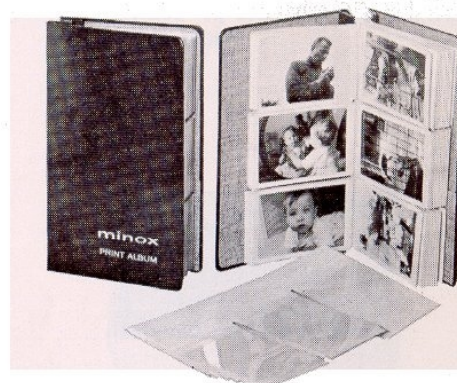


MINOX DEVELOPING TANK

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

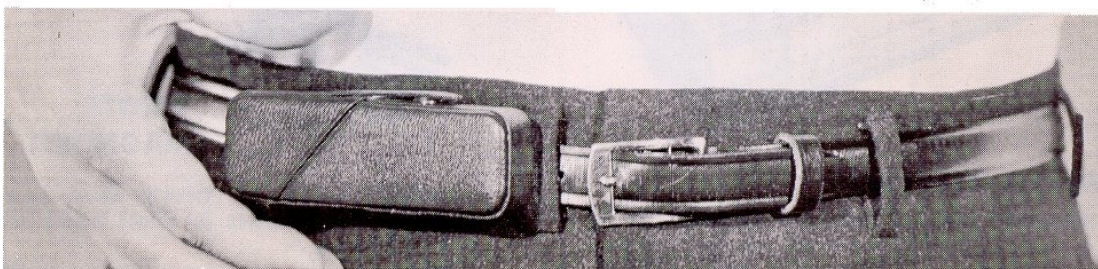
Lets you wear your Minox. Choose from genuine black, brown or red leather.

#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

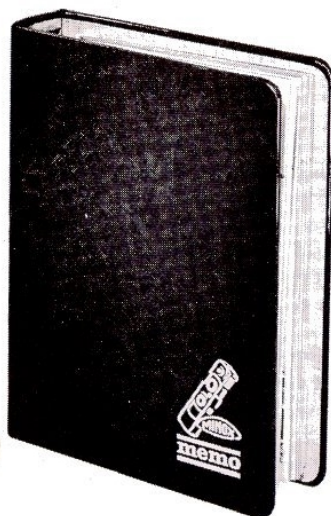


ADJUSTABLE COPYING STAND

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

#76

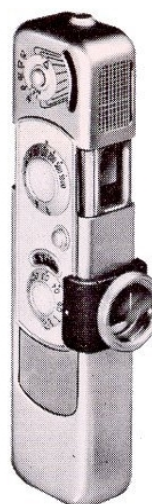
Priced under \$25



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.

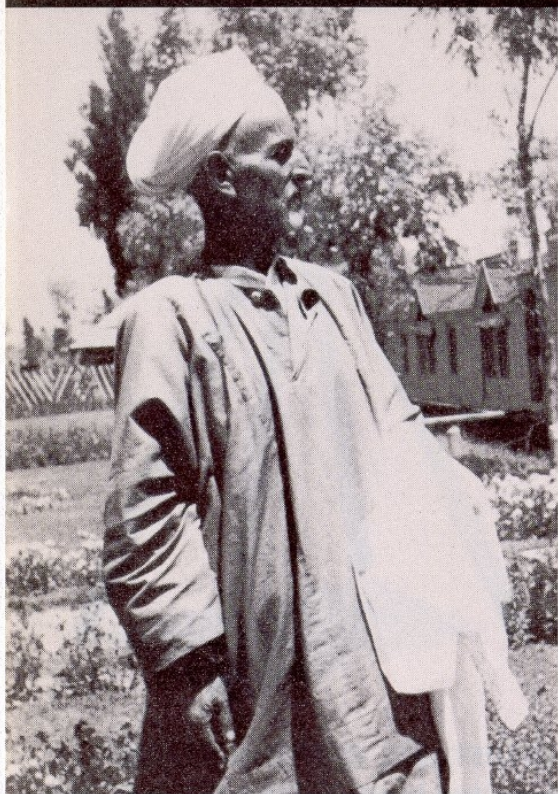
#67A For Minox III-S. Black and white "A" Filter Kit: yellow, neutral density gray and ultra-violet filters.

#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





Last year, Mr. Frank Walton, Chief of the Public Safety Division of the United States Operations Mission to Viet Nam, was honored with a Special Award in the 4th Minox Photo Contest. Mr. Walton submitted a series of exceptional pictures taken in Viet Nam and India, scene of the photograph shown.

5th MINOX PHOTO CONTEST ENTRIES ARE POURING IN! How About Yours?

Judging by the number and quality of the pictures submitted to date, we predict that this may be the most exciting — even controversial — of all Minox Photo Contests.

Be sure to take advantage of this opportunity to have your pictures reviewed by our panel of distinguished judges: 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, noted Chicago commercial photographer. The thrilling part is — they may choose you as the winner!

(Continued on page 18)

MINOX PREFERRED FOR PR



The promotion and publicity manager of Strombecker Mfg. Co., makers of Tootsie-toy Table-Top Racing Sets and toys, as well as Strombecker Model Road Racing Sets, had his Minox handy at a recent new products meeting. He took a number of pictures, both of products and firm executives attending. Prints of the photo shown here accompanied his news release to trade publications.

This news is extremely gratifying to the Memo Editor. If your Minox has proved particularly useful to you in your business, we would certainly be pleased to hear about it.



CREPES HELP FIGHT CANCER

A lighter moment at the annual dinner meeting of the Foundation for Cancer Research was the Crepes Suzette competition. Two chief contenders, Minoxed solo and in duet, are Howard Arvey and Chester Schultz, who somehow managed to lose his hat for the duet finale. If you have any unusual photos from a meeting of your organization, the Memo would like to see them.

Minuscule Minox Masterfully Displayed At Minox Dealers

Now, serving you will be more interesting and easier than ever. Equipped with the compact, efficient new display you see pictured here, your dealer has the Minox B and all its ultra-miniature accessories at his fingertips and can demonstrate them in seconds.



MINOX CONTEST

(Continued from page 16)

If you're planning to enter, and we certainly hope you are, be sure to submit all required information on the back of each entry. Note: not on a separate piece of paper. If you prefer not to write on the back of the picture itself (a smart decision), put the information on a piece of paper and affix it to the back.

Regardless of the number of pictures you enter or the number of divisions, you may send all entries in one envelope. Just be certain that each picture is properly identified.

NO COLOR SLIDES will be accepted. Entries must be prints $2\frac{1}{4}" \times 3\frac{1}{4}"$ or larger.

Owing to the great number submitted, we cannot acknowledge each entry. However, if it is forwarded in a properly addressed envelope, you can feel confident that we will receive it. Duplicates of Contest entries submitted for publication in the Minox Memo cannot, in fairness, be published until the Contest has ended.

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. 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.

MINOX CANDID EYE



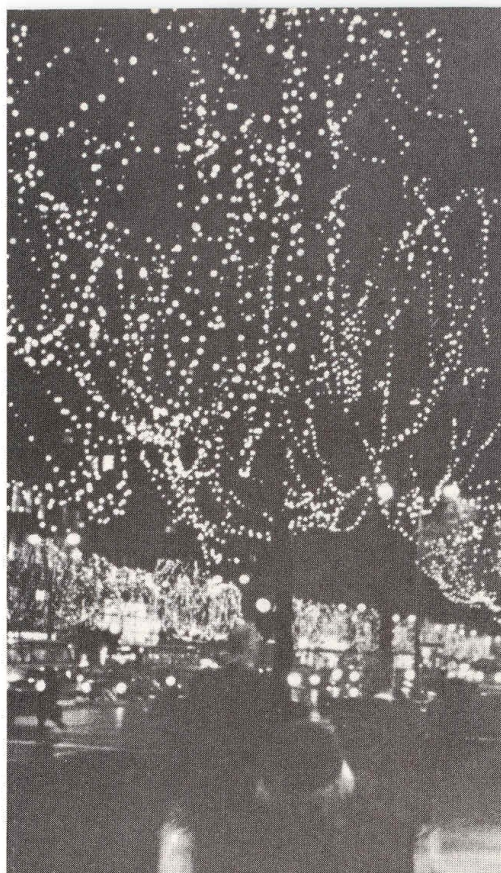
Heartening results are possible with a Minox handy. Here: a familiar bit of Americana snapped by Henry L. Kronstadt of Washington, D.C. during a business trip to Oxford, N.C. Film: ASA 25.

CHRISTMAS STARS TWINKLE ON THE MAGNIFICENT MILE

The technique which produced these arresting nighttime shots is well worth noting. The Minox, loaded with Plus-X, hand-held and braced against a building, was set for 1/15 second. These examples clearly illustrate the splendid results possible when your Minox is carefully hand-held.

Credit goes to a Minox fan from Rockford, Ill., who shot the famous Italian lights on Chicago's North Michigan Avenue during the past holiday season.

Other Minox fans who have achieved unusual success on hand-held shots are encouraged to submit their results to the Memo.



LIKE A NEEDLE IN A HAYSTACK— FINDING A MINOX

Lucky for someone who lost his Minox! We don't remember if Diogenes ever found the honest man he was looking for, but we luckily have heard from a lady who most decidedly is honest.

A Mrs. J. B. has written to the Memo that she has found a seemingly brand new Minox in her home town. If you have lost yours, please contact the Editor of the Memo. State where you lost it and mention the camera serial number if you know it. The Editor will forward all replies to the finder, who will decide on the correct ownership of the camera.

In a future issue of the Memo, after the Minox has been returned to its rightful owner, we will be proud to name the finder.



ONLY THIS BIG?

Our sweet little squinter might well be asking the Minoxer, A. T. Holzman of Santa Barbara, Cal., if she's indicating the proper size of the Minox negative. The Memo hasn't tried to make a scale measurement to see if she's right, but from the look of things, she's close!



MINOX MEMO

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

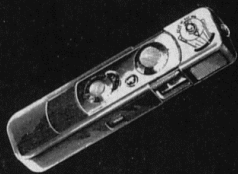
Form 3547 requested



About to plumb the U/R scene at the Homebuilders Show,
a Minoxing miss gets Minoxed herself. See page 8.

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

minox
minox
minox



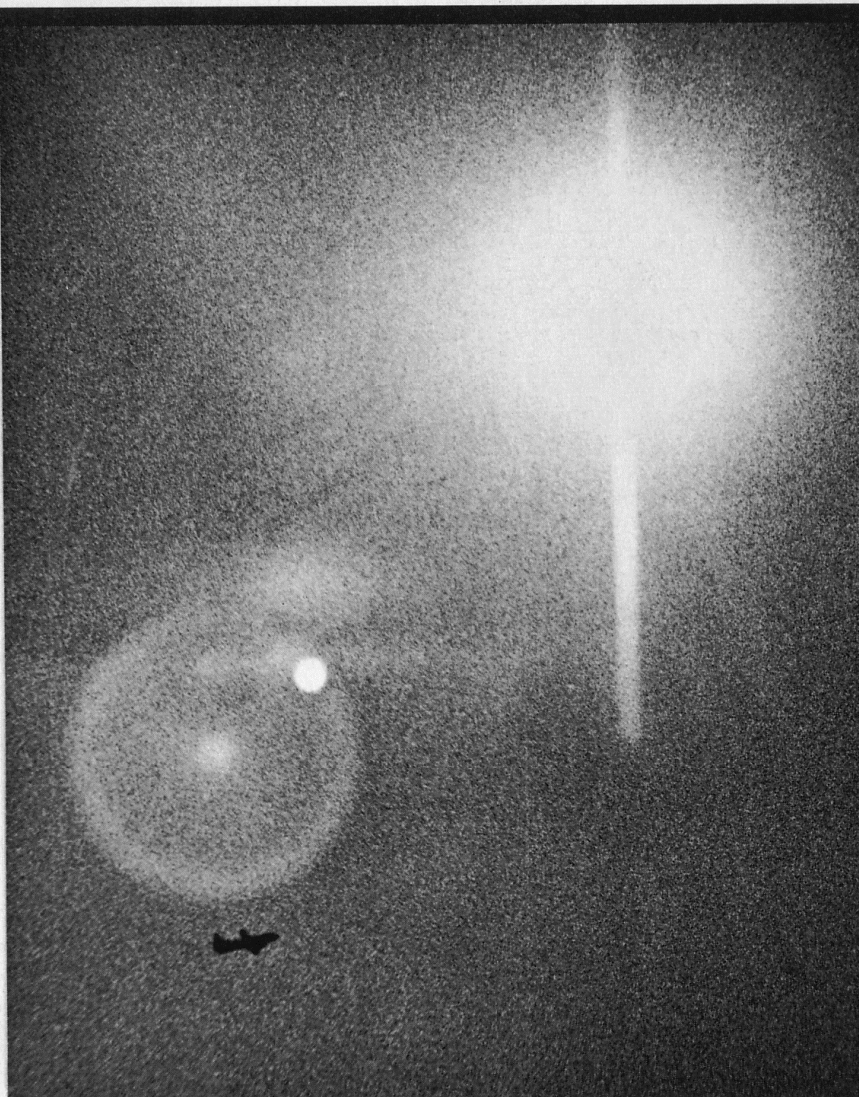
MINOX MEMO

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

Volume 7 number 2

WINTER/1964

This dramatic photo of a lonely airplane silhouetted against a blazing sun won a first place award for Dr. Joe C. Smith of Caldwell, Texas, in the Pleasure Division.

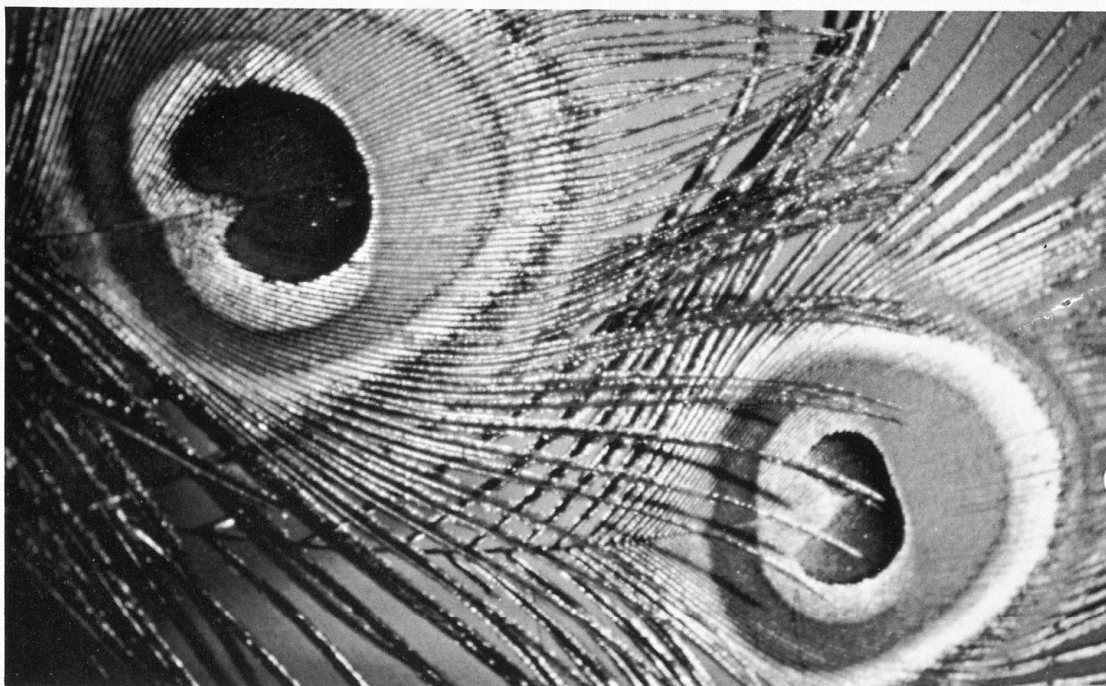


DOCTOR, ARTIST, STUDENT WIN TOP HONORS IN FIFTH MINOX PHOTO CONTEST

Widely separated sections of the country were represented as a Texas physician, California artist and Michigan college student took first place honors in the three divisions of the Fifth Minox Photo Contest.

Don O. Thayer, President of Minox Processing Laboratories, named the three top winners as:

Dr. Joe C. Smith, Caldwell, Texas, (Pleasure Divi-



A striking close-up of a peacock's tail, reproduced here in black-and-white, took first place honors in the Color Division for Chan-Soo Tan of Kalamazoo, Michigan.

sion); Jerry White, Los Angeles, California, (Business Division); and Chan-Soo Tan, Kalamazoo, Michigan, (Color Division).

The entries were swelled by a separate division for color prints for the first time and the 3-man panel of photography experts came up with the type of photos which would be prize-winners in anyone's contest! The authoritative panel consisted of Stephen Heiser, well-known commercial photographer; James Whitmore, Editorial Director, Encyclopedia Britannica, Inc., and a former LIFE magazine photographer; and Vincent T. Tajiri, Picture Editor of PLAYBOY magazine.

Owners of ultra-miniature Minox cameras seem to find their photo subject matter everywhere, as evidenced by the diversification of this year's entries. With their camera always in pocket or purse — ready for action — they are able to catch memorable scenes

which appear for an instant, then are lost forever.

Dr. Smith's winning entry is just such a photo. He snapped his ethereal shot of a lonely airplane silhouetted against a blazing sun while sitting in his car at a service station.

Jerry White, however, used his Minox to tell a tender, touching story with more feeling than mere words could ever express. His superb sequence, shot in a summer camp for blind children, is a classic in photo-journalism. Unfortunately, we cannot reproduce his entire series in one issue of the MEMO, but watch for additional photos in subsequent issues.

Chan-Soo Tan scored as the first place winner in the new Color Division with his close-up study of one of nature's most striking and vivid designs . . . a peacock's tail! Our black-and-white reproduction cannot do it justice.

The winning photos represent a variety of techniques and camera

uses termed "remarkable" by the professional photographers who served as judges. A complete list of the winners follows:

PLEASURE DIVISION

- 1st LONELY PLANE
Joe C. Smith, M.D., Caldwell, Texas
- 2nd FOOTPRINTS
Harry Upson, Jr., Reno, Nevada
- 3rd BOY AND GULLS
Joe J. Marx, Sarasota, Florida
- 4th THE BIRDS
Arthur Weil, Cincinnati, Ohio
- 5th SWIRLS
Lynn Poole, Baltimore, Maryland
- 6th LITTLE BOY AT WINDOW
Mrs. Barbara Belkin, Little Neck, New York
- 7th OLGA PETROVA AT 80
Joe J. Marx, Sarasota, Florida
- 8th REFLECTION IN THE RAIN
Dr. L. F. Bornstein, Lexington, Massachusetts
- 9th GRANDPA'S HAT
Abe Levine, Liberty, New York
- 10th SISTER IN CLASSROOM
Joe J. Marx, Sarasota, Florida

HONORABLE MENTION

- BOOTSIE—A PORTRAIT
Ralph Shomer, W. Englewood, New Jersey
- ARCHER
Arthur Weil, Cincinnati, Ohio

BUSINESS DIVISION

- 1st BRIGHT SUMMER DARKNESS
Jerry White, Los Angeles, California
- 2nd PRINTING SEQUENCE
Edward L. Simpson, Kingsville, Maryland
- 3rd CONTACT LENS SEQUENCE
Eric Penney, O.D., Beaumont, Texas
- 4th TRACTOR
Edward J. McCormick, Jr., Toledo, Ohio
- 5th ALASKAN EARTHQUAKE
Bob Penney, Anchorage, Alaska
- 6th MEDICAL SEQUENCE
C. A. Grand, M.D., Ashland, Wisconsin
- 7th ALL GLASS
Edward J. McCormick, Jr., Toledo, Ohio
- 8th JUBILATION OVER VICTORY—SAIGON COUP
Frank Walton, Washington, D. C.
- 9th TRUCK CAUGHT IN UNDERPASS
Donald E. Thomas, Oregon City, Oregon
- 10th CARWASH SEQUENCE
Mike Bloom, Shreveport, Louisiana

COLOR DIVISION

- 1st PEACOCK FEATHER DESIGN
Chan-Soo Tan, Kalamazoo, Michigan
- 2nd FROZEN RIVER
Howard G. Reamer, Baltimore, Maryland
- 3rd HAUNTED HOUSE
Vincent J. Longo, M.D., New London, Connecticut
- 4th SURFING
Jose M. Chaves, Irvington, New York
- 5th WORLD'S FAIR SCENE
Sanford Sacks, New York, New York
- 6th DESERT SCENE
Mrs. C. J. Morgan, New York, New York
- 7th PAVILION CEILING
Norman Goldblatt, Prairie Village, Kansas
- 8th SMILING BOY
Jay A. Hoffman, Downers Grove, Illinois
- 9th MOMENT OF TENDERNESS
William R. Howey, Pasadena, California
- 10th ALONE—ABOVE SIX-ZERO-ZERO
Major Scott G. Smith, Randolph AFB, Texas

ARTISTIC TALENTS DISPLAYED BY PLEASURE DIVISION WINNER

Little did Dr. Joe C. Smith of Caldwell, Texas, dream that his stop at an Austin, Texas, gas station would lead to his being named first place winner in the Minox Photo Contest Pleasure Division. But that's exactly what happened!

As Dr. Smith sat in his car, he casually glanced up at the hot Texas sky . . . just in time to spot the beautiful scene evidenced by his prize-winning photo.

He wrote that the print he submitted had been cropped considerably to achieve the desired effect. Shooting right into the bright sun, the Minox's built-in neutral density filter was employed.

Dr. Smith — obviously a photographic artist — utilizes his creative talents in oil painting and woodworking, as well.

COLOR DIVISION WINNER ADEPT AT NATURE PHOTOS

For student Chan-Soo Tan of Kalamazoo, Michigan, winning awards for his color photography is nothing new. In addition to his first place trophy and prize against fellow Minoxers in the latest Minox Photo Contest, Chan-Soo has scored highest in two local photo contests . . . while competing against slides taken with larger cameras.

A confirmed nature enthusiast, Chan-Soo highly recommends the Minox for close-up studies of wild-life because "its unique size enables it to be easily and conveniently hidden out-of-sight of the subject."

Chan-Soo achieved his artistic color shot of a peacock's feather design with Agfachrome CT-18, using a Minox B/C Flash Unit and the Minox built-in neutral density filter. Distance was a close 10½ inches.

CALLING ALL STORE WINDOW-TRIMMERS!



Henry Kaufman of Washington, D.C., demonstrates yet another possible commercial use of the very versatile Minox. This excellent close-up of a shop window in Palm Beach, Florida, was obtained by pressing his camera against the window glass and shooting at 1/20th, using Plus-X film and available light.

CONTEST JUDGES HARD AT WORK



Judging the thousands of entries received in the Fifth Minox Photo Contest to decide on 32 winners wasn't easy . . . even for this trio of photography experts. Here, the panel narrows the field to final selections as commercial photographer Stephen Heiser, left, indicates one of his choices to Encyclopedia Britannica's James Whitmore (center) and PLAYBOY magazine's Vincent Tajiri.



**AVID MINOXER
JOE J. MARX
TAKES 3 OF 10 PLACES**

Joe J. Marx, of Sarasota, Florida, is well-known to readers of the MEMO as one of the world's most enthusiastic Minoxers . . . as well as one of the most talented. Winner of many awards in previous Minox Photo Contests, this year he garnered three more prizes . . . all in the Pleasure Division.

Expert in achieving tremendous enlargements from his 8x11mm Minox negatives (he once made a remarkable 15-foot mural of the Cincinnati skyline from four such negatives), one of Mr. Marx's winning entries was submitted as a 14½" x 19" print.

"Boy and Gulls," above, won a third place award for Mr. Marx. "Sister in Classroom," right, captured tenth place honors. Another entry came in seventh. All three were human interest portraits.



"FOOTPRINTS"... A STUDY IN COMPOSITION

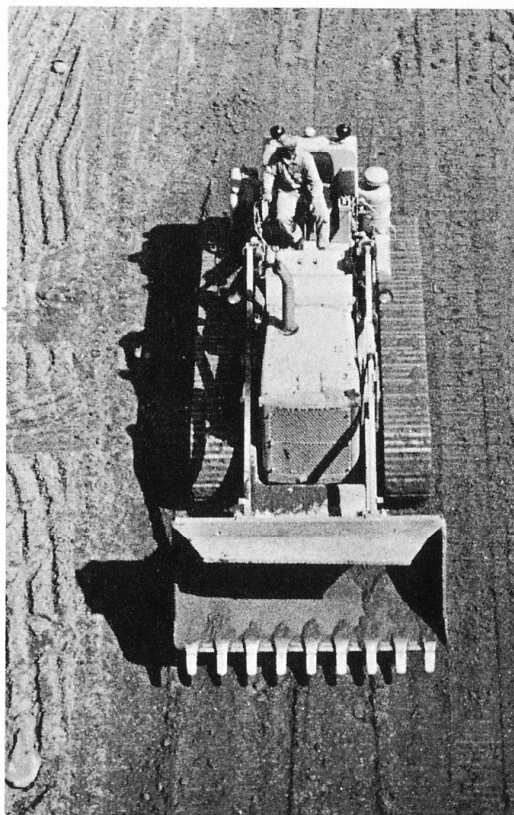


"Footprints," second place winner in the Pleasure Division of this year's Minox Photo Contest, is a well-planned and executed work of photographic art by Harry Upson, Jr., of Reno, Nevada.

Mr. Upson, a news photographer, stresses the need for careful study. "You must work carefully and with forethought," he says. "There are many steps to be taken before obtaining a top-quality print. It takes work and a fine photographic instrument. To me, it's worth every step!"

A Minoxer for 10 years, he was awarded Honorable Mention in the Fourth Minox Photo Contest and has won numerous other honors in Associated Press and State of Nevada photo contests.

McCORMICK SCORES TWICE

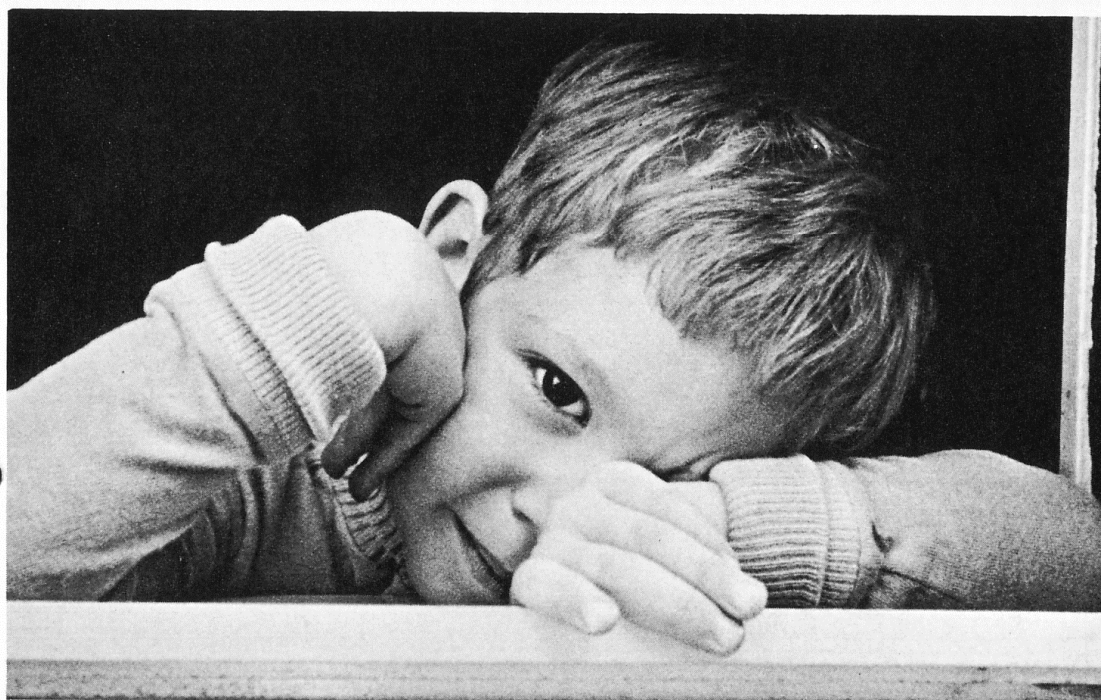


The photo above, an outstanding example of the beauty and design to be found in everyday activities, won a fourth place award for Edward J. McCormick, Jr., of Toledo, Ohio.

An attorney, Mr. McCormick has been a Minoxer for four years. Another of his entries in this year's contest — that of a modern, glass-and steel office building — took seventh place in the contest. Both photos, impressive enlargements, were entered in the Business Division.

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





HOUSEWIFE-PHOTOGRAPHER NEVER WITHOUT HER MINOX

We don't know for sure, but we kind of suspect that the tousle-haired youngster peeking over a window sill is one of Mrs. Barbara Belkin's three children. She won sixth place in the Minox Pleasure Division with this shot.

The Little Neck, New York, housewife is no stranger to prize-winning photography, having racked up honors in such esteemed competitions as those sponsored by the New York World-Telegram, the Japanese Pavilion of the World's Fair, and the Forest Hills, New York, Minox Club. She also placed tenth in our own Minox Photo Contest of last year.

"Before acquiring my Minox, I would often miss good picture-taking opportunities," she said. "Now, I always have my Minox with me in my pocketbook. It has not only enabled me to capture scenes that present themselves, but has paid for

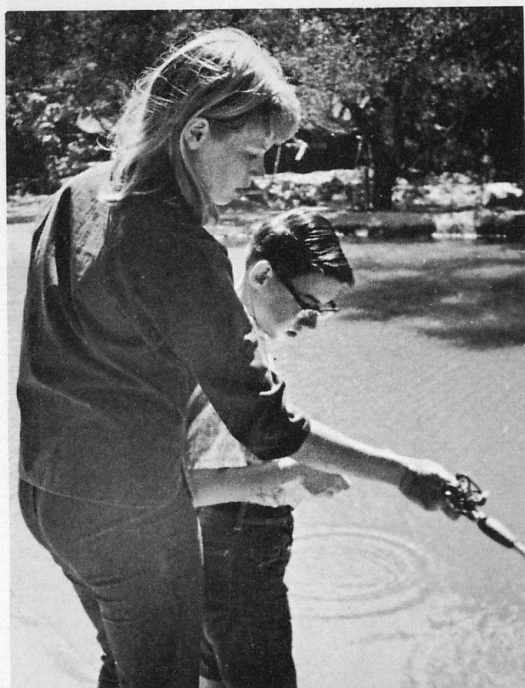
itself and the (Minox) enlarger in my darkroom.

"I chose Minox because it is the only reasonably-priced miniature or sub-miniature camera that is parallax-corrected and which can focus as close as eight inches," she added.

CONTRIBUTORS...PLEASE NOTE

Over the years, we've built up quite a backlog of photos sent in to us by MEMO readers. We're certainly appreciative of such interest and only wish we could publish **everything** that's received, but our ultra-miniature magazine just hasn't got the space. Nevertheless, we tend to retain every last photo for possible use "some day" because they're all so good. (There's no such thing as a "bad" Minox photo!)

Therefore, if you must have your photos returned within a certain length of time, please let us know and we'll (regretfully) comply with your wishes.



"Hey! I think I felt a tug on the line!"

MINOXER JERRY WHITE TELLS TENDER STORY OF BLIND CHILDREN IN "BRIGHT SUMMER DARKNESS"

High in the mountains of Malibu, California, a unique summer camp is devoted to blind and partially blind children. Camp Bloomfield, a non-profit organization, houses and feeds over 400 youngsters, ages 7 to 18, and offers them the same fun-filled recreation that sighted children enjoy in other camps.

Los Angeles art director Jerry White's moving photo-story of daily activities at Camp Bloomfield earned him the coveted first place award in the Business Division of this year's Minox Photo Contest competition.

"There's a sighted, college-age boy or girl assigned to each group of three to five handicapped children as camp counselor," White reports. "Throughout the season, these advisors look after, eat with and sleep alongside their charges. All take part in the daily program of hiking, fishing, swimming, drama and even riflery."

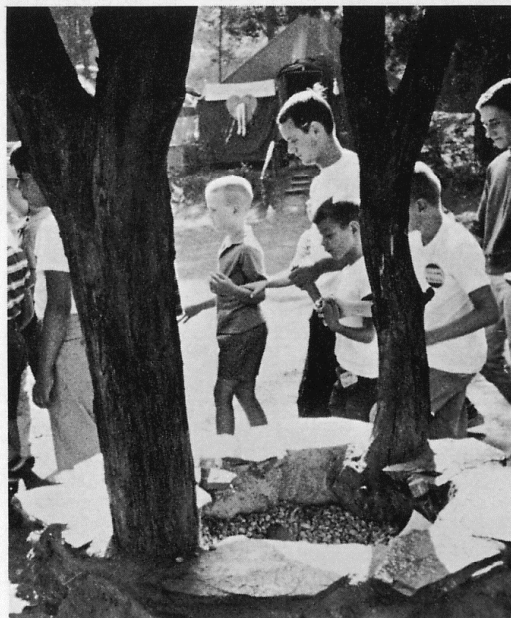
White owns two expensive large cameras, in addition to his Minox. However, he writes that, "I find I'm using the Minox more often than the other cameras. I'm intrigued with photo approaches and the use of the Minox in doing storyboard work for (advertising) agency TV commercials."

Calisthenics in the
warm summer sun

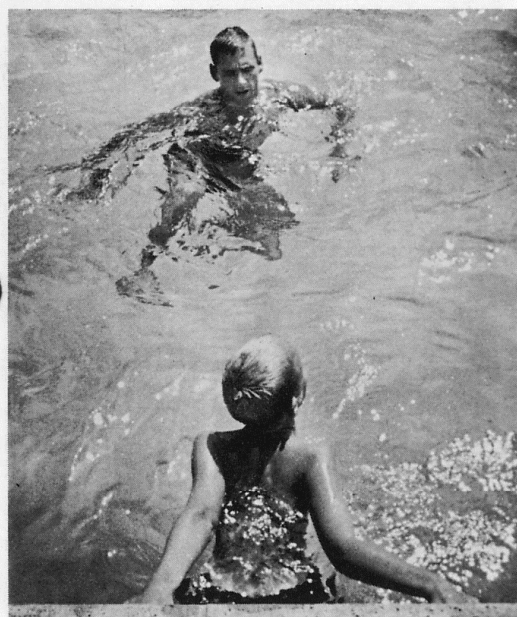




Picnic-style lunches in the great outdoors



Children hold hands as they travel about



Learning to swim is part of the fun



The soft, silken feel of a cooperative cat



MINOXERS: BEWARE OF PLASTIC CASSETTES!

Just a year ago, we printed a warning against the use of plastic cassettes in Minox cameras. The main reason given then was that certain chemical properties of the plastic may react unfavorably on the film over a period of time. Thus, good shots may be ruined.

While that is still a valid reason for using nothing but Minox-packaged film (supplied in metal cassettes), other, even more important reasons have come to light.

Plastic cassettes have been jamming the delicate, finely-machined mechanisms of Minox cameras. Plastic shavings within cameras have made major repairs necessary. Plastic, which reacts to heat and cold much more readily than metal, has caused "off-brand" cassettes to swell or shrink, split and crack.

Because the Minox cassette is designed with as much attention to exacting tolerances and precision as the camera itself, it is advised that **only** Minox-packaged film be

"HAUNTED HOUSE" A SPOOKY COLOR WINNER

"Haunted House." What more apt title could be given the third place winner in the new Color Division of the Minox Photo Contest? With Halloween just past, visions of ghosts and goblins are still fresh in the children's minds. How many youngsters would relish spending a night in this foreboding structure?

In its original shades of stark yellows and parched browns against a midnight blue sky, Dr. Vincent Longo's color print is a chilling sight indeed. The excellent composition, shot from a low angle, imparts an eerie feeling of deep, dark mystery to all who view this deserted mansion high on a hill. You can just feel the chilling wind whistling through the dead branches of that lonely tree alongside.

Dr. Longo used Agfachrome CT-18 for his prize-winner. We hope to see some **cheerful** shots from the New London, Connecticut, physician in the near future!

used. In this way, your Minox camera can never be damaged from "within."

VISITING DIGNITARY TURNS THE TABLES ON MINOXER

On a recent visit to San Francisco, President Tsiranana of Malagasy (formerly Madagascar) — an avid photographer — dropped in at Brooks Camera Store. Accompanied by his aide, and host Cyril Magnin, he was Minoxed by Harry Stokes of Brooks.

Unaware of the candid photography at first, President Tsiranana then reacted by photographing the photographer . . . with his own Minox, of course!



Flashlight Photography

How many readers have tried this interesting trick? Irving Namm of Bayside, New York, placed his Minox on a tripod, set the shutter at "T," then turned off all the room lights.

Using a pocket flashlight, he "drew" this face, complete with eyeglasses, and the mighty Minox recorded every movement.

Why not do some of your own experimenting and report to us on it?



1. The president's aide points out that they are being Minoxed.

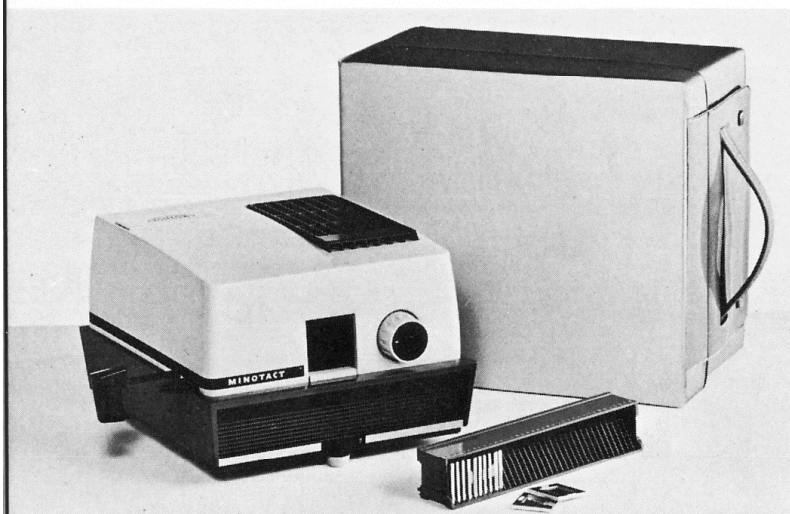


2. Both distinguished visitors react by reaching for . . .



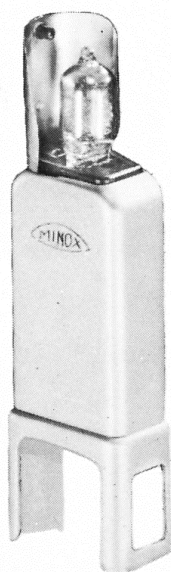
3. . . . their own Minox cameras, which they proceed to use!

NEW MINOX MINOTACT



Small in size only. Projects Minox metal and glass slides and/or specially mounted 10 x 14mm subminiature slides to big, brilliant pictures three times larger than other projectors at the same distance from the screen. Magazine holds 36 slides.

Priced under \$135



ULTRA-MINIATURE ACCESSORIES GREAT GIFTS FOR EXTRA DIMENSIONS IN MINOXING!

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

500

hazy
sun

200

cloudy
bright

100

cloudy
dull

50

1000

500

200

100

200

100

50

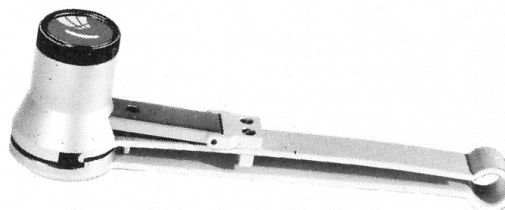
20

CT-18 COLOR POSITIVE FILM

Low 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

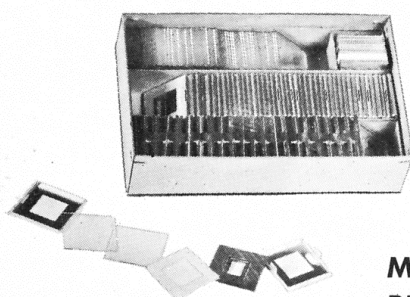


MINOX TRANSPARENCY VIEWER-CUTTER

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

#53

Priced under \$13

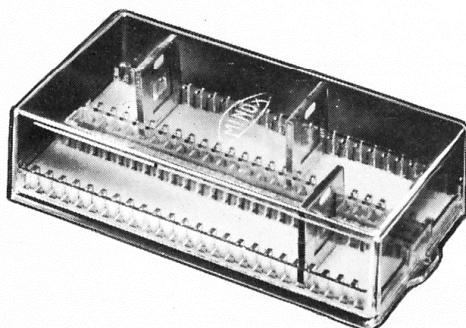


MINOX SLIDE BINDING KIT

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

#54

Priced under \$6

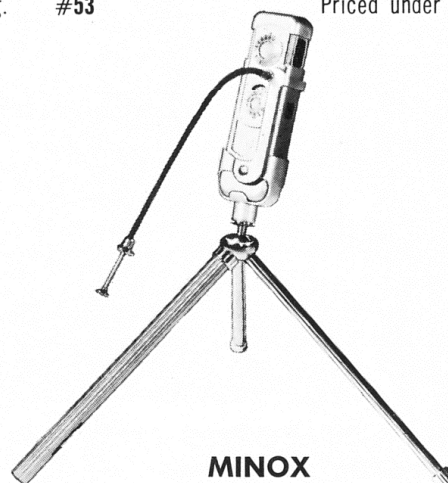


MINOX SLIDE SAFE

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

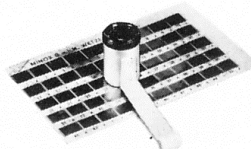


MINOX POCKET TRIPOD

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

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 is desired.

#65 for Minox B

Priced under \$13

#66 for Minox III-S

Priced under \$13

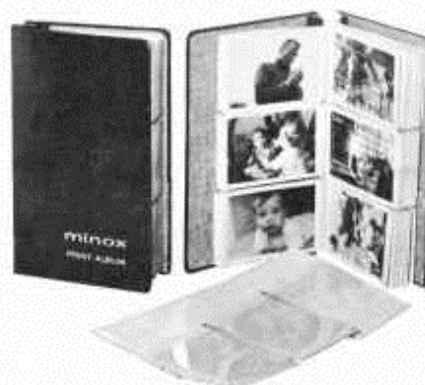


MINOX DEVELOPING TANK

Daylight loading, with thermometer.

#90

Priced under \$12



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

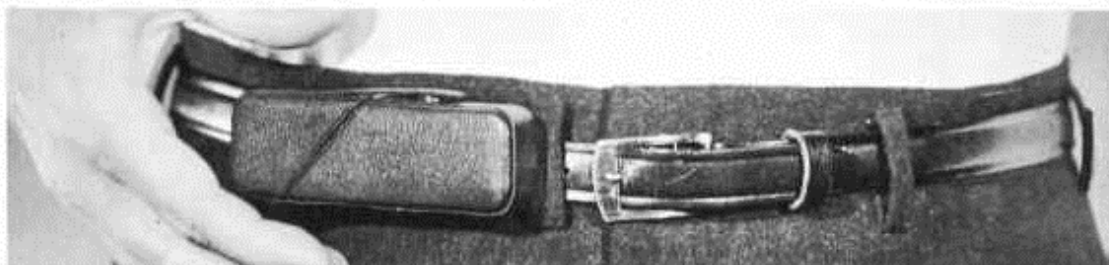
Lets you wear your Minox. Choose from genuine black, brown or red leather.

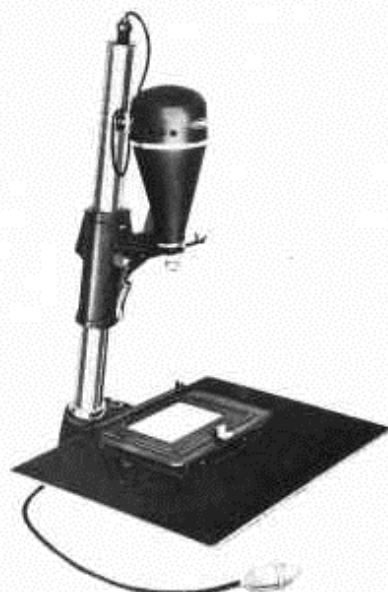
#104 Minox B belt case

#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

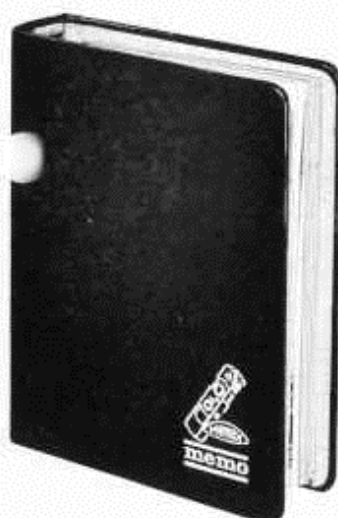


ADJUSTABLE COPYING STAND

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



PRECISION-DESIGNED MINOX SERVES AS RESEARCH DEVICE

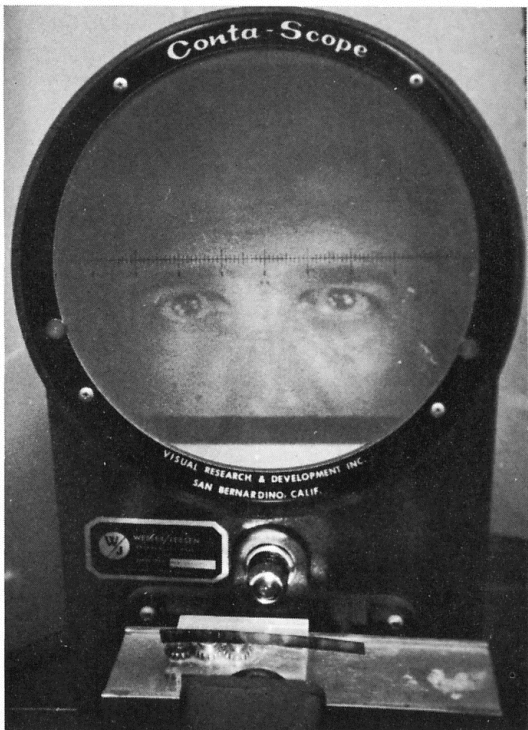
"My Minox is a 'working' camera; it pays its own way."

That's what Dr. Eric Penney, Director of Contact Lens Fitting and Research for Texas State Optical (Beaumont) wrote when he submitted his Minox photos for consideration in the Fifth Minox Photo Contest.

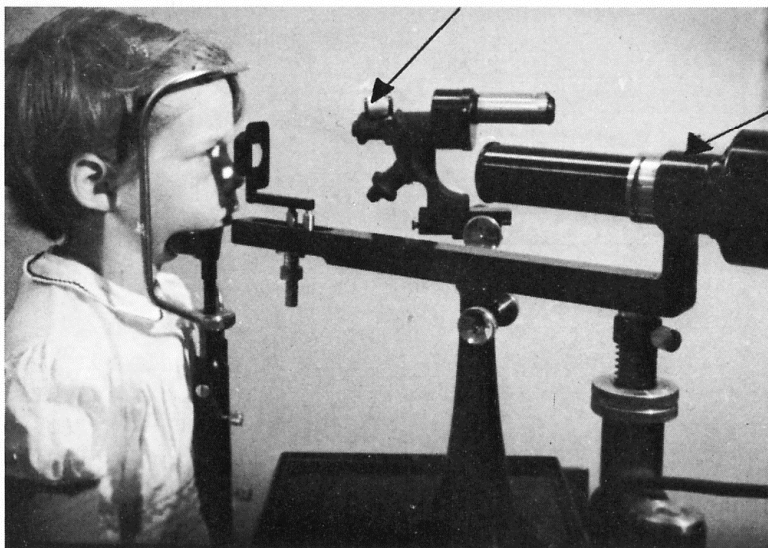
The judges agreed with him awarding Dr. Penney third place in the Business Division.

His presentation, entitled, "The Minox Camera as a Research Instrument in Contact Lens Clinical Investigatory Procedures," consisted of a series of photos accompanied by detailed explanatory copy.

The doctor noted the fact that, "A Minox color transparency and a contact lens are almost exactly the same size. Therefore, a standard laboratory projection device used to study a contact lens can also be used to study a Minox color transparency of a lens upon the eye. 35mm transparencies will not work; they are too large."



The Minox transparency, mounted in a holder of Dr. Penney's design, is projected onto the ground glass screen of a Conta-Scope (a contact lens inspection device here being used as a Minox transparency projector). The patient's lenses are clearly visible. The size of the patient's pupils, corneas, etc., can be measured by the millimeter scale running across the screen.



In the second photo (left), the Minox (left arrow) in a "home-made" aluminum holder, has been fastened to a focusing microscope. When the microscope is in focus, so is the Minox! Both of these photos, by the way, were taken with a Minox, using ASA 25 film.



Between poolside scenes at the Ambassador Hotel in Los Angeles, Edie Adams snaps another member of the cast with her Minox.

GLOBE PHOTO

EDIE ADAMS STARS FROM BOTH SIDES OF THE LENS

Lovely, lively Edie Adams “relaxes” from performing in **front** of movie and television cameras by getting **behind** her Minox.

On location for the film version of Gore Vidal’s Broadway hit, “The Best Man,” Miss Adams pulled her Minox from her purse and began snapping away at other members of the cast.

An expert Minoxer for many years, Edie caught some excellent close-ups of fellow actress Ann Newman, also appearing in the movie. At this point, Minox photographer Adams turned Minox instructor, as Miss Newman received a quick rundown in handling the marvelous Minox and began using it herself!



SWIRLING MOVEMENT TAKES PRIZE

Lynn Poole, who garnered a fifth place award in the Pleasure Division of the Fifth Minox Photo Contest, is a man who lists "Minox photography" as one of his main avocations. Professionally, he is Director of Public Relations for Johns Hopkins University.

A noted Baltimore, Maryland, author and ballet enthusiast, Mr. Poole carries his Minox with him everywhere, taking **two** along on trips. They are the only cameras he owns. His winning photo — an artistic study of movement and design — was accomplished with ASA 400 film.

"The Minox camera has three major advantages," according to Mr. Poole. "It's small and unobtrusive, secures near and far pictures of highest quality, and makes friends for me wherever I go!"

"EAGLE-EYED" MINOX GAINS STATURE

The excellent detailing possible with a super-sharp Minox is confirmed by this exceptional shot of a hand-carved wooden eagle submitted by Stanley L. Stern of Miami, Florida.

After obtaining results like this on a recent business trip to Boston and New York, Mr. Stern has re-evaluated his Minox, elevating it from the status of a "second" camera to that of his number one piece of photographic equipment.

"I had always regarded my Minox as a fine article . . . as long as I had a second camera to fall back on," he writes, "but no more! Now it's with me wherever I go, always ready for quick shots, and I leave my tourist-type, strap-hanging camera at home."



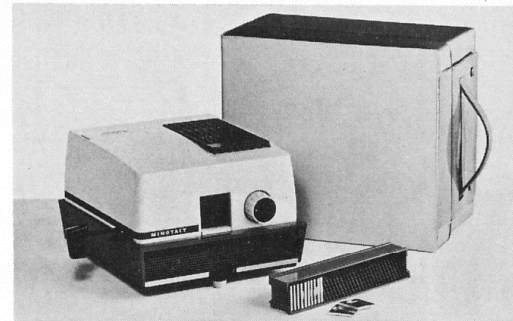
NEW MINOTACT PROJECTOR BOASTS UNIQUE OPTICAL SYSTEM

Minox Corporation has just unveiled its new, ultra-miniature Minotact semi-automatic projector . . . designed to project both full-color 8 x 11mm Minox slides and 10 x 14mm sub-miniature slides mounted in Minox metal and glass mounts.

This newest Minox engineering marvel features a unique optical system matching that of the precision Minox camera . . . and is the only projector to house such an optical system. With it, ultra-miniature slides can now be projected with remarkable clarity and large-picture images, at minimum projection distances. For example, for table top viewing at 5 feet, the Minotact will project an 8 x 11mm Minox slide to 1'1" x 1'6". At 10 feet, the screen image will be 2'1" x 2'11" and, at 15 feet, 3'2" x 4'5".

By a simple flick of the Minotact condensor mechanism, 10 x 14mm sub-miniature transparencies can be projected to even larger images at the same distances.

The Minotact is easy to operate and the voltage selector can be adjusted to up to 200 volts.



The magazine hold 36 slides and, with manual operation, slides can be repeated.

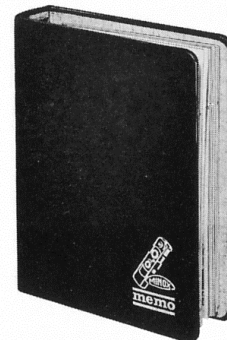
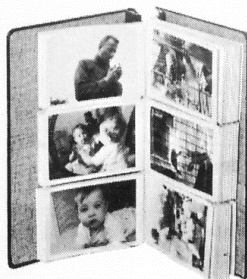
The Minotact is now available at fine camera stores throughout the United States and retails for approximately \$135.

Please Note! IS IT A MINOX PHOTO ALBUM OR "MINOX MEMO" BINDER YOU WANT?

Because there has been some confusion when ordering these two items — both available from Minox — we're publishing quick descriptions of both.

The Minox Photo Album, illustrated at the left, contains transparent plastic pockets for displaying your Minox prints. Refill pockets are available.

The MINOX MEMO Binder, shown at the right, is a hard-cover, 3-ring binder used to hold your past issues of our periodical publication, the MINOX MEMO, for reference purposes. It has no pages.





MINOX MEMO

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

Form 3547 requested



Who's this glamorous Minoxer? It's movie and TV star Edie Adams, shooting away between scenes of her latest movie. See story on Page 17.



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, N.Y. 11357

Volume 8 number 1

WINTER/1965

from

PUMPKINS to PORTRAITS

"with a loaded Minox
there's no limit to what
you can shoot"



The Pumpkin Man



Little Girl

According to John Pasternak, who spends most of his time in the steel mills of Johnstown, Pennsylvania, "most of my friends spend their spare time hunting deer, rabbits, etc. with loaded guns. I prefer to load up and hunt with my Minox." Two of his latest "catches" were "The Pumpkin Man" above, taken with Agfa CN-14 film at 1/200th of a second, and "Little Girl" shot with ASA 25 film at 1/20th of a second with flash and the neutral density filter at three feet.



Miss Mildred Vescur, Jackson Heights, N. Y. snapped this photo through the windshield of a car while zooming down the Autobahn during her last trip to Germany. The car speed was about 70 miles per hour. She used Kodak Plus-X Pan film (ASA 200).

GET YOUR PICS QUICK — USE YOUR ZIP CODE

It really helps both Minox Processing Laboratories and the postal authorities to get your processing orders to you more quickly. So be certain to include your ZIP code number in your return address.

Some incorrectly addressed films for processing are being misdirected by the post office to the Minox distributors in New York City. They do not have processing facilities of their own and send all films for processing to the sole factory-authorized processors for Minox

film in this country, Minox Processing Laboratories. Sometimes the delay can be as much as one month. Be certain your processing orders are properly addressed to:

Minox Processing Laboratories
Post Office Box 94
Forest Hills, New York 11375

YOU may be one of the Lucky Winners in our next MINOX SWEEPSTAKES. Complete details should reach you in the mail early in January.

AN EDITORIAL

We would like to take this opportunity to answer the many thousands of letters we've received from Minoxers all over the country who have been wondering why they haven't received any current issues of the MINOX MEMO.

In the past, the Memo has been published periodically as a joint effort by the distributors of Minox cameras and equipment in this country and Minox Processing Laboratories, the sole-factory authorized processors of Minox films. Together we have tried to keep Minox owners abreast of the newest innovations in Minox photography, and give you an opportunity to share in the experiences of fellow-Minoxers who have applied this precision-built ultra-miniature camera in unusual ways to the many needs of business and the sciences, as well as for their personal pleasure.

During this past year the management of the organization that distributes Minox cameras and equipment has changed its viewpoint and policy as concerns the Memo. They will no longer participate in its publication.

We at Minox Processing Laboratories, do not agree with their viewpoint. We feel that most photographic publications currently available are geared to meet the needs and answer the questions of owners of larger cameras. We feel

that the Minox is a very personal camera and that Minox owners want a news media of their own.

It is with this conviction that we have published this Winter, 1965 edition of the Minox Memo. This is the only issue published in 1965. The many letters received by us indicate that you want a Minox Memo regularly and Minox Processing Laboratories will resume publication on a quarterly basis beginning with the Spring, 1966 issue. We have many things planned for 1966 and you will be kept abreast of them through the Memo.



Don O Thayer
President,
Minox Processing Laboratories

CAUTION

- Your MINOX is a precision-built camera containing 301 parts made to very close tolerances. To assure smooth and faultless camera operation, MINOX film cartridges are made with the same precision.
- When using other than genuine MINOX films, you risk not only a total loss of your pictures, but also costly damage to the fine mechanism of your MINOX camera, not covered by the MINOX guarantee.
- For utmost MINOX enjoyment and satisfaction — use only genuine MINOX FILM in your MINOX CAMERA.

DISTINCTIVE



**JEWELRY — IDEAL
CHRISTMAS STOCKING
STUFFERS**

stunning, custom-made charms
pendants and earrings

J-8 Sterling silver charm/pendant, each\$4.95

J-9 14K solid gold
charm/pendant, each\$24.95

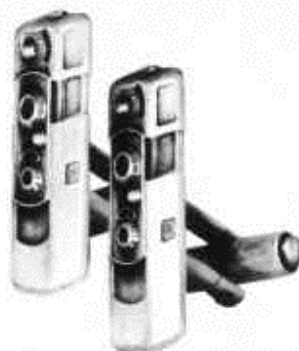
J-10 Sterling silver earrings, a pair\$9.95

J-11 14K solid gold earrings, a pair\$47.50

All above are exquisitely gift packaged
in jewel cases.



**delightfully detailed cuff links
tie and scarf tacks**



#J-1
In silver oxidized
hand-relieved finish
and magnificently
gift packaged.
\$2.95 a pair

#J-2
In Hamilton gold
plated rose satin
finish, packaged in
a jewel case.
\$3.50 a pair.



#J-3



#J-4



For both Minoxers and Minoxettes (lady Minoxers),
these Tie and Scarf Tacks double as lapel pins or
costume jewelry. Choose **#J-3**, silver oxidized
hand-relieved finish at **\$1.50** each or
#J-4, Hamilton gold plated rose satin finish at **\$1.95**
each. Gift packaged in jewel cases, of course.

decorative tie and scarf bars

Most everyone wears a tie or scarf. Your choice of
the tie bar finishes assures the perfect accessory
touch for any ensemble.

#J-5 Silver oxidized, hand-relieved finish, each **\$2.95**

#J-6 Hamilton gold-plated,
rose satin finish, each**\$3.50**

#J-7 Silver oxidized, hand-relieved finish, each **\$2.50**

FOR THOSE WHO PREFER A TIE TACK AND CHAIN



#J-5



All
Jewelry
Illustrated
Actual Size

#J-6



#J-7

MINOX MERRIMENT XMAS MORNING

If you're one of those folks who Minoxes everything in sight, all through the year, and gets perfect pictures every time then don't read any further. There's nothing we can do to help you. But . . . if you are a "holiday picture-taker" and want to be certain to capture the merriment of Xmas morning (and all through the holiday season) read on. Here are a few simple, sure-fire settings that make for memorable Minoxing.

Color captures the gaiety of opening Christmas presents best and we recommend Agfa CN-14 color negative film for color prints. Use clear, AG-1 flashbulbs and set your shutter speed dial at 20. If you're in a small room and your background is very light and reflective, your subject should be seven to eight feet from the camera. With an average background, most of your pictures should be taken at five to six feet.

There is a special advantage in using Agfa CN-14 color negative film. If you wish, you can first have all your pictures made up in black and white and then select the ones you like best for color prints.

Be certain to specify either black and white or color prints when sending your film for processing. Remember, this film is not suitable for slides. To get color slides for projection, you should use Agfachrome CT-18 color positive film. Expose this indoors with blue, AG-1B flashbulbs and set your

shutter speed dial at 20. In average surroundings your distance should be seven to eight feet. Agfachrome CT-18 is primarily intended for color slides but color prints can be made too. It will not produce black and white prints.

We hope that the above hints will help you to happy Minoxing during this holiday season.

If you'd like some individual help to improve your Minox technique, address your inquiry to: Minox Processing Laboratories, Post Office Box 94, Forest Hills, New York 11375.

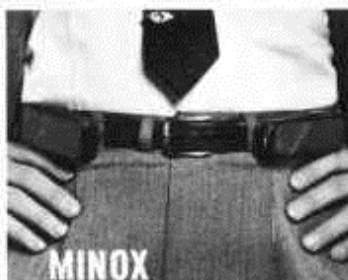
TIPS FOR BETTER RESULTS

1. Hold camera properly — be certain a finger is not covering or shading the lens.
2. Set the distance scale dial accurately for sharp focus.
3. Tip exposure meter for a reading when sky is in scene. Include sky in picture for actual exposure.
4. Color exposures should be made in full sunlight between 2 hours after sunrise and 2 hours before sunset for best results.
5. Avoid shadows on your subjects.
6. To avoid camera movement, do not attempt hand-held exposures at shutter speeds of less than 1/20th of a second. For exposures at 1/20th or slower, a tripod should be used.

A RUMOR . . . ?

Is it true, that a new ultra-miniature camera is now available that uses original factory - packaged MINOX cassettes???

ULTRA-MINIATURE ACCESSORIES ARE GREAT XMAS GIFTS FOR MINOXERS



leather belt cases

Wear your Minox camera on your belt. In genuine black, brown or red leather.

#104 for Minox B \$5.95
#105 for III S \$5.95

Reflex viewfinder for picture-taking at waist-level, overhead or near ground.

#65 for Minox B . . . \$15.95

#66 for Minox III S \$15.95

Right-angle finder mirror for inconspicuous picture-taking "around corner".

#62 for Minox B . . . \$10.50

#63 for Minox III S . \$10.50

Leather case for Reflex Finder or Right-angle mirror \$2.25



#60 Telephoto - binocular clamp. Attaches Minox to binoculars, built-in tripod and cable release socket. Use also as camera-tripod clamp \$28.50



MINOX FILTER KITS

Supplemental screw-in filters, complete with filter holder and case.

#67A Minox IIIS Filter Kit (black-and-white). Yellow, neutral Density 10x, U. V. . . \$11.95

#67B Minox B Filter Kit (black-and-white). Orange, Yellow, Blue \$11.95

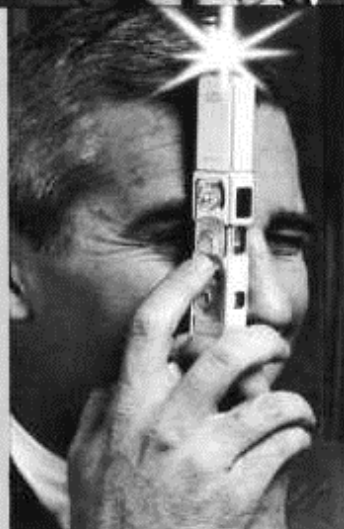
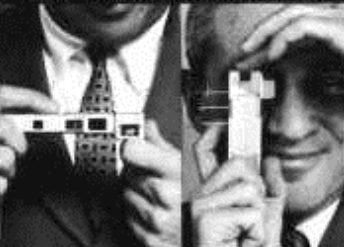
#68 Minox Color Correction Filter Kit for Minox B and IIIS. Regular Skylight, Medium Skylight and Flash Conversion \$13.95

#90 Minox developing tank. Daylight loading, with thermometer \$14.95

#92 Film developing kit. 15 sets of chemicals (ultra fine grain developer, fixer, wetting agent) in pre-measured quantities \$6.95



All prices subject to change without notice



1 1/2 MINOX B/C oz. FLASH GUN

Just 2 x 1 x 1/2" . . . yet is a self-contained, highly efficient flash unit that assures full illumination through its built-in telescoping reflector. Uses tiny all-glass "jelly-bean" flashbulbs. Complete with genuine leather belt case.

#31 Flash Model B for Minox B camera \$18.95

#31BL Flash Model B Black anodized finish . . . \$20.95

#32 Flash Model A for Minox III S \$18.95

#32BL Flash Model A Black anodized finish . . . \$20.95

#36 Battery for Minox B/C flash \$1.15



#80 New Minox enlarger/copy stand has f/3.5 micro-Minox lens, double condensers, tilt-back lamp housing. Built-in light diffuser. Enlarges up to 10 x 14 \$199.50



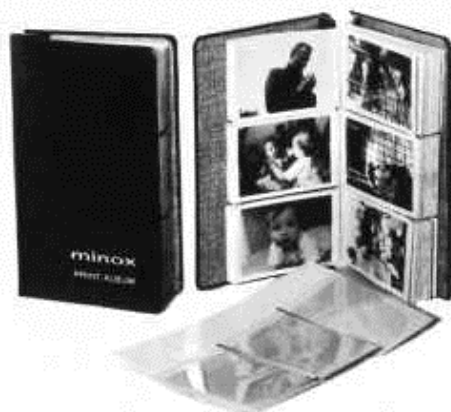
TRANSPARENCY VIEWER-CUTTER

#53 Examine frames through built-in magnifier. Choose the ones you want to mount . . . then cut them accurately. . . . \$14.95

MINOX 30 x 30 mm SLIDE BINDING KIT



#54 Materials to complete 50 Minox slides. Includes slide frames, metal masks and cover glass. . . . \$5.95



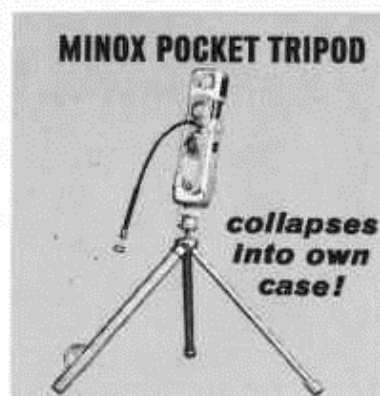
Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Covered with smooth, padded, simulated brown leather and gold-leaf Minox imprint.

#120 For 2 3/4 x 3 3/4" prints\$6.95

#120A For 3 1/2 x 4 3/4" prints\$6.95



#94 Specially designed for viewing Minox negatives or transparencies to select frames for prints or slides\$6.95



#73 7 1/4" long by 3/8" diameter. Chrome finish. Includes clamp and leather case \$26.50

#71 Camera clamp for attaching Minox to any standard tripod\$7.95



#76 Adjustable copying stand. Convenient, sturdy stand for copying letters, book pages, etc. 4 x 5 1/2" to 10 x 12". Adjustable for distances from 8 to 18 inches. Folds down to 1 x 1 1/2 x 9"\$34.50

WHO'S TOO YOUNG?

Little Christopher Locardo didn't know that he was about to get his first lesson in Minotography when he and his brother, Joe Jr. and their dad, Mr. Joseph Locardo, stopped by our offices. But young Christopher was such a charming and curious fellow that we couldn't resist the opportunity to get him started Minoxing. In just a few minutes he seemed to have earned his "Masters in Minotography" and was inviting us to join the fun. His visit started us thinking — Is there anyone too young for Minox?



MINOX MEMO

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

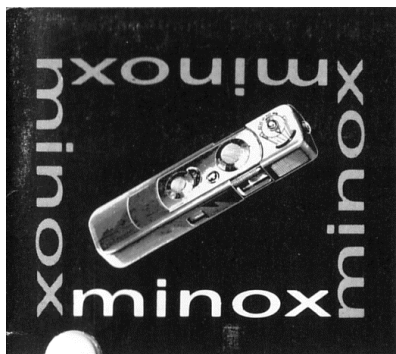
Form 3547 requested



PEEK-A-MINOX ???

(SEE Page 7)

Bulk Rate
U. S. POSTAGE
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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, N.Y. 11375

Volume 8, Number 2

Summer/1970

X-RAY EXAMINATION DESTROYS VACATION SNAPSHOTS

*News story from the FRANKFURTER ALLGEMEINE ZEITUNG
(West Germany's most important daily paper)*

STUTT GART—June 14, 1970. Increased security measures at several international airports pose a threat to the vacation snapshots of many tourists. According to information released by KODAK AG (Stuttgart), growing complaints received in recent weeks indicate that X-ray equipment for the examination of baggage and air shipments has been installed at a number of foreign airports. Films packed in containers which are X-rayed would be unusable as they would receive additional exposure by the radiation. Tourists are advised to carry their films in their hand luggage which is examined merely by customs officials.

In this issue:

- THE HISTORY OF MINOX and THE NEW MINOX C
- COPYING WITH A MINOX
- WHICH BLACK AND WHITE FILM SHOULD I USE?
WHICH COLOR FILM SHOULD I USE?



Dr. Guy S. Alfano Wins A New Minox C

Dr. Guy S. Alfano (left) accepts his First Prize in Minox Processing Laboratories "Win A Minox C" camera contest. Don O. Thayer, Jr. President of MPL flew to Eggertsville, New York to personally present Dr. Alfano with his camera. Other winners listed on page 7.

SPECIAL ANNOUNCEMENT

THERE MAY BE A FULLY AUTOMATIC NEW ELECTRONIC MINOX MODEL C CAMERA JUST WAITING FOR YOU TO CLAIM IT AT MINOX PROCESSING LABORATORIES, FOREST HILLS, NEW YORK

See pages 8 and 9 for details



THE FREE DESIGN is a young singing quartet that is taking the music world by storm. They have four best-selling record albums on the market. They are KITES ARE FUN, YOU COULD BE BORN AGAIN, HEAVEN/EARTH AND "FREE DESIGN."

THE FREE DESIGN is a young singing quartet that has had phenomenal success since their appearance in January of 1968. With such credits as the Tonight Show with Johnny Carson, the Mike Douglas Show, the Merv Griffin Show and the Dick Cavett, Skitch Henderson and Ed Nelson shows they're destined for even greater success.

They were chosen to perform at the Inaugural Ball in Washington, D.C. on January 20, 1969 and last December appeared with Pat Boone on the TV Special, The Magic of Christmas, shown on the major Canadian network.

They have made numerous concert appearances in colleges and were chosen to perform at Kaufman Auditorium in Manhattan, in a program of serious contemporary music which presented new works by outstanding young composers of America.

(Below left) Paul Griffin, who uses both hands when he is at the piano for THE FREE DESIGN recording sessions, gets tricky with a Minox. (Below Center) Sandy Zynczak had so much fun learning to hold a Minox C that she had to get one for her hubby. (Below right) Ellen Lorrie is serious about her Minox picture-taking. We hope she didn't get her fingers in front of the lens.



PAUL GRIFFIN

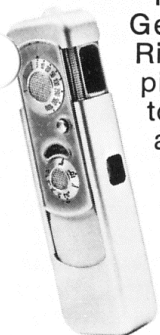


SANDY ZYNCZAK



ELLEN LORRIE DEDRICK

THE HISTORY OF THE MINOX—THE WORLD'S SMALLEST PRECISION CAMERA



**MINOX
Model A**

More than 35 years ago a German photographer in Riga, Latvia, carved a little piece of wood small enough to fit in the palm of his hand, and to disappear inside a closed fist. The man's name was Walter Zapp, and the little piece of wood was the first step in the realization of his dream: An ultraminiature camera that people could have with them always, wherever they went, whatever they were doing.

Such a camera, Zapp realized, would have to be more than simply tiny: It would have to be very precisely constructed, and at the same time extremely simple to operate.

In 1938 the design was completed, after years of critical experimentation. Zapp succeeded in infecting a manufacturer with his enthusiasm for this finger-size camera, and the first MINOX cameras were produced.

The exterior design of the MINOX with its enclosed lens and viewfinder, and familiar "push-pull" rapid-transport mechanism, has changed very little over the years. Even the famous MINOX B with built-in exposure meter closely resembles its pre-war ancestor. But this resemblance is only external, for the MINOX of today has undergone so many internal improvements that it can hardly be compared with the original 1938 model.

After the war Walter Zapp found himself in Western Germany, a refugee for whom everything seemed lost. Everything, that is, except his dream of a little camera with which people could make big pictures.

In Wetzlar, a famous center of the West-German optical industry, Zapp made a fresh start. Working largely from memory, he soon completed a new set of engineering blue-prints. All he lacked was money, and practically everything else needed to put the little camera into production. But he used this time well, redesign-

ing, refining and improving the original MINOX mechanism. An entirely new lens of superior optical performance, the 15 mm COMPLAN f/3.5 was computed for the post-war models to be. And a whole new line of MINOX accessories was developed in order to expand the little camera's sphere of applications.

Still another obstacle of a very different sort remained to be overcome: Many photographers refused to believe that anything so small could be a real camera! A camera, they maintained quite seriously, was a big black-and-chrome thing one carried about in a leather case with a shoulder-strap. Nothing so tiny as the MINOX could possibly fit the bill.

But the first post-war MINOX cameras, manufactured in improvised Wetzlar workshops, soon caused a rising tide of doubt. From the tiny 8 x 11 mm ultra-miniature MINOX negatives came pictures, and very good and sharp ones at that. The precision, elegance and convenience of this remarkable ultra-miniature design won enthusiastic friends for the MINOX in every corner of the globe. Using the world's smallest still-camera film format, the MINOX is today sold in more than 100 different countries and is far-and-away the best-seller of the ultra-miniature camera world.

The present MINOX factory in Heuchelheim, a little village between Wetzlar and Giessen, was opened in 1948. Here, all parts of the MINOX, from lens to body, and all MINOX accessories including exposure meters, enlargers and



MINOX Model B

(Continued on
page 4)

History of the MINOX

(Continued from page 3)

projectors, are manufactured under one roof. A work force of approximately 1000 engineers, opticians, fine-mechanics and workers is today devoted solely to the production of the MINOX line of cameras and accessories.

Many modern machine-tools and the skill of hundreds of superbly skilled lens-grinders and machinists are needed to guarantee MINOX quality, a by-word in the ultra-miniature camera field. More than this, however, the MINOX company employs one of the most rigid quality-control programs in the entire optical industry to ensure that every MINOX camera exploits its little negative format to the fullest extent possible. Mechanical tolerances are measured in microns, the thousandth part of a millimeter, or 1/25,400th part of an inch. The period you put at the end of a type-written sentence usually has a diameter of about 1 mm, or a thousand microns!

The spirit of perfectionism needed to perpetuate these high manufacturing tolerances are inculcated in the young apprentices who train for four years before becoming full-fledged members of MINOX's optical or mechanical departments. On the MINOX B camera are two small

transparent arc-shaped windows through which one reads the frame number and position of the exposure meter needle. MINOX apprentices are made to grind these windows as perfect optical flats — not because this is really necessary, but to nurture the tradition that no part of this mighty midget can be less than perfect!

Three camera models are produced today, the MINOX IIIS, without meter, the MINOX B, with built-in exposure meter, and

the newest model electronic MINOX C with computerized exposure automation.

The microscopically sharp image definition of the MINOX, permitting enlargements to normal print sizes, derives from the excellence of its mechanical and optical construction, and two interesting design innovations: The MINOX lens has no diaphragm, working always at its full f/3.5 aperture. This enabled the designers to concentrate their correction for a single aperture, and by-passed the problem of diffraction, a source of poor image definition when small lenses are stopped down. Unlike most other cameras, the MINOX filmplane is not flat. Instead, a precision mechanism forces each frame against a precisely ground spherical pressure-plate computed exactly for the 15 mm COMPLAN lens. This innovation gives the MINOX unusually good flatness of field which produces the corner-to-corner picture sharpness for which it has become so famous.

The model IIIS has the same basic features as the post-war MINOX models, with the addition of flash synchronization for flash-bulbs as well as electronic-flash. Introduced in 1952, the popular IIIS measures 3¼ inches long, and its impressive specifications include shutter speeds from ½ to 1/1,000th of a second, focusing from infinity to 8 inches, an automatically parallax-compensated bright-frame optical viewfinder, two built-in color filters, and the famous 15 mm COMPLAN f/3.5 lens. All this in a camera weighing 2½ ounces!

1958, "the year of the model B," saw the MINOX catch fire, especially in the USA where deliveries had to be rationed severely against a clamoring demand. The MINOX photographer who previously carried an exposure meter as large as, or more probably larger than his camera, now had a complete meter-plus-camera unit measuring only a scant 3⅞ inches long.

In Spring of 1969, the newest model MINOX C was introduced. Although it differs little in size and shape from



**MINOX
Model C**

its predecessors, it is the world's first ultra-miniature camera with automatic electronic exposure control. With the exception of the two electromagnets, the automatic electronic exposure control system of the MINOX C, which controls shutter speeds that vary from seven seconds to 1/1000th of a second, utilizes all solid state construction and printed circuitry. Overall the camera weighs only four ounces including the film and battery and is merely $4\frac{3}{4} \times 1\frac{1}{8} \times \frac{5}{8}$. It also features "picture preview" capability, a warning light to signal the need for slow speeds or flash and a countdown dial for 36 or 15 exposure films.

The world's smallest precision camera, and undisputed champion of the ultra-miniature field, the MINOX is one of West Germany's most respected camera exports. To the engineers and workers of the MINOX factory this world-wide acceptance is both a compliment and a challenge. As pioneers of ultra-miniature precision and progress they feel a special obligation to keep their famous camera in the forefront of technological progress. To this end a design group is constantly striving to improve this amazing little camera so that it will always be worthy of its motto: "Little MINOX/Big Performance."

● WHICH BLACK AND WHITE FILM SHOULD I USE?

There's a MINOX black and white film to suit every need. The guide below will help you to select the film which best fits your picture-taking requirements.

ASA 25—is an ultra-fine grain film perfect for use outdoors on sunny or cloudy bright days or indoors with flash. It offers a wide range of intermediate gray tones that makes it perfect for portraits as well as landscapes.

ASA 50—is a fine grain film suitable for outdoor pictures under average light conditions, on days with overcast skies, or if faster shutter speeds are desired. It can be used indoors with flash as well.

PLUS-X PAN ASA 125—is a high speed—fine grain film for use indoors with available light (no flash) and outdoors

on dull days. It is also suitable outdoors under bright skies using the neutral density filter that is built-in your MINOX Camera.

TRI-X PAN ASA 400—is especially designed for taking indoor pictures without flash using only available light. It can be used for pictures outdoors on overcast days and in the shade but it is not recommended for outdoor use in the sunlight.

MICRO COPY FILM—ASA 12—is specially designed for copy work. This is a high contrast film which produces extreme blacks and whites with almost no gray tones. This is desirable when copying letters, technical drawings, printed texts and documents.

● WHICH COLOR FILM SHOULD I USE?

There are three color films currently being packaged by the Minox factory. Two of these are color negative and specifically designed for color prints. The third is a color positive film and should only be used for slides for projection purposes.

Agfa CN-14 ASA 20—is a slow speed color negative film which features extreme fineness of grain. This film is excellent for outdoor picture-taking and can be used indoors with flash. It has one additional advantage in that if you specifically request it, prints can first be made in black and white. After you see the results, you can select the ones you like best and have color prints made. This option is only available with the Agfa CN-14 film for Minox. It is not suitable for projection slides.

Minocolor ASA 80—is a new high speed color negative film just introduced

adding a new dimension to Minox color photography. It permits color picture-taking of fast moving sports scenes by permitting faster shutter speeds and with adverse light conditions because of the film's faster speed. It can also be used indoors with flash at greater flash to subject distances. Black and white prints are not possible from this film and it is not suitable for projection slides.

Minochrome ASA 20—is an extremely fine grain color positive film which produces positive transparencies. It has excellent color quality in daylight and can be used indoors with flash. The transparencies can be mounted in special 30 x 30mm Minox mounts that are used exclusively in Minox Projectors. Standard 2 x 2 cardboard mounts are also available for 35mm projectors. Color prints can be made too.

COPYING with your minox

Copy work is a specialized type of Minox-tography and it is usually necessary for a beginner to experiment to develop his technique in this area to the extent that he obtains perfect exposure for the particular type material he will be copying. The simplicity of copying with a **MINOX** is obvious because reproductions can be made with a minimal amount of preparation and even with no additional accessories. One needs no supplementary lenses because normal focusing begins at eight inches from the camera, nor is a near-focusing device or special viewfinder necessary because your **MINOX** has automatic parallax correction at all focusing distances. Even with extreme close-ups the **MINOX** Complan lens has its maximum definition at the full aperture pre-set at 3.5, because the film lies in a curved film plane in the camera. Distance can be measured with the measuring chain and your subject matter should be left within the luminous frame in the viewfinder.

Accessories to Use

Since the slightest camera movement will render printed material unreadable, it is advisable to use either the **MINOX** Pocket Tripod or the **MINOX** Adjustable Copying Stand to securely fix the camera in a position parallel to the surface of the subject you wish to copy.

Films for Copying

For copying paintings, photographs, sketches or any subject matter with intermediate gray tones, you should use ASA 25 black and white film or Agfa CN-14 or Minocolor ASA 80 color films. For letters, technical drawings, printed text or documents that have no gray tones you should use **MINOX** black and white Micro Copy Film ASA 12 which produces no gray tones but rather emphasizes dense blacks and extreme whites. Line drawings and printed text can be copied on a normal low speed film such as ASA 25, but your prints will not show extreme blacks and whites but rather dark gray and light gray surfaces, which have a tendency to appear less sharp than they really are.

Lighting

A normal light source such as daylight, flood lamps or ordinary light bulbs is suitable. If color positive film is used, be certain that the necessary color correction (either with filter or blue bulb) is made.



ADJUSTABLE COPYING STAND

Your subject should be evenly illuminated. This is normally no problem if daylight is your light source. With artificial light your bulbs should be placed in such a way that no shadows fall on the material being copied and the illumination must be even throughout.

It is difficult to control light distribution accurately with flash bulbs. However, if the flash is placed at about two feet from your copy and aimed so that it is in a flat angle to the surface, and if you use the neutral gray filter in front of your lens, satisfactory results are possible.

Exposure

In copy work your exposure should be exact. Over or under exposure will influence the contrast achieved unfavorably. If you do not use **MINOX** Micro Copy Film you can use your **MINOX** exposure meter set at the correct speed for the film being exposed. Since an accurate reading cannot be obtained from a page of printed text because 95% of the surface is white, and the printed lines are probably only 5%, your reading should be taken from a substitute surface of medium brightness. For example, a gray cardboard can be placed over the printed page and a reading taken under the actual light conditions to be used. This reading would then be effective for all kinds of printed matter under the same lighting conditions. Be certain that none of the light shines directly into the meter.

Copying With Your Minox (cont.)

Suggestion

Excellent results have been obtained using **MINOX** Micro Copy Film and the **MINOX** Copying Stand at the full height position of eighteen inches. Illumination was one 75 watt frosted bulb on either side of the material being copied with a shutter speed of 1/10 of a second. For a beginner, it is best to make note of each exposure on your first film and after processing you can determine which exposure best suits your need.

Filters

Either the built-in or snap-on **MINOX** filters produce excellent results when the paper or printing of your subject matter is not black and white, but colored. Filters give increased contrasts which improve legibility. Keep in mind that if the printing and paper are the same color, such as dark green printing on light green paper, the filters will be of no value because they would influence both color tones to the same degree. Listed below are suggested filter-factors for copy work:

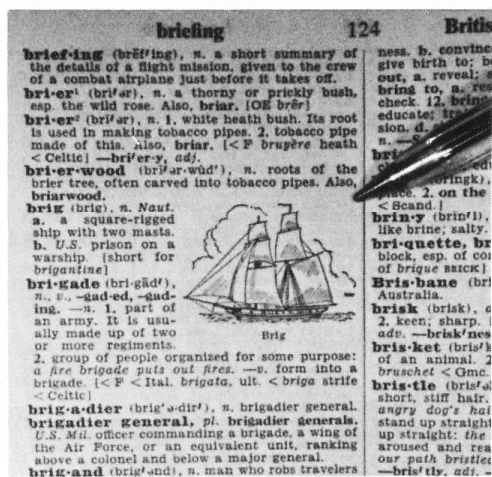
Subject	Filter	Expos.
Blue (ink) on white	orange	3 x
Red on white	green	2 x
Black on red	orange	3 x
Black on blue	none	norm.
Black on light green	green	2 x

Note

There is no point in trying to photograph technical drawings from a distance of three or four feet on one negative. In such cases the fine pencil lines of the original will be recorded 1/500 to 1/1000th of a millimeter wide on the negative. It is obvious that no ordinary film can reproduce such minute detail. Considering the size of typewritten words and normal sized printing, we are limited to a reproduction size of about 10 x 15 inches as the largest to photograph on one negative. Larger jobs can be tackled on two or more negatives. Be certain the ma-

Field Size and Depth of Field Table for close-up photography with the Minox. All distances measured from the front of the camera.

Distance Focused On	Field Size inch.	Depth of Field
8"	3½ x 5½	7½ to 8½
10"	4½ x 6½	9¼ to 10½
12"	6 x 9	11 to 13
18"	9½ x 12½	16½ to 20½



Taken with Plus-X Pan film at eight inches with available light.

terial you are photographing lies perfectly flat to prevent distortion.

Developing

MINOX Micro Copy Film requires a special high-contrast developer. An excellent formula if you wish to mix your own, is Agfa 22, listed below:

1,000 ccm Water	32 ounces
8 grams Metol	12 grains
8 grams Hydroquinone	¼ oz. 10 gr.
40 grams Sodium Sulfite, anhydrous	1¼ ounces
50 grams Sodium Carbonate, monohydrated	1¾ ounces
5 grams Potassium Bromide	15 grains

This formula makes sufficient working solution for the development of 25 **MINOX** films in the **MINOX** Tank. Developing time is 1½ minutes at 18° Centigrade (65°). After exactly 1½ minutes the development must be terminated and the tank flushed thoroughly with water. Agfa 22 is an energetic mixture and overdevelopment is easy if you are not particularly careful.

Since all other **MINOX** films are developed in ultra fine grain developer, they can be processed in the normal manner.

Keep in mind that with the use of the measuring chain on your Minox, you can copy "on the spot" with almost any type of film in your camera. Simply measure distance carefully using the premeasured distances of the chains' beads and get as accurate a meter reading as is possible. The results of "candid copying" can be surprisingly good.



PROCESSING
LABORATORIES

ANNOUNCES ITS SECOND

"Win a minox C" CAMERA CONTEST

There has been an enthusiastic acceptance of the new model fully automatic, computerized MINOX C CAMERA and such an overwhelming response to our first "Win A MINOX C" camera contest, that we are starting our SECOND "WIN A MINOX C" contest right now . . . in time for all the summer and fall picture-taking. There are Fifteen new Minox C Cameras being given away ABSOLUTELY FREE. This is the first transistorized ultra-miniature camera with electronic exposure automation featuring a "tiny solid-state" computer. Shutter speeds from 1/1000 to 7 seconds are

timed for you automatically to insure perfect exposure. The Minox C also offers "picture preview" capability, a warning light to signal the need for slow speeds or flash, and a count-down dial for 36 or 15 exposure films. There's automatic compensation for filter factors, a film gate that opens automatically for faster drop-in loading and much more. This compact camera measures just $1\frac{1}{8} \times 4\frac{3}{4} \times \frac{5}{8}$ inches and weighs under 4 ounces, complete with battery and loaded with film. With its snapshot distance setting, you simply "aim and snap" for perfect pictures every time.

FILM SPEED DIAL adjusts exposure automation for all films from ASA 6 to ASA 400.

SLOW-SPEED SIGNAL tells when tripod or flash should be used.

SHUTTER SPEED DIAL for automatic exposure, or for manual setting of speeds from 1/15 to 1/1000 sec.

CHECK SWITCH for slow-speed signal.

SHUTTER RELEASE BUTTON.

EXPOSURE COUNTER.

DISTANCE SCALE for critical focusing from infinity (∞) to 8 inches.

TELESCOPIC RAPID WIND advances film and exposure counter after each exposure by simply opening and closing camera.

SYNCHRONIZED FOR FLASH with AG-1B bulbs, cubes or electronic flash units.

CdS PHOTO RESISTOR CELL measures exposure — controls transistorized electronic shutter.

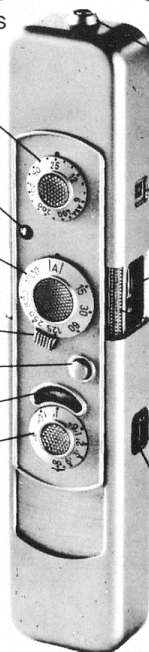
VIEWFINDER. Large field, sports type with brilliant luminous frame and automatic parallax compensation.

BUILT-IN FILTER. Neutral density, for extra bright scenes.

TRANSISTORIZED ELECTRONIC SHUTTER. automatically controlled by CdS cell for exposures from 1/1000 sec. to about 7 seconds.

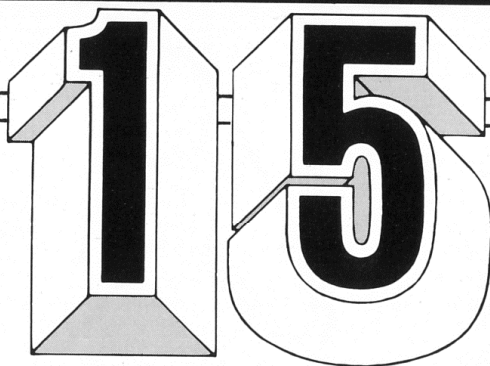
BUILT-IN LENS SHADE WITH U.V. FILTER.

LENS: 15mm f/3.5, color corrected, four elements.



DROP-IN CARTRIDGE FILM LOADING—NO THREADING OR REWINDING.

The Minox C measures a mere $1\frac{1}{8} \times 4\frac{3}{4} \times \frac{5}{8}$ " and weighs under 4 ounces complete with battery and loaded with film.



PRIZES!

Yes, there are 15 PRIZES, each worth \$219.50! To find out if there is a newest model Minox C camera *just waiting* for you at Minox Processing Laboratories, Forest Hills, New York, here's what you do . . .

WE BELIEVE the quality processing by the original factory-authorized processors for Minox film in the United States is by far the best treatment your film can get. Only MINOX PROCESSING LABORATORIES specializes in Minox film EXCLUSIVELY to assure you of the finest quality pictures your Minox can produce. We are in no way affiliated with any other laboratory.

ONLY YOU have the number on the enclosed Special Entry Filmvelope. Pull it out of this MINOX MEMO and use it to send your next film (either black and white or color) to us for processing. And *we'll let you know immediately* if you've won a new fully automatic Minox C Camera. Your film will be processed in accordance with your instructions at our regular prices.

IF YOU PREFER, take your Special Entry Filmvelope to your *favorite photo dealer* and tell him to send it to Minox Processing Laboratories, Forest Hills, New York, 11375 for you. If you win, he wins a Special Bonus Prize of \$25.00 just for sending your Special Entry Filmvelope to us. You will both be notified immediately. Contest closes December 31, 1970.

REMEMBER, use your Special Entry Filmvelope with your very next roll of exposed Minox film. You may already have won a New Computerized MINOX C Camera.

**YOU
may already have won
a computerized
minox C camera**

WINNERS OF THE FIRST "WIN A MINOX C" CONTEST

Guy S. Alfano, M.D.
Eggertsville, N.Y.
F. A. O'Toole, M.D.
Clinton, Mass.

Automatic
Minox C camera
\$25.00 Minox
Processing

S. M. Kaufman, M.D.
Chicago, Illinois

George Norton
Rockville Ctr., N.Y.
Earl W. Warren
Toledo, Ohio

\$25.00 Minox
Processing

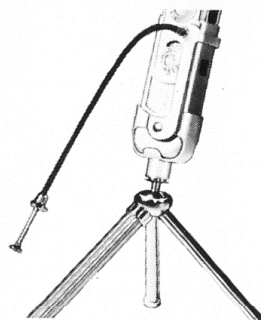
\$25.00 Minox
Processing
\$25.00 Minox
Processing



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 @ \$32.50



MINOX POCKET TRIPOD

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

#73 @ \$29.50



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 @ \$37.50

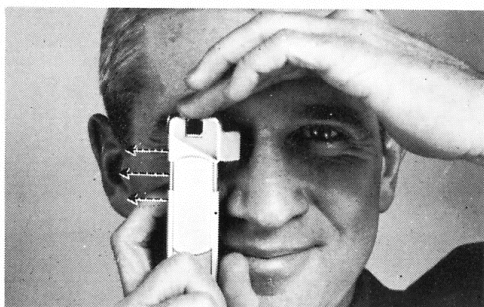


MINOX PHOTO ALBUM

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 2¾" x 3¾" prints... @ \$7.95

#120A For 3½" x 4¾" prints... @ \$7.95



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.

#64 Universal Right Angle Mirror @ \$6.50



REFLEX VIEWFINDER

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

#65 Reflex Viewfinder for Minox B @ \$18.50

#66 Reflex Viewfinder for Minox IIIS @ \$18.50

DEAR MR. THAYER: Please rush me the following:

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- Boxes ASA 12 Micro (2-50 exp. cassettes) @...2.75
- Boxes ASA 25 (2-36 exp. cassettes) @...2.75
- Boxes ASA 50 (2-36 exp. cassettes) @...2.75
- Boxes Plus-X ASA 125 (2-36 exp. cassettes) @...2.75
- Boxes Tri-X ASA 400 (2-36 exp. cassettes) @...2.75

COLOR FILM

- Agfa CN-14 ASA 20 (1-36 exp. cassette) @...2.30
- Agfa CN-14 ASA 20 (1-15 exp. cassette) @...1.69
- Minocolor ASA 80 (1-36 exp. cassette) @...2.70
- Minocolor ASA 80 (1-15 exp. cassette) @...1.98
- Minochrome ASA 20 (1-36 exp. cassette) @...2.85

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- 31 Bulb Flasher for Minox-B - Chrome @...21.95
- 43 Universal Minox Cube Flasher - Chrome @...21.95
- 40 Cube Flasher for Minox-B - Chrome @...21.95
- 32 Bulb Flasher for Minox III-S - Chrome @...21.95
- 45 Heliotron ME-1 Electronic Flash for B and C model cameras - complete @...84.95
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- 80 Minox Enlarger @...219.95

CASES AND CHAINS

- 136 Eveready case for Minox C - Black @...7.25
- 139 Minox C - Belt Case - Black @...7.95
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- 132 Minox III-S Standard Case - Black @...6.50
- 135 Minox III-S Belt Case - Black @...6.95
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- 110 Reflexfinder/Right Angle Mirror Case @...2.50
- 121 Camera Chain Chrome for Minox-C @...3.95
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- 90 Developing Tank W/Thermometer @...17.50
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CAMERAS

- Minox C, Automatic Electronic, Satin Chrome, Complete with Eveready Case and Chain @...219.50
- Minox B, Satin Chrome Complete with Standard Leather Case and Chain @...184.50
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- 58 Minox Slide Mounts (for Minox Projectors only) Box of 36 mounts @...5.35
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- J-10 Sterling Silver Minox Earrings @...9.95
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- Minox Manual - New Revised Edition by Dr. Joseph D. Cooper @...7.95
- The Minox Guide by W. D. Emanuel @...2.50
- "Small Minox - Big Pictures" by Rolf Kasemeier - Special @...2.50

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- 60 Telephoto Binocular Clamp @...32.50
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- 65 Reflex Viewfinder for Minox-B @...18.50
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- 67 BL/WH Filter Kit for Minox B @...13.75
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- 68 Color Correction Filter Kit for B/III-S @...15.95
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- 76 Minox Adjustable Copying Stand with Built-In Camera Clamp @...37.50

SMALL MINOX - BIG PICTURES

Classic pocket-size guide book to Minox photography. Illustrates and explains every use of the Minox B and III-S and accessories. Regularly \$3.95 while they last—\$2.50.

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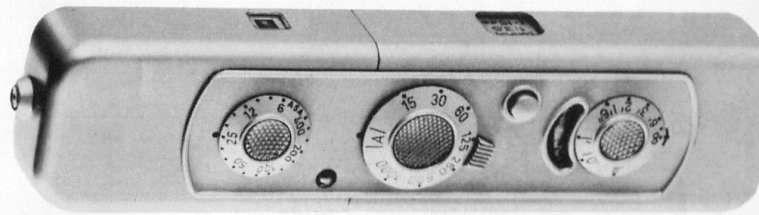
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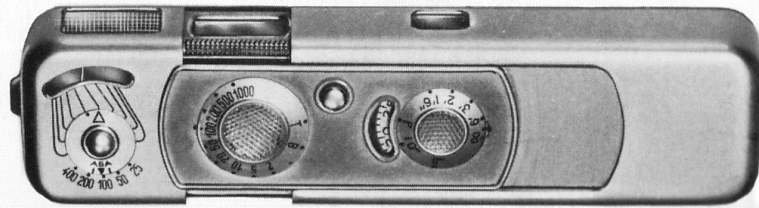
MINOX MEMO

MINOX PROCESSING LABORATORIES
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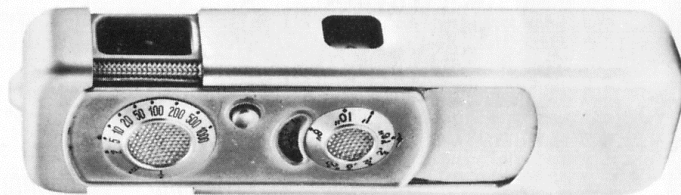
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MINOX-C

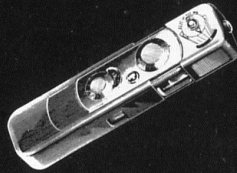


MINOX-B



MINOX-IIIIS

minox
minox
minox



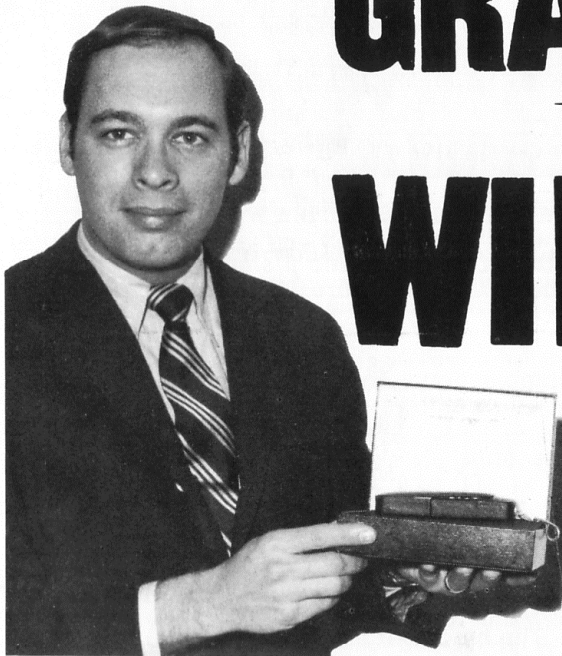
MINOX MEMO

GRATIS TO REGISTERED OWNERS OF THE FABULOUS MINOX CAMERA AND ITS AMAZING ACCESSORIES, PUBLISHED BY MINOX PROCESSING LABORATORIES, P.O. BOX 94, FOREST HILLS, N.Y. 11375

Volume 9, Number 1

Winter/1971

GRAND PRIZE MINOX "C" WINNERS!



Rabbi David J. Spritzer (below) of Temple Beth Am, Los Angeles California said:

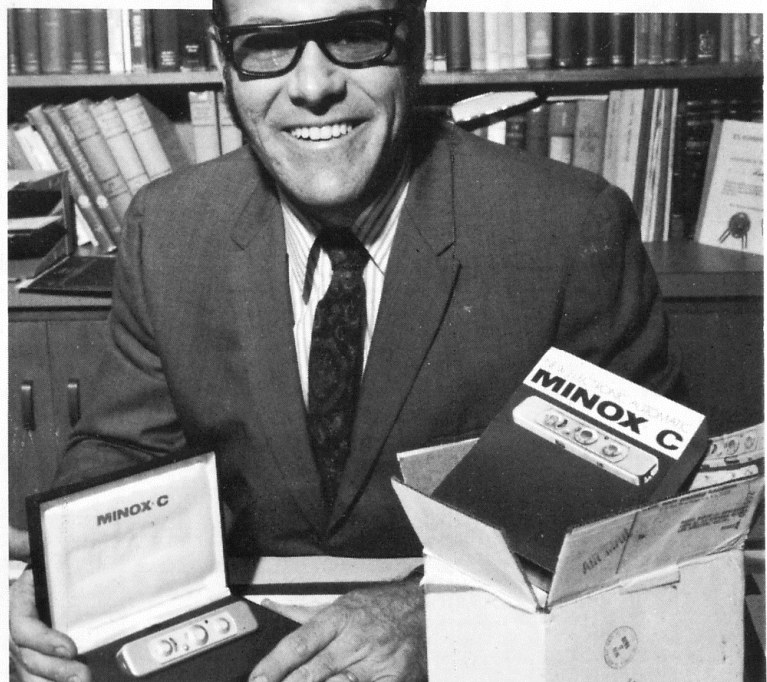
"I am extremely pleased to be the owner of this new Minox C and am confident of continued satisfaction from it. Thank you ever so much."

For a complete listing of all winners see pages 4 and 5.

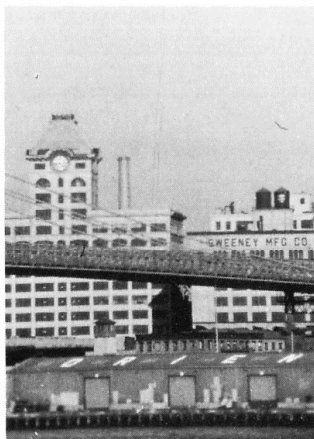
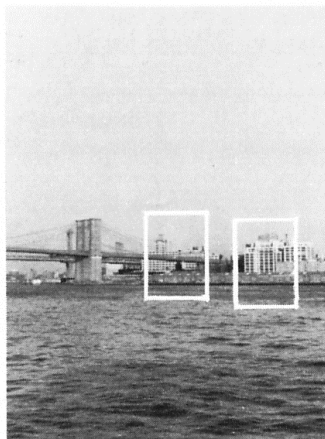
We had an overwhelming response to our second "Win a Minox C" contest.

When Mr. Bruce Collins (above) of Detroit, Michigan discovered he'd won a new Minox C Camera he wrote the following:

"I still can't believe that I'm a winner of your contest. When I received your telegram you might say I was surprised. I've been involved with Minox photography for seven years. In that time I've taken pictures all over the world under almost any condition that there is. Most of the pictures I've taken wouldn't have been made if I had used an ordinary camera system. The camera would have been in the closet instead of on my belt."



MINOX BINOCULAR PHOTOGRAPHY



The photo at left was taken with ASA 25 film and a Minox B camera with the shutter speed at 200. The center and right photos were taken with a **MINOX** Telo Photo Binocular Clamp on a Minox B camera using 6x30 binoculars and a shutter speed of 100. The framed areas on the left photo are the complete pictures in center and left as taken with binoculars.

The simplicity in using a **MINOX** camera with a pair of binoculars to take telescopic pictures has given owners many happy hours of enjoyment.

For the Minoxer already in possession of a pair of binoculars, he need only purchase the **MINOX** Telephoto Binocular Clamp to permit incredible photos of distant subjects.

With the binocular clamp, you can attach the **MINOX** to any pair of binoculars. The 6 x 30, central-focus type seems to be the most convenient. They are light enough to take hand-held exposures. The larger sizes, 7 x 35 and 7 x 50, can be rather cumbersome for hand-held shots, while the more powerful binoculars will be found to be most unsatisfactory unless mounted on tripods.

The numbers on each pair of binoculars, tell you two important characteristics of the instrument; its degree of magnification and its light gathering power. The first number tells the amount of magnification. For example: with a 6 x 30 pair of binoculars, the object is brought 6 times closer. The second number, 30, denotes the diameter of the front lens.

The focal length of the **MINOX** is equal to 15mm and when multiplied by the enlarging factor of the 6 x 30 pair of binoculars the focal length is extended to 90mm.

With this arrangement, the camera and binoculars combination will have a converted focal length of 90mm and an aperture of f 3.5. This is truly a powerful

combination. The relatively fast lens aperture allows you to make use of the slow, finest grain films, or to be able to use films like Plus-X at shutter speeds of 1/1000 of a second. You can be fully equipped to take telephoto pictures indoors or outdoors at major sporting events, to take pictures on hunting trips, or to engage in super candid photography.

The binocular clamp is attached to the fixed eyepiece, when using the 6 x 30 central wheel focusing. If using binoculars with individual eyepiece focusing the camera can be attached to either eyepiece. In either case the outer plastic ring on the eyepiece to be used, must be removed. The lens of the **MINOX** must be as close as possible to the ocular lens of the binocular. If you do not remove this eyepiece ring, the distance between the lens of the camera and the ocular will be too great and your negative will show only a small circular image instead of a full picture.

Before attaching your **MINOX** to the binocular clamp, be certain that the distance dial is set at infinity.

To focus with the 6 x 30 center-focusing pair of binoculars, set the eyepiece to be used as the viewfinder at the zero mark. In cases of visual defects you can adjust the eyepiece up to 2 or 3 diopters in either direction to compensate for the individual.

The best method of focusing is to run
(Continued on page 6)



MINOX— FOR BUSINESS AND PLEASURE

Irvine M. Schofield, National Accounts Executive of Wilson Freight in Stratford, Connecticut has been Minoxing for years. He is Editor of the Traffic News and the Wilson Freight Photo Album. Of the joys of combining Minoxology with business and pleasure he writes the following:

In June of 1958 I started publishing a bulletin of coming events in the traffic and transportation field which also contained pictures of people taken at these many affairs. After trying out several cameras, I found that the Minox was the best suited for my purpose. I bought a Minox III which is the small one with no light meter. By using the ASA 125 film at 1/20th of a second inside, I was able to obtain excellent pictures which I reproduced in my publication. This camera is worn rather than carried and during the evening of the many functions I attend, I can take pictures with a minimum of fuss. Actually, I simply ask a group if I can take their picture and I have it taken and the names recorded before they know what has happened. It is necessary then to explain all about the camera because the people become excited and interested in how I did it. Several people have bought the Minox because of seeing what I do and others who own one already have asked about it in order to learn more. I take about 200 pictures a month for this publication which is called The Traffic News and have done so for the past 13 years. Also during these years I have found many uses for the Minox. I have taken pictures of all kinds of affairs; wed-

dings from start to finish, social affairs, suppers, special dinners and political rallies. I have had these pictures reproduced so that all who have attended these functions can have a copy of the pictures. I have enclosed some examples of this—I have many more at home.

About a year or so ago, when the Minox C came out, I bought one, along with the electronic flash attachment called the ME 1. I now use this camera with the ASA 25 film and the flash and the results have been amazing. I have had many of the pictures enlarged to 11 x 14 and no one will believe these pictures were taken by such a small camera as the Minox. I would not give up my Model III which I wear on my belt at all times—even when working in the yard or around the house as it has become a part of me, but the Model C is better for me at the various affairs which usually take place in restaurants and halls and sometimes the lighting would not be adequate enough for the Model III. With the III on my belt and the C in my pocket I can get perfect results in any room regardless of the available light and no one even knows I have a camera with me. I take so many pictures now with my pair of Minoxes that it has become a sort of way of life with me as well as helping my business relations with customers tremendously.

Many thanks for your cooperation with me over these past 13 years and also for the courteous and helpful treatment I have received from everyone at Minox Processing Laboratories.

A LIGHTNING EXPERIMENT

The lightning picture at left was taken by Mr. D. A. Stuart of Saratoga, California. It was just before a rather violent thunderstorm at 11 p.m. in Key West. The camera was clamped to a balcony railing with the shutter opened to the "bulb" setting on his Minox B. It was held open until the flash of lightning occurred about 10 seconds later. As Mr. Stuart puts it "An Experiment That Worked!"

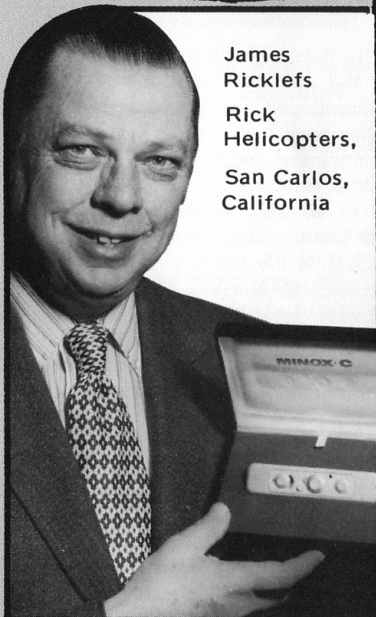


STOCKING STUFFER! WINNERS!

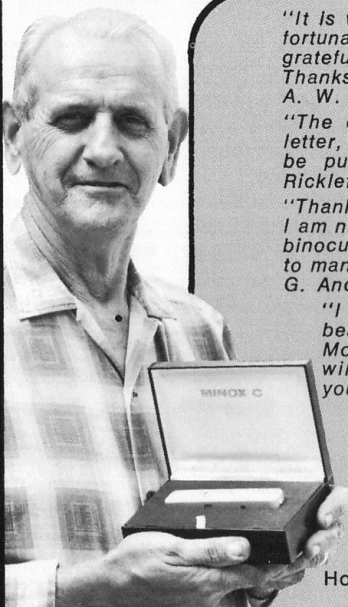


Don O. Thayer (left) and Author J. Branch of The First National City Stocking Stuffer Winners of Minox Processing Laboratories in Forest

A. W. Neubauer
N. Hollywood, California



James
Ricklefs
Rick
Helicopters,
San Carlos,
California



"It is with great elation that I find myself so fortunate as to win a fine Minox C. I sure am grateful that you have had me for a customer. Thanks from the bottom of my heart" . . . A. W. Neubauer

"The camera arrived the same day as your letter, and to say that I was delighted would be putting it mildly" . . . Mr. James S. Ricklefs

"Thank you again for my winning a Minox C. I am now the proud possessor of a Strobe and binocular attachment and am looking forward to many interesting hours with it" . . . Howard G. Anderson

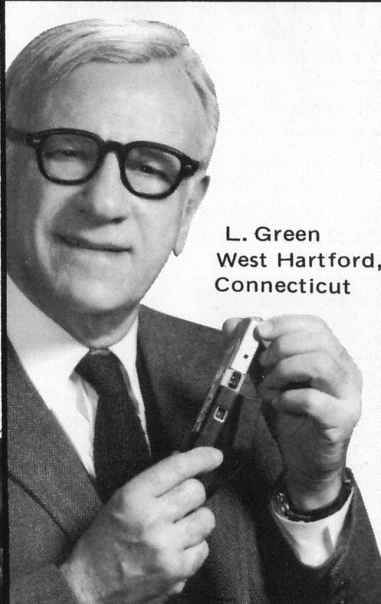
"I have always admired the precision and beauty of these little cameras, but the Model C is the ultimate and I know I will be enjoying it for many years. Thank you again" . . . Mr. R. H. Suits

"To put it mildly, I was surprised and overwhelmed to learn I was one of the lucky winners. It meets all my expectations; it is my pride and joy" . . . Mr. Samuel H. Miller

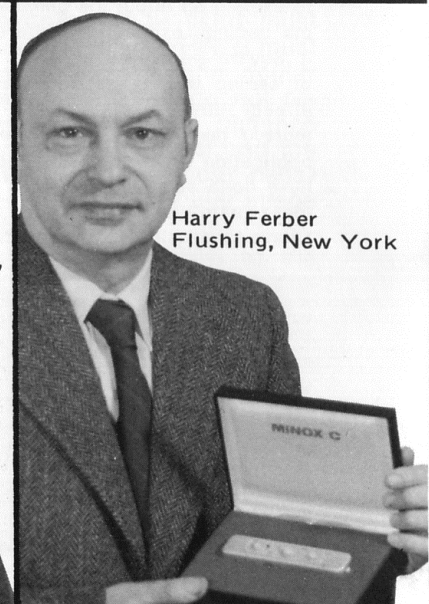
The Fifteen Winners of the Second "Win A December 31, 1970 and the Stocking Stuffer Howard J. Fairbairn of Margaretville, N.Y. and R.



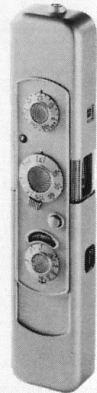
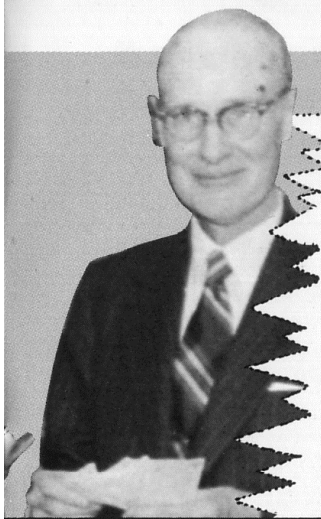
H. C. Anderson
Philadelphia,
Pennsylvania



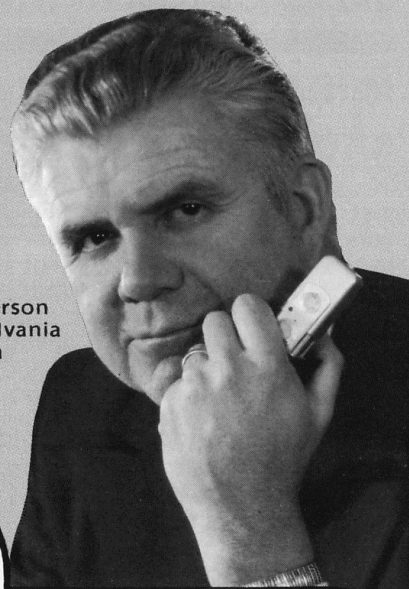
L. Green
West Hartford,
Connecticut



Harry Ferber
Flushing, New York



Robert C. Anderson
Bell of Pennsylvania
Athens, Georgia



B. Moehring, Manager of the Forest Hills Bank. Mr. Moehring picked the thirteen C Cameras on March 1, 1971 at Minox Hills, New York.

Percy A. Perkins
Mobile, Alabama

"Thank you very much for the new Minox C. I don't believe I have ever won anything before in my life so you can imagine my surprise when I received the camera and your letter" . . . Mr. Percy A. Perkins, Jr.

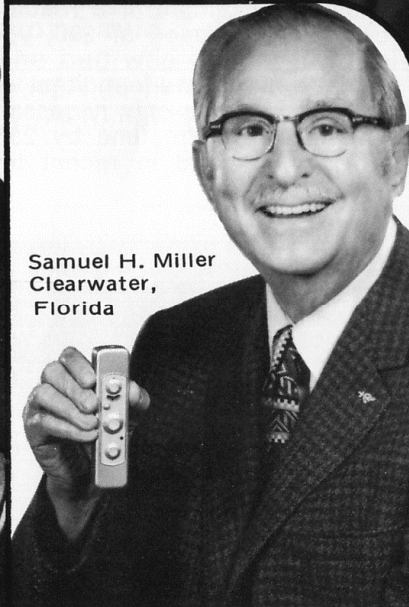
"I want to thank you very much for the prize I won. I will remember your company everytime I am taking pictures" . . . Mr. John L. Harkrader.

"Nothing could have pleased me more than to be the recipient of a new Minox C. I have been an enthusiastic Minoxer since 1959 and spread the Minox gospel every chance I get" . . . Robert L. R. Smith, D.D.S.

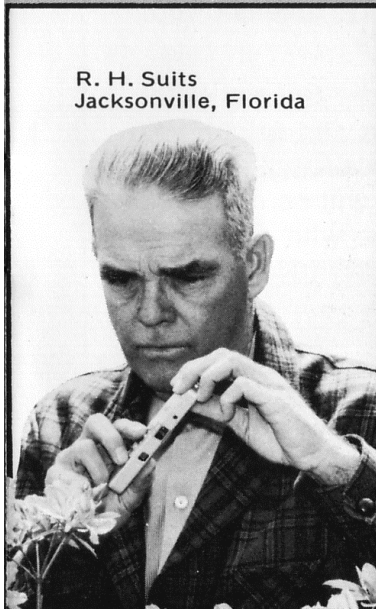
"Needless to say, I was delighted to have your letter of March 4 and in the same mail to receive the new "C" camera. Please express my appreciation and regards to the person who drew my name" . . . Mr. Robert C. Anderson

"I was very, very, surprised to win a Minox C. It was a real pleasure to win it and it will be one of my prize possessions". . . Mr. Howard Falrbalm

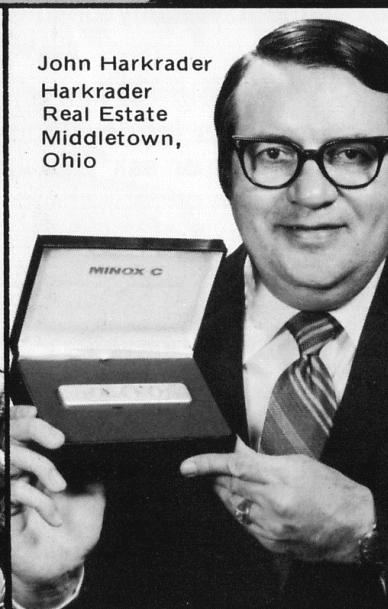
Minox C" Camera Contest which closed Drawing held on March 1, 1971 include K. Dutton of Cleveland, Ohio, not pictured.



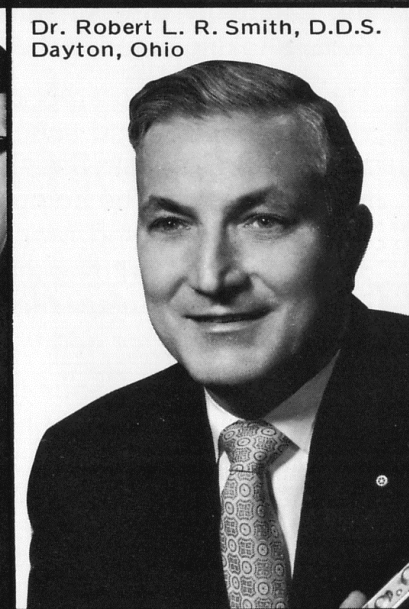
Samuel H. Miller
Clearwater,
Florida



R. H. Suits
Jacksonville, Florida



John Harkrader
Harkrader
Real Estate
Middletown,
Ohio



Dr. Robert L. R. Smith, D.D.S.
Dayton, Ohio

MINOX BINOCULAR PHOTOGRAPHY *(Continued from page 2)*

a bracketed series of test exposures. Turn the central focusing wheel until your image appears perfectly sharp. Make a test exposure for this setting and then take 2 or 3 exposures at additional points to the left and to the right of your first exposure, these additional settings should be about an $\frac{1}{8}$ inch apart.

Because of the added distance from the binocular lens to the lens of the **MINOX**, there is normally a loss of light in the lenses and prisms of the binoculars. This varies with the particular binoculars being used. To compensate for this, exposure time must be extended. This is most effectively determined by actual tests for comparison. Normally the exposure period is prolonged $1\frac{1}{2}$ to 2 times. For example, if a reading called for a shutter speed of 200, you would use 100.

Oddly enough we found that with some binoculars it was only necessary to extend the exposure time by 25% using ASA 25 film and in recent tests with

Minocolor ASA 80, we found that there was no need to compensate at all. Excellent results were obtained relying solely on the readings obtained by the **MINOX** B exposure meter and the automatic setting on the **MINOX** C. Compensation with the **MINOX** C can be made by setting the film ASA indicator one dot lower. For example, if ASA 25 film was being used the ASA dial should be set to ASA 20.

Excellent results were obtained with taking pictures of objects at a distance of 150 yards or more by simply leaving the central focus wheel and the right ocular (viewfinder) on the "0" mark. This, of course, will differ with the individual and we strongly suggest running a bracketed series of test exposures.

The camera and binoculars should be held firmly and a cable release should be used. The use of a tripod whenever possible is, of course, very desirable and is a necessity when using larger and more powerful binoculars.

A MINOX FILM FOR YOU

WE INVITE YOU TO ACCEPT . . . a 36-exposure roll of the Minox factory-packaged film of your choice, at no additional cost with your next develop and print order. The wide range of black and white and color films make the capability of your Minox camera virtually unlimited. Unleash your picture-taking creativity!

TO QUALIFY . . . Simply check your choice of film on the Special Filmvelope attached and send your next film for developing and printing to MINOX PROCESSING LABORATORIES or ask your local photo dealer to send it to us. The complimentary film of your choice will be enclosed with your completed processing order. Your Filmvelope with a film for developing and printing must be received before March 31, 1972. Limited to one complimentary film per Filmvelope. (We're sorry, but orders for developing only, or additional prints, do not qualify).

IN ADDITION . . . your film will receive the finest quality processing possible. Minox Processing Laboratories in Forest Hills, New York, is the original factory authorized processor for Minox film in this country, and the only one that specializes in Minox film exclusively.



A MINOX C CAUGHT THE KICK

Recently Mr. Samuel M. Greenberg of North Miami Beach, Florida helped to run a kickoff banquet for the "Bag Your Trash" campaign for the city of Miami. Armed with his Minox C, Mr. Greenberg caught Garo Yepremian, place kicker of the Miami Dolphins,

kicking a bag of rubbish into a truck. Holding the bag for Mr. Yepremian was Mayor David T. Kennedy of Miami. The bag was caught in mid-air using ASA 25 film and the camera set at "Automatic."

This special FILMVELOPE entitles you to the FILM of your choice at NO ADDITIONAL COST to you.

Use it to send your next exposed film for developing and printing and the fresh film of your choice will be enclosed with your completed processing order.



BLACK AND WHITE FILMS OFFERED

ASA-25

ultra-fine grain, perfect outdoors on sunny or bright days, indoors with flash.

ASA-50

fine-grain, outdoors, on bright or overcast days. Faster shutter speeds, indoors with flash.

Plus-X Pan ASA-125

Hi-speed, fine grain, indoors with available light (no flash) or outdoors on dull days. Under bright skies with built-in filter.

Tri-X Pan ASA-400

perfect for indoors with no flash, outdoors on overcast days and in the shade only.

COLOR FILMS OFFERED

Minocolor ASA 80

high-speed color negative, perfect outdoors. Faster shutter speeds for fast moving sports scenes. Indoors with flash. Color prints only.

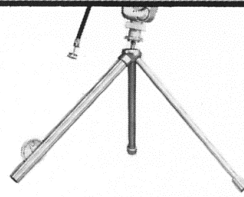
Agfa CN-14 ASA-20

extreme fine grain, color negative for outdoors, indoors, with flash. Produces either black & white or color prints or both.

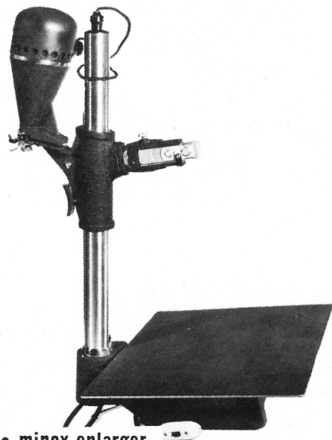
Merry



• **minox adjustable copying stand**
#76 Use this professional stand for microfilming and copying letters, maps, records, book pages, documents. Calibrated from 8" to 18". Stand consists of camera clamp and four extendible legs. Portable, folds to 9x1x1½".



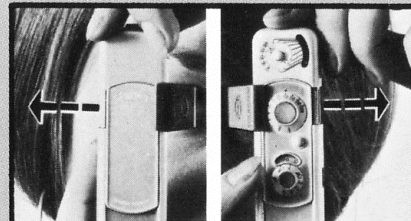
• **minox pocket tripod**
#73 Now you can capture all those wanted shots—including slow speed and time exposures—with the aid of the magic Minox Pocket Tripod that slips into pocket or purse . . . is hardly larger than a pencil. A marvel of quick and easy operation, it sets up in but 10 seconds. Has tilting head and concealed cable release. Measures 7¼ x ¾". Complete with camera clamp and leather case.



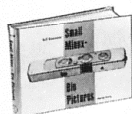
• **minox enlarger**
#80 High-quality enlarging of Minox black and white film; the Minox enlarger is built to the tolerances of professional units. Constructed on a solid, cast base with vibration-free upright column, it features a critically corrected 15mm f/3.5 micro Minox lens; double condensers; light diffusion control; high-low light switch. It is adjustable for 110/220 volts. Enlarges up to 11 x 14" on its baseboard. Complete with lamp, 8 x 11mm negative carrier and dust cover.
#86 Negative Carrier for 8mm (movie) film; not for Super-8.



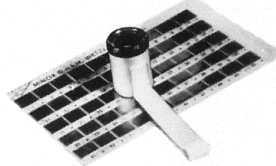
• **minox telephoto/binocular clamp**
#60 Take thrilling close-ups of people and places at long range with our fabulous Telephoto/Binocular Clamp that converts your Minox camera and binoculars to a complete telephoto instrument. Has built-in tripod socket and cable release socket. Can also be used as a microscope clamp.



• **universal right-angle finder-mirror**
#64 Just imagine the candid shots that can be yours with this amazing accessory that allows you to shoot to the right while facing straight ahead! For the ultimate in candid pictures, detective and newspaper work.



SMALL MINOX—BIG PICTURES.
Brand new. Completely revised, greatly expanded edition of the best-seller on Minox photography by Rolf Kase-meier. Contains full story and operating details of the Minox C camera. Step-by-step instructions in the use of all Minox cameras. Over 300 pages, 176 illustrations and informative tables. Hard linen cover...\$6.95

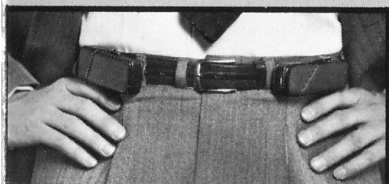


• **minox film viewer/magnifier**
#94 Examine your Minox negative with ease through the built-in magnifier of this useful accessory.

*See the order form attached for a complete listing of films, chains, jewelry, batteries, bulbs, books and albums.

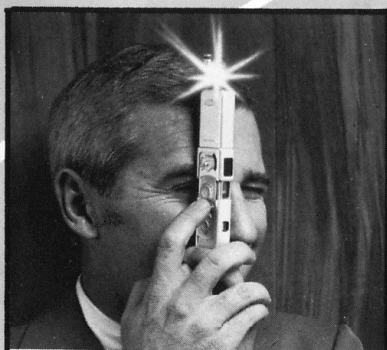


Minoxessories



• minox belt cases

These convenient custom-made cases let you wear your Minox on your belt. Equally suitable for men and women.



• universal minox bulb flasher

Just $2\frac{1}{2} \times 1 \times \frac{1}{2}$ ". Use with individual "jellybean" AG-1B flashbulbs. Built-in telescoping reflector and bulb ejector. With leather belt case. #49 Chrome.



• minox daylight developing tank

#90 Enjoy the thrill of processing your own Minox pictures with this daylight loading developing tank, complete with thermometer. Makes on-the-spot Minox processing fun, quick and easy. Minox Liquid Developer Concentrate. #96. Box of 5 vials.



• minox filter kits

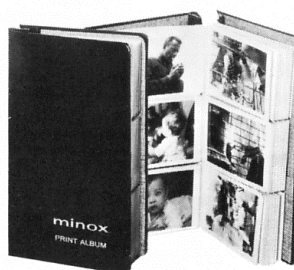
New easy-to-use snap-on filters supplement the two already built into the various models of Minox cameras.

#68 Three filters for color reversal film are contained in the Color Correction Kit: regular Skylight (pink); medium Skylight (reddish); and Flash Conversion (light blue). For B and IIIs.

#69 Minox C Filter Kit. Green for black and white; R 3 (Skylight) and R 6 for color. Filters automatically correct exposure computer for filter factor.

#767 Black and white III-S Filter Kit, contains yellow, neutral density gray and ultra-violet filters.

#067 Black and white "B" Filter Kit, contains yellow, orange and blue filters.

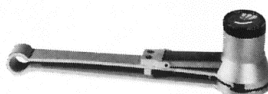


• minox photo album

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.

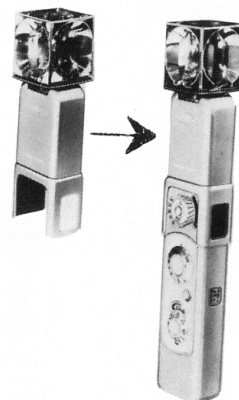
#120 for $2\frac{3}{4} \times 3\frac{3}{4}$ " prints.

#120A for $3\frac{1}{2} \times 4\frac{3}{4}$ " prints.



• minox transparency viewer-cutter

#53 An invaluable aid in viewing and mounting your own Minox slides! Examine frames through its built-in magnifier. You choose the ones you want to mount, then cut them neatly and accurately by thumb pressure.



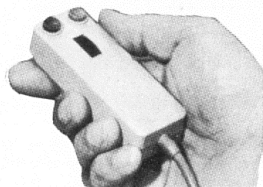
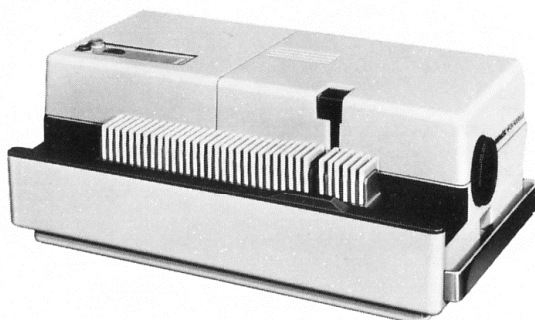
• universal minox cube flasher

Fits all models. Just $2 \times 1\frac{1}{2}$ ". Uses 4-lamp flashcubes for quick sequence shooting or one-by-one flash picture-taking.

#43 Chrome

#44 Black

Introducing the new MINOX HP-24 remote focus projector



Designed specifically for Minox 8x11mm color slides, the new Minox HP-24/Remote Focus projector provides a degree of operating convenience and brilliant projection quality never before achieved in projectors for ultra-miniature slides.

Bright screen illumination is assured by a 24 V 150 W tungsten-halogen lamp with double condenser lens. A newly computed 35mm f/2.7 Minogon lens is used to project screen images with outstanding color brilliance, excellent contrast and sharpness.

A master control panel serves to actuate the motorized forward and reverse slide change with push buttons and to focus the screen image sharply. The control panel may be detached from its magnetic socket and used, with a built-in 10 ft. extension cord, for remote control. This "finger tip" control may be replaced by impulses from a tape recorder for slide changing.

Lamp housing and slide stage are ventilated by an efficient radial cooling sys-

tem equipped with a thermostatic safety switch which turns the projector off if the air intake is inadvertently obstructed or if the projector is operated near a radiator or heating outlet.

Slide magazines for up to 36 slides mounted in 30x30mm frames move in an open channel and are easily accessible for convenient editing even during a slide show. The index number of each slide is visible in a control window for ready identification. Individual slides may be projected without the use of a slide magazine.

Power and remote control cables are stored under a hinged cover within the projector housing. A self-locking drop foot at the front of the projector permits easy height adjustment and a telescopic handle is provided for convenient carrying. The projector measures 8"x13"x5" and weighs 14 lbs. It operates on 110-125 V 60HZ AC; the 3-prong power plug is designed for use with grounded safety outlets.

The price of the Minox HP-24/Remote Focus projector is \$299.50; including the 24 V 150 W Halogen lamp and a 36-slide magazine. An accessory collapsible carrying case with snap-lock is available for \$13.50.

MINOCHROME ASA 20 For Color Slides

Minochrome is an extremely fine grain color reversal film which produces brilliant positive transparencies that can be mounted in slides for projection and color prints too. It is suitable for picture taking in daylight and indoors using a Minox flash.

1—36 exposure cassette
per box\$2.85
Price of film does not include
developing cost.

For shutter settings without exposure meter. The following settings may be used as a guide for most average subjects outdoors in daylight from 2 hours after sunrise to 2 hours before sunset.

Bright or Hazy Sun— Front lighted subjects	200	Cloudy—Bright	50
Bright or Hazy Sun— Side lighted close-ups	150	Cloudy—Dull	20
		Open Shade	20

For flash pictures with Minox B/C flash unit and AG-1B (blue) flashbulbs, set shutter at 20 or 30.

Never use Yellow, Green or Orange Filters with Minochrome film.	Camera-to-Subject Distance	Use Filter
	2-4 feet 5-10 feet	Neutral Density None

The above flash distances are approximate for subjects and surroundings of average color and contrast. For dark subjects, shorten the distance, for bright subjects, extend the distance.

TEAR ALONG DOTTED LINE AND ENCLOSE YOUR ORDER IN YOUR SPECIAL ENTRY FILMVELOPE

SPECIAL SALE

FOR MINOX III-S CAMERAS ONLY

We have a very limited supply of accessories for the discontinued Minox III-S Camera (the smaller model without exposure meter). This is a real opportunity to SAVE SOME MONEY. Orders will be filled on a "first come" basis—while they last.

- #32 Bulb Flasher For III-S
Chromé Was \$21.95
Now \$13.50
- Black Was \$24.50
Now \$15.00
- #66 Reflex Viewfinder For III-S
Chromé Was \$18.50
Now \$11.00
- #63 Right Angle Mirror For III-S
Chromé Was \$10.50
Now \$7.50
- #767 Black and White Filter Kit For III-S
Was \$14.70
Now \$7.50
- #111 Case For Separate Minox Exposure Meter—Specify Brown, Black, Green or Red
Was \$3.75
Now \$2.50

DEAR MR. THAYER: Please rush me the following:

- BLACK AND WHITE FILM**
- Boxes ASA 12 Micro (2-36 exp. cassettes) @ 2.75
 - Boxes ASA 25 (2-36 exp. cassettes) @ 2.75
 - Boxes ASA 50 (2-36 exp. cassettes) @ 2.75
 - Boxes Plus-X ASA 125 (2-36 exp. cassettes) @ 2.75
 - Boxes Tri-X ASA 400 (2-36 exp. cassettes) @ 2.75
- COLOR FILM**
- Arfa CN-14 ASA 20 color negative (1-36 exp. cassette) @ 2.30
 - Arfa CN-14 ASA 20 color negative (1-15 exp. cassette) @ 1.69
 - Mincolor ASA 80 color negative (1-36 exp. cassette) @ 2.70
 - Mincolor ASA 80 color negative (1-15 exp. cassette) @ 1.98
 - Mincolor ASA 20 color positive (1-36 exp. cassette) @ 2.85
- FLASH ACCESSORIES AND BATTERIES**
- 49 Universal Minox Bulb Flasher - Chromé @ 21.95
 - 43 Universal Minox Cube Flasher - Chromé @ 21.95
 - 44 Universal Minox Cube Flasher - Black @ 24.50
 - 46 110-240V AC Charger for ME-1 @ 12.95
 - 36 Eveready #504 15V Battery for Bulb Flasher @ 1.50
 - 52 PX25 Battery for Cube Flasher - 2 per card @ 1.50
 - 20 PX27 Battery for Minox-C replacement @ 1.00
 - 37 Electronic Flash Battery U-160 240V @ 7.95
 - 34 AG-1 Flashbulbs (clear) sleeve of 12 @ 1.80
 - 34B AG-1B Flashbulbs (blue) sleeve of 12 @ 1.80
 - Flashcubes 3 cubes/12 flashes @ 1.95
- ALBUMS AND FOLDERS**
- 120 Minox Album (2 3/4 x 3 3/4 size prints) @ 7.95
 - 120A Minox Album (2 1/2 x 3 3/4 size prints) @ 7.95
 - 121A Album Refills (2 3/4 x 3 3/4 size prints) @ 2.95
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 - 123 "You've Been Minox'd" Folders and Envelopes (box of 50 each) @ 2.95
 - 126 "Minox Memo" Binder @ 3.95
- ENLARGING EQUIPMENT**
- 80 Minox Enlarger @ 229.95
 - 84 Enlarger Lamp 6V 6 Amp. @ 23.50
 - 86 Negative Carrier for 8mm only @ 21.00
- CASES AND CHAINS**
- 136 Eveready case for Minox C - Black @ 7.75
 - 139 Minox C - Belt Case - Black @ 8.50
 - 134 Minox B - Belt Case - Black @ 7.50
 - 132 Minox III-S Standard Case - Black @ 7.50
 - 135 Minox III-S Belt Case - Black @ 7.50
 - 131 Minox B - Standard Case - Black @ 7.50
 - 112 Heliotron ME-1 Belt Case - Black @ 9.45
 - 137 B/C Flash Case (Model B) Black @ 6.95
 - 108 B/C Flash Case (Model III-S) Brown @ 6.95
 - 138 B/C Flash Case (Model III-S) Black @ 6.95
 - 109 Minox Table Tripod Case - Brown @ 4.25
 - 121 Camera Chain Chromé for Minox-C @ 3.95
 - 116 Camera Chain Chromé for Minox-C or III-S or B Models @ 3.95
- DEVELOPING EQUIPMENT**
- 90 Developing Tank W/Thermometer @ 17.50
 - 96 Liquid Developer (5 Vials) @ 2.95
 - 94 Film Viewer/Magnifier @ 10.95
- CAMERAS**
- Minox C, Automatic Electronic, Satin Chromé, Complete with Eveready Case and Chain @ 229.50
 - Minox C, Automatic Electronic, "Private Eye", Complete with Eveready Case and Chromé Chain @ 259.50
 - Minox B, Satin Chromé Complete with Standard Leather Case and Chain @ 192.50
 - Minox B "Private Eye", Black Complete with Standard Case and Black Chain @ 217.50
- PROJECTION ACCESSORIES**
- 403 Minotact Projector @ 142.00
 - 048 Vinyl Carry-Case for Minotact @ 13.50
 - 55 Slide Safe @ 2.50
 - 58 Minox Slide Mounts (for Minox Projectors only) Box of 36 mounts @ 5.35
 - 56 Slide Mounts, 2 x 2 cardboard for Standard Projectors - Box of 50 @ 1.95
 - 53 Transparey Viewer-Cutter @ 19.95
 - 42 12V 100W Projection Bulb for Minotact @ 6.40
 - 404 Minox HP-24 Remote Focus Projector @ 299.50
 - 050 Folding Carry Case for HP-24 @ 13.50
 - 044 Replacement Bulb for HP-24 (24 volts) @ 8.95
 - 049 Slide Magazine for Minox Projectors (3 magazines per box) @ 7.50
- CASES AND CHAINS**
- 136 Eveready case for Minox C - Black @ 7.75
 - 139 Minox C - Belt Case - Black @ 8.50
 - 134 Minox B - Belt Case - Black @ 7.50
 - 132 Minox III-S Standard Case - Black @ 7.50
 - 135 Minox III-S Belt Case - Black @ 7.50
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 - 121 Camera Chain Chromé for Minox-C @ 3.95
 - 116 Camera Chain Chromé for Minox-C or III-S or B Models @ 3.95
- MINOX JEWELRY**
- J-1 Silver Oxidized Minox Cuff Links @ 2.95
 - J-2 Gold Plated Minox Cuff Links @ 3.50
 - J-3 Silver Oxidized Minox Tie Tack @ 1.50
 - J-4 Gold Plated Minox Tie Tack @ 1.95
 - J-5 Silver Oxidized Minox Tie Bar @ 2.95
 - J-6 Gold Plated Minox Tie Bar @ 3.50
 - J-7 Silver Oxidized Minox Tie Tack & Chain @ 2.95
 - J-8 Sterling Silver Minox Charm/Pendant @ 4.95
 - J-9 14K Gold Minox Charm/Pendant @ 24.95
 - J-10 Sterling Silver Minox Earrings @ 9.95
 - J-11 14K Gold Minox Earrings @ 47.50
- BOOKS**
- Minox Manual - New Revised Edition by Dr. Joseph D. Cooper @ 7.95
 - The Minox guide by W. D. Emanuel @ 1.95
 - "Small Minox—Big Pictures" by Rolf Kasmeler—new edition for "C" @ 6.95
- CAMERA ACCESSORIES**
- 60 Telephoto Binocular Clamp @ 34.50
 - 64 Universal Right-Angle Mirror @ 6.90
 - 66 Reflex Viewfinder for Minox-III-S @ 18.50
 - 69 Filter Kit for Minox C @ 16.95
 - 67 BL/WH Filter Kit for Minox B @ 14.70
 - 767 BL/WH Filter Kit for Minox III-S @ 14.70
 - 68 Color Correction Filter Kit for B/III-S @ 16.95
 - 71 Camera Clamp for Tripods @ 9.25
 - 73 Minox Pocket Tripod with Camera Clamp, Cable Release and Zip Case @ 29.80
 - 74 Special Cable Release (fits tripod leg) @ 1.75
 - 75 Standard Cable Release @ 1.50
 - 76 Minox Adjustable Copying Stand with Built-In Camera Clamp @ 38.50

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MINOX PROCESSING LABORATORIES

POST OFFICE BOX 94
FOREST HILLS, NEW YORK 11375



MINOX MEMO

MINOX PROCESSING LABORATORIES
P.O. Box 94, Forest Hills, N. Y. 11375



Dr. Edward D. Sugarman of Syracuse, New York uses his Minox quite a bit for medical photography but sometimes it's just for fun. He got this fellow using Minocolor 80 with his Minox C set at "Automatic."

U. S. POSTAGE
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PERMIT NO. 454

PLACE
STAMP
HERE

Dear Mr. Thayer: I accept your invitation. Please send me the complimentary film checked below and develop and print the enclosed film per my instructions as indicated.

BLACK AND WHITE

- ☐ DEVELOP ONLY @ \$1.50
☐ 2 3/4 x 3 3/4 B & W Prints @ 18¢ ea.
☐ 3 1/2 x 4 3/4 B & W Prints @ 23¢ ea.
☐ EGG SHELL ☐ WHITE MAT
☐ GLOSSY ☐ SILK SCREEN

COLOR

- ☐ DEVELOP ONLY @ \$1.50
☐ 2 3/4 x 3 3/4 Color Prints @ 50¢ ea.
☐ 3 1/2 x 4 3/4 Color Prints @ \$1.00 ea.
☐ 2 x 2 Slides for 35 mm projector @ 15¢ ea.
☐ Minox Slides for minox projectors only @ 30¢ ea.

BLACK AND WHITE FILMS OFFERED

- ☐ ASA-25 Ultra-fine grain, perfect outdoors on sunny or bright days, indoors with flash.
☐ ASA-30 fine-grain, outdoors, on bright or overcast days. Faster shutter speeds, indoors with flash.
☐ Plus-X Pan ASA-125 Hi-speed, fine grain, indoors with available light (no flash) or outdoors on dull days. Under bright skies with built-in filter.

- ☐ Tri-X Pan ASA 400 perfect for indoors with no flash, outdoors on overcast days and in the shade only.

COLOR FILMS OFFERED

- ☐ Agfa CN-14 ASA 50 extreme fine grain, color negative for outdoors, indoors, with flash. Produces either black & white or color prints or both.
☐ Minocolor ASA 80 high-speed color negative, perfect outdoors. Faster shutter speeds for fast moving sports scenes. Indoors with flash. Color prints only.

NAME _____
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PLEASE
HAND STAMP

**ENJOY THE FASTEST SERVICE IN
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Greatly expanded facilities snip days off processing time . . . yet still offer that quality service that has made Minox Processing Laboratories the most respected name in quality custom Minox photo finishing. Your Minox prints are on their way back to you only three working days after your film is received. Skilled technicians, working in air-conditioned dust-free laboratories, give your films the finest developing and printing.

Minox Processing Laboratories provides other services as well . . . camera cleaning, repairs and mounting of your transparencies. Our mailing bag system is for your convenience. All processed film and transparencies are returned to you enclosed in convenient, transparent, protective film wallets. This special FILMVELOPE entitles you to the FILM of your choice at NO ADDITIONAL COST to you.

Use it to send your next exposed film for developing and printing and the fresh film of your choice will be enclosed with your completed processing order.



- ☐ #11 Silver Oxidized Minox Cuff Links @ \$2.95 a pair
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☐ #17 Silver Oxidized Minox Tie Tack and Chain @ \$2.50 each
☐ #18 Sterling Silver Minox Charm/Pendants @ \$4.95 each
☐ #19 14K Gold Minox Charm/Pendants @ \$24.95 each
☐ #110 Sterling Minox Silver Earrings @ \$9.95 a pair
☐ #111 14K Gold Minox Earrings @ \$47.50 a pair

Be sure to indicate quantities desired in white boxes.

Something Special . . .

MINOX Jewelry
GIFT BOXED • THE IDEAL CHRISTMAS STOCKING STUFFER
If you or yours own a Minox, you will certainly enjoy wearing our superbly detailed custom crafted Minox jewelry.

Perfect
for all avid
MINOXERS
ON YOUR LIST!



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, N.Y. 11375

Volume 9, Number 2

Fall / 1972

MINOX MICROPHOTOGRAPHY

FLEETING MOMENTS

**MEN
AND
MACHINES**

**DEBUT:
JILL ANN**

NEW ME-2 AUTOMATIC ELECTRONIC FLASH

MINOXING:
here and there

**103
WONDERFUL YEARS**

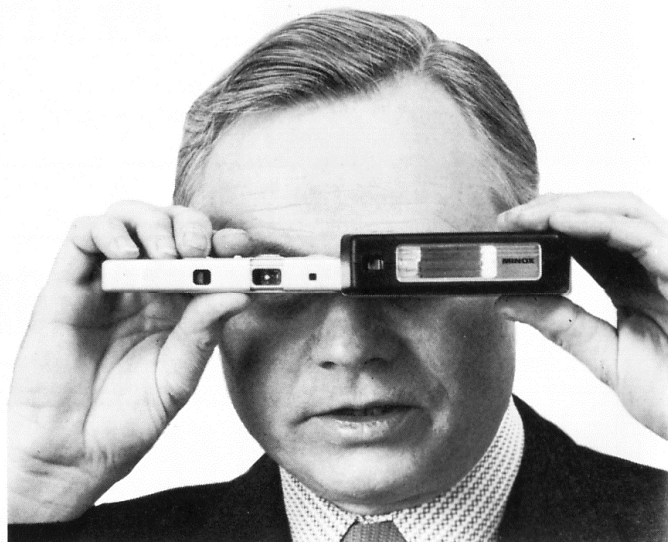
ENTER OUR NEWEST CONTEST
YOU 'POCKET' THE BEST
WE'LL PROCESS THE BEST

COMPLETE DETAILS AND ENTRY **FILMVELOPE*** — See Pages 6 & 7

introducing the *New* **ME-2** electronic flash

We are proud to announce the new Minox ME-2 Electronic Flash. This self-contained unit is specially designed for flash photography with  B and C cameras. The ME-2 plugs onto the  model B and C cameras without using a connecting cord. It delivers automatically timed flashes ranging from 1/1,000 of a second to 1/50,000 of a second depending on subject brightness and flash to subject distance.

Weighing only 9 ounces, the unit is powered by a built-in rechargeable nickel-cadmium battery or may be operated from 110/117V 60 Hz AC power outlets. It is adjustable for film speeds of ASA 12 to ASA 200. The photo sensor circuit is programmed to measure cumulative amount of flash illumination reflected from the subject and to terminate the flash automatically at the instant when correct exposure has been reached. For special applications, the automation may be switched off so that the unit delivers full power with each flash. Fully charged, it delivers up to 50 flashes.

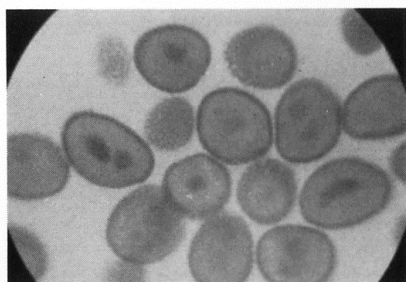


Operation of the ME-2 is simplicity itself. It is slipped onto the Minox camera which locks into a $\frac{3}{4}$ " deep opening of the unit and plugs into the flash connection automatically. As soon as the "ready" light of the ME-2 lights up after switch-on, the unit is ready to deliver the correct "dosage" of flash illumination for any distance up to the maximum applicable to the film used.

The #053 Minox ME-2 Electronic Flash comes complete with a 110/117V 60 Hz AC power and charger unit at \$139.95.

The #054 Adapter shoe for the ME-2 with built-in flash contact and button release fits "hot" accessory shoes of internally wired cameras or may be connected to shutter flash contact. Complete with $9\frac{1}{2}$ " connecting cord at \$9.75.

MINOX MICROPHOTOGRAPHY



1. Mature pollen cells of a lily plant. Minocolor ASA 80 film using a Minox B camera and microscope with 10 power eyepiece and 43 power objective. Taken by Steven C. Sitter, Mar Vista, California.

The versatility of a Minox seems limitless. As evidenced by just the photos in this issue, the Minox is just as comfortable in a hospital delivery room as it is at an old age home. It travels by motorcycle or captures a president in a foreign country and sometimes just the joy of puppies at play or interesting beach scenes.

The ease of Microphotography with a Minox is surprising. The results are very satisfactory. Here's how it's done:

1) We suggest ASA 25 black and white film because of its ultra fine grain or Minocolor ASA 80 if color prints are desired. However, other film speeds have produced good results.

(Continued on page 10)

....fleeting moments....

"We photographers deal in things which are continually vanishing and when they have vanished there is no contrivance on Earth which can make them come back again. We cannot develop and print a memory."

Cartier-Bresson

Dr. Kurt Schnitzer of Santa Ana, California, has been a Minox enthusiast for many years. "Beach Fountain" and "Sisters" are just two of his collection of Minox memorabilia. "Sisters" won Third Prize at the yearly Art Exhibit of the American Physicians Art Association. Dr. Schnitzer brought our attention to the quotation above by Cartier-Bresson and his work seems to have captured the spirit of it.



BEACH FOUNTAIN

Minox B Camera, ASA 25 B&W film, 1/100 sec. This picture was taken while walking with the Minox in his hand, along a California beach, looking for a good subject. It was taken at close range while walking by the boy and girl, who never even noticed that he had taken their picture.

SISTERS

Minox B Camera, ASA 25 B&W film, 1/1000 sec. Taken several years ago at Catalina Island, Dr. Schnitzer was kneeling on the pier to take the picture of a boat when he noticed the three figures to his left. He quickly turned the camera and shot this photo. A few seconds later the three walked away and "I could have never taken this picture again."



MINOXING

here
and

there

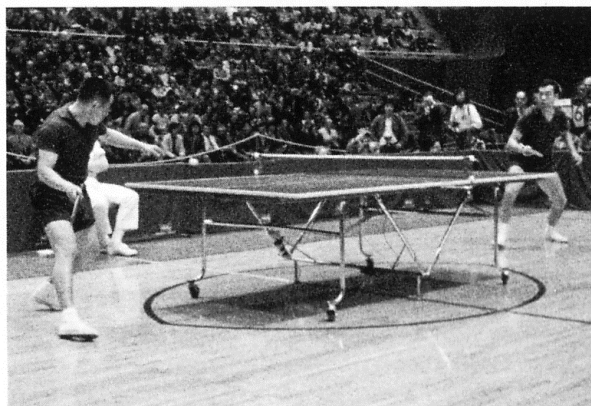


TABLE TENNIS

During their recent tour in the United States, the Chinese Table Tennis Team stopped at the Nassau Coliseum. Mr. Dan Green, Treasurer of the Long Island Table Tennis Association caught the action with his Minox B using Tri-X ASA 400 B&W film. The gentleman on the left is Chuang Tse-Tung, three times World Table Tennis Champion, playing an exhibition match with a teammate, Chang Hsieh-Lin.

A PRESIDENT

Mr. Arthur H. Priest, a prominent New York attorney, writes: "One morning, while visiting Mexico, in February of this year, I was disappointed to find that the Archaeological Museum in Mexico City was closed to the public until 2:00 P.M. The museum was surrounded by large crowds of Girl Scouts and representatives of many organizations; it seems that Women's Lib Day was being celebrated.

Returning at two o'clock I found many of the people leaving and among them President Luis Echeverria. He was more like a movie star mingling with the crowd than the President of a country. I was greatly impressed by the informality and absence of obvious bodyguards. Such a friendly and dignified attitude amidst such an admiring crowd was almost beyond belief." This close-up was taken with his Minox C set on "Automatic" using Minocolor ASA 80 film.



JUST PUPPIES



Mrs. E. H. Littman of Wharton, Texas, only recently started Minoxing. Her two little puppies certainly seem interested in what she's doing. The film used was Agfa CN-14.

MEN AND MACHINES

James S. Ricklefs, (below and right, using ASA 25 film), President of Rick Helicopters, Inc, a helicopter operating firm in California and Alaska, is using his Minox C in a number of out of the way places pursuing his hobby of collecting, restoring and flying antique airplanes and helicopters. Currently he's flying a 1916 Sopwith "PuP" English single seat WWI fighter plane or Scout as they were called in WWI. It has an 80HP Le Rhone rotary engine. The entire engine turns while the crankshaft is stationary and bolted to the airframe. Armament consists of a single Vickers synchronized 11mm machine gun. The "PuP" is flown at a ranch near Livermore, Calif.

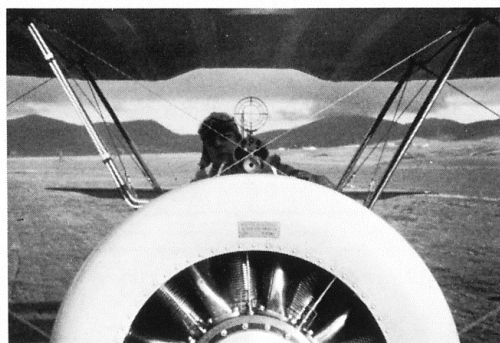
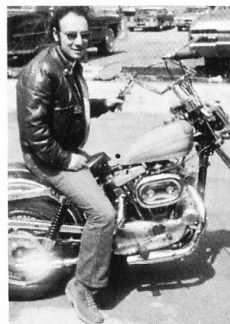
In his San Carlos shop, he is restoring a 1916 Spad VII French designed single seat WWI Scout with a 150HP Hispano-Suiza V8 water-cooled engine. This machine has the same armament as the "PuP." A 1917 Curtiss JN4D "Jenny" popular WWI two seat training plane powered with a Curtiss OX5 90HP engine awaits restoration. Also being restored are a 1944 Sikorsky R-48 helicopter, two 1943 Sikorsky R-6A helicopters, a 1958 Hiller YH32A ram jet helicopter and two 1960 Hiller YROE-1 folding portable Rotorcycles.

The WWI planes have to land on sod fields because they have no brakes and the tail skid has to dig into the ground to stop the landing rollout. The design of these WWI planes and power plants is quite remarkable considering only 13 years had elapsed from the time man (The Wright Bros.) flew 120 feet in 1903.



The "PuP" for example, will climb to 21,000 feet and go over 110 MPH. This compares quite favorably with today's light airplane. The construction is mainly wood (spruce and ash), piano wire bracing and Irish linen fabric tightened with dope.

Mr. Ricklefs is constantly searching for WWI engines, airframes and instruments that may be collecting dust in a remote barn or warehouse. His Minox C is a handy way of documenting and identifying these items. If any of you have any leads, Mr. Ricklefs would appreciate hearing about it. In fact, he might give you a ride in one of his WWI Aeroplanes!



Mr. Dante Tedeschi, of New York, (above left) is a man on the move and "traveling light" is the important thing to him. His Minox B always makes the trip. Plus-X Pan ASA 125 B&W film with a Minox B at 1/500 sec.

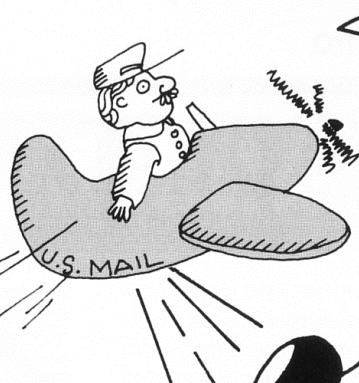
Mrs. Richard Shryock of Bryn Mawr, Penna., purchased her Minox in Munich, Germany in 1948. Here she caught young "Richie" experimenting with her separate Minox Exposure meter. The film was Minocolor ASA 80.

**MINOX
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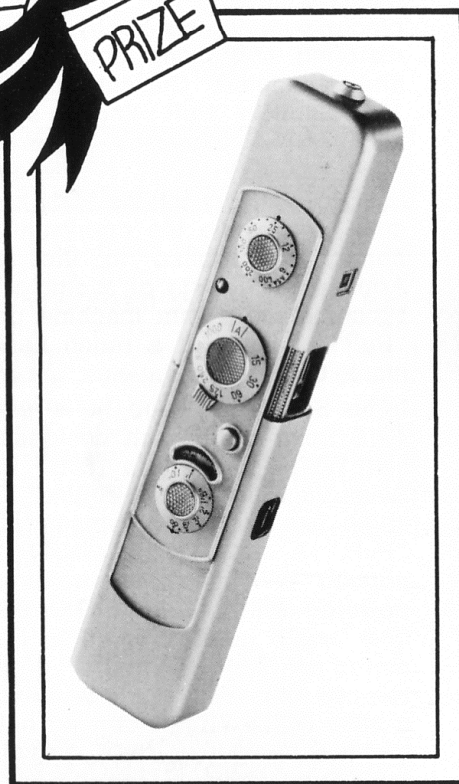
— 10 —

**ELECTRONIC COMPUTERIZED
MINOX 'C'
CAMERAS
WILL BE GIVEN AWAY**

Yes, ten new **MINOX** C cameras will be given away Absolutely Free, each worth \$244.95. This is the first transistorized ultra-miniature camera with electronic exposure automation featuring a "tiny solid-state" computer. Shutter speeds from 1/1000 to 7 seconds are timed for you automatically to insure perfect exposure. The **MINOX** C also offers "picture preview" capability, a warning light to signal the need for slow speeds or flash, and a count-down dial for 36 or 15 exposure films. There's automatic compensation for filter factors, a film gate that opens automatically for faster drop-in loading and much more. This compact camera measures just 1 1/8" x 4 3/4" x 5/8 inches and weighs under 4 ounces, complete with battery and loaded with film. With its snapshot distance setting, you simply "aim and snap" for perfect pictures every time.



You
We'll



WHY THE FINEST MINOX PROCESSING MEANS FOREST HILLS

It is our desire to provide you with the finest quality processing and service possible. Minox Processing Laboratories specializes in **MINOX** films exclusively to assure you of the best pictures your **MINOX** can produce. Our Customer Service Department is set up especially to help you develop and improve your **MINOX** technique. We are not affiliated with any other laboratory. Other services include camera cleaning, repairs and mounting of your transparencies.

WE MIND OUR BUSINESS—MINOX IS OUR ONLY BUSINESS

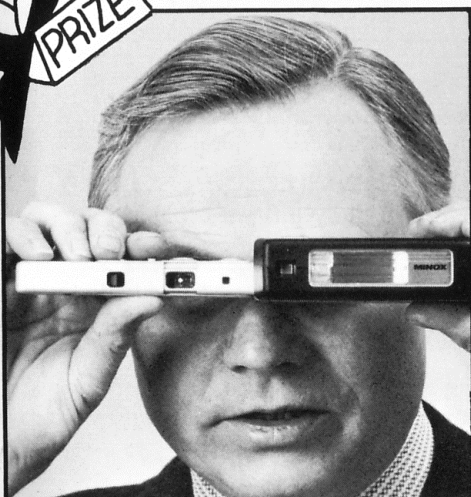
REMEMBER:

USE YOUR SPECIAL ENTRY **FILMVELOPE**
YOU MAY ALREADY HAVE WON A NEW

*Trademark

'pocket' the Best
process the Best

CONTEST



NEW ME-2 ELECTRONIC FLASH

— **10** —

ME-2 ELECTRONIC FLASH UNITS WILL BE GIVEN AWAY

We are also giving away ten newest model ME-2 Electronic Flash Units each worth \$139.95.

The new ME-2 is a self-contained automatic flash unit designed especially for **MINOX** B and C cameras. It features a built-in rechargeable nickel-cadmium battery for up to 50 flashes per full charge. Adjustable from ASA 12 to ASA 200. Complete with 110/117V 60 Hz AC Power-and-Charge unit. Weighs only 9 ounces. The ME-2 plugs onto Minox Model B and C cameras without using a connecting cord. It delivers automatically timed flashes ranging from 1/1,000 of a second to 1/50,000 of a second depending on subject brightness and flash to subject distance. The photo sensor circuit is programmed to measure cumulative amount of flash illumination reflected from the subject and to terminate the flash automatically at the instant when correct exposure has been reached. For special applications, the automation may be switched off for full power.

TO FIND OUT IF YOU'VE WON....

Yes, there are 20 prizes. To find out if one of these is just waiting for you at **MINOX** Processing Laboratories, Forest Hills, New York, 11375 here's what you do . . .

ONLY YOU have the number on the enclosed Special Entry Filmvelope. Pull it out of this MINOX MEMO and use it to send your next film (either black and white or color) to us for processing. And we'll let you know immediately if you've won a new fully automatic Minox C Camera or ME-2 Electronic Flash Unit. Your film will be processed in accordance with your instructions at our regular prices.

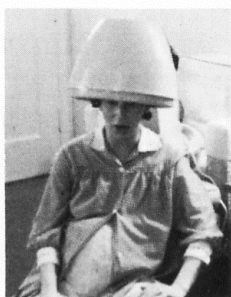
IF YOU PREFER, take your Special Entry Filmvelope to your favorite photo dealer and tell him to send it to Minox Processing Laboratories, Forest Hills, New York, 11375 for you. If you win, he wins a Special Bonus Prize of \$25.00 just for sending your Special Entry Filmvelope to us. You will both be notified immediately. Contest closes December 31st, 1972.

CONTEST CLOSES JANUARY 31, 1973

* WITH YOUR VERY NEXT ROLL OF EXPOSED MINOX FILM—
MINOX 'C' CAMERA OR ME-2 ELECTRONIC FLASH UNIT

DEBUT: JILL ANN

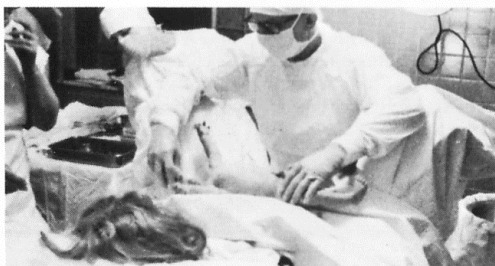
Early on the morning of March 13, 1970, Diana Lynn Conners, a practical nurse, realized that the new Conners baby was about to make her debut. Instead of just waiting, she used the time to get spruced up for the occasion. (below left)



At the hospital Mrs. Conners tried to rest (above right) as daddy, Mr. John J. Conners kiddingly urged his wife to speed up progress. He's the Bailiff at Toledo Municipal Court and had to give a speech at 7:00 PM that evening. She couldn't oblige so grandpa, Judge John J. Conners, Jr. of the Common Pleas Court of Lucas County pinch-hit at the podium.



At the moment of birth the nurse is assisting mother while the doctor is in the midst of delivery. Dad is now allowed in for Minoxing.



Mother gets her first look. When asked if it was a boy or a girl, the doctor replied: "Come and see for yourself!"



It's a beautiful baby girl—a blessing and a joy to behold.



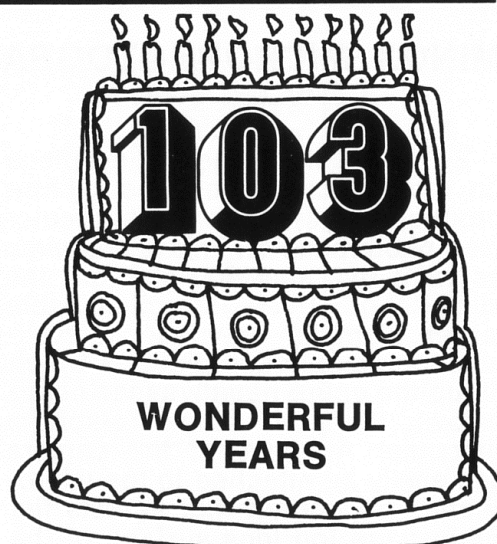
The doctor wants a pretty picture. Everyone is happy as the cries of a newborn baby fill the air.



March 14, 1970 — 12:35 AM — 7 lbs. 15 oz.

PRESENTING: Miss Jill Ann Conners

Mr. Conners used his Minox IIIS camera and Tri-X ASA 400 B&W film. He made several exposures at different shutter speeds to be certain of proper exposure under these difficult and exciting "available-light" conditions. He also uses his Minox with a Copying Stand for photographing badges for the book he is writing on Police, Fire, and other government badges.

**Mrs. Marie Burkhardt**

Downstairs in the Assembly Room there was a huge gathering of friends, officials and well-wishers. The room was decorated with gay tablecloths, white candles and flowers were everywhere. The atmosphere was filled with anticipation as the group awaited the arrival of their Guest of Honor. They had come to celebrate the 103rd birthday of their oldest resident.

Upstairs in her room, Mrs. Marie Burkhardt was sitting quietly among her things. Suddenly, Miss Dollie Mae Jones, the activities leader, appeared saying that the doctor wanted to see her for consultation immediately. Miss Jones wheeled her down to the Assembly Room and the celebration began.

Mr. Roger Phillips, the Administrator, greeted her with a warm welcome and birthday kiss. Mr. Howard Anderson, Board President, carried in a beautiful candlelit birthday cake and everyone sang Happy Birthday.

Mrs. Burkhardt was born in Germany in 1868. She and her husband, John, had been married 52 years when he died leaving her with a four-family house, in Brooklyn. In the years following, she

maintained the house and particularly the garden which was considered the most beautiful in the neighborhood. When she was ninety, Mrs. Burkhardt entered the Home. She says that her longevity is due to her excellent constitution; she was never sick, which made her happy and this attracted many friends.

These festivities were going on at the Evangelical Home for the Aged at 1420 Bushwick Avenue, Brooklyn, New York 11207. Organized in 1878, it's a small home with only a little over 100 residents, but one gets a feeling of warmth and friendship when entering it.

Currently in the midst of their annual fund-raising drive, they have a great need for physical therapy and other rehabilitational equipment. If any of you care to contribute or help, contact Mr. Roger Phillips at the Home (212-455-6740). Every contribution will be appreciated.

A happy face such as Mrs. Burkhardt's can be captured on ASA 25 B&W film using a Cubeflash with shutter speed set at 20.

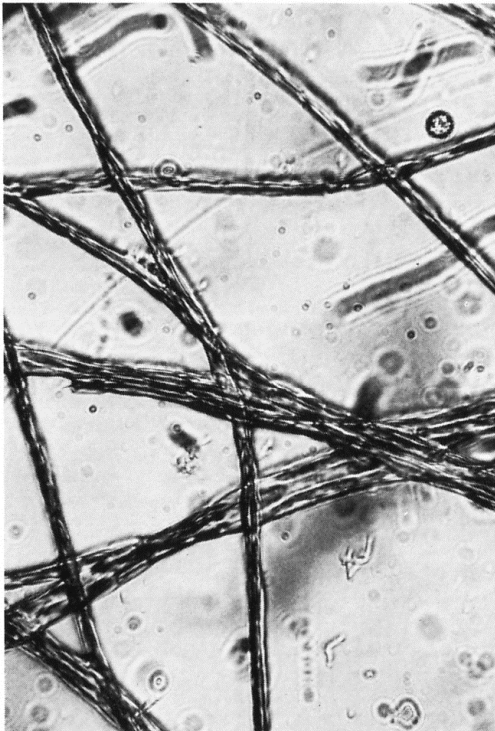
— **SHARE YOUR MINOX EXPERIENCES** —

Pictures and stories of unusual Minox experiences are welcome. Send to:
Editor, Minox Memo — P.O. Box 94 — Forest Hills, New York 11375

MINOX MICROPHOTOGRAPHY *Continued from page 2*

2) Using the standard eyepiece on most microscopes, the picture produced on the negative is circular (see photo page 2). This is the same as what one sees looking thru the microscope. If an interchangeable larger diameter eyepiece is available, one can obtain pictures which fill up the entire negative (see photo below). With the Minox Telephoto Binocular Attachment, the camera can easily be attached to the microscope. Be certain that it rests flat against the top lens surface of the eyepiece. (Remove the eyepiece holder when possible.) If there is a space between the Minox and the top lens surface of the eyepiece, the diameter of the image produced on the negative will be reduced.

3) Focusing of the microscope is carefully done before the camera is affixed to it. Be certain the distance scale dial of your Minox is set at infinity. When using a binocular microscope, fasten the Minox to the



Spyra Gyra taken with ASA 12 black and white film. Exposed at 1/5 of a second with a Minox B camera and microscope with 20 power eyepiece and 40 power objective.



Mr. Charles M. Stotz of Stotz, Hess, MacLachlan & Fosner, Architects of Pittsburgh, Pennsylvania caught this lovely picture of his granddaughter using ASA 25 at 1/100 of a second in the driveway of his home.

Mr. Stotz writes, "I have taken some 5,000 Minox pictures traveling here and abroad, pictures I would never have gotten without the incomparable convenience of carrying the necessary equipment in my pockets." In business Mr. Stotz makes "record" of close-ups of buildings under construction. Once when restoring an historic 200 year old building a group of his pictures made it possible, after a disaster, to reproduce the original work. He says: "The uses of Minox for close-up record work of documents and the like, make it unique and I am always discovering something new about this remarkable instrument."

fixed eyepiece support and focus using the other free eyepiece. It is important that you previously set the correct diopter adjustment which is subjectively necessary for your vision on the adjustable eyepiece.

4) Correct exposure time must be determined by trial in the same manner as with any other method of microphotography. An exposure meter reading can be used as a guide and then a bracketed series of test exposures should be taken. After the results are processed, you can determine the best exposure for your particular subject matter and light source.

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- 123 "You've Been Minox'd" Folders and Envelopes (Box of 50 each) @..... 3.50
- 126 "Minox Memo" Binder @..... 3.95

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- 80 Minox Enlarger @..... 249.95
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- The Minox Guide by W. D. Emanuel @..... 1.95
- "Small Minox—Big Pictures" by Rolf Kasameier—new edition for "C" @..... 7.95

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- 67 BL/WH Filter Kit for Minox B @..... 15.95
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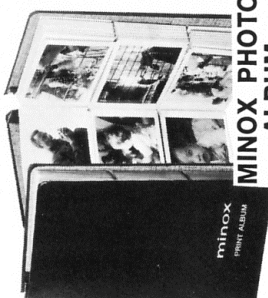
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SEE PAGES 6 AND 7

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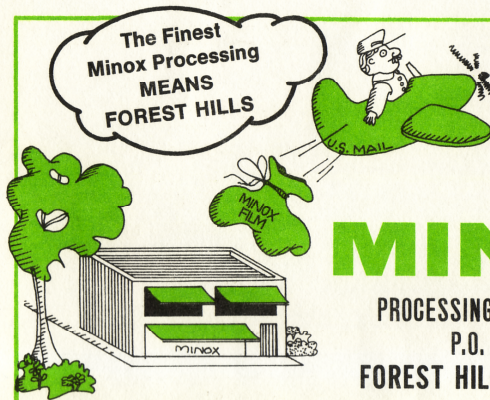
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3. Minox "C" battery!
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