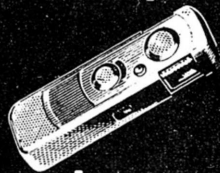


minox
minox
minox



the 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 1 number 1

SPRING/1956

MINOX MEMO MAKES DEBUT

In keeping with its policies of service and education to Minox owners, Minox Processing Laboratories is now publishing this new magazine, "THE MINOX MEMO."

It is our desire to bring to you, our good Minox customers, the news of the development and availability of Minox accessories and film, and suggestions, special reports, and photography techniques from fellow Minox enthusiasts.

Your letters, photos and comments will enable us to publish a more informative, illustrated MINOX MEMO. We hope you enjoy this . . . our first issue.

MINOX CAMERA CLUBS ORGANIZED

It has been reported that Minox camera clubs have been organized in Indianapolis and Detroit. As yet, we have had no direct contact with these clubs, but are delighted with their development.

Write and give us the facts—who are your members and what activities do you engage in, etc. The MINOX MEMO will devote space to your stories. So, let us hear from you, Indianapolis and Detroit . . . and any other cities where MINOX CAMERA CLUBS are active.



HITCH MINOXES GOVERNOR AND STAR

Alfred Hitchcock, producer and director of THE TROUBLE WITH HARRY, new Paramount picture in VistaVision and Technicolor, uses his mighty 2½ ounce Minox camera to take candid photos of Governor Joseph B. Johnson of Vermont and Shirley MacLaine, star of the picture, during its recent world premier in Barre, Vermont. He is never weighed down with bulky camera equipment and can snap 50 pictures in a matter of minutes in his continuing search for new faces, new situations, new ideas.

MINOX NATIONAL ADVERTISING FEATURES MINOX OWNERS



**Wayne Beaudette, Sales Director,
H. W. Gossard Co.,**
always has his 2½ oz.

**minox
camera**



as a constant companion
on cross country trips,
to record window displays,
fashions shows,
selling campaigns, and to
condily photograph
important buyers,
friends and associates.

Fast f/3.5 lens
All speeds to 1/1000 sec.
Flash-Synchronized
Optical viewfinder
Magazine loading
Minox III-S with
chain and case **13950**

**World's tiniest
precision camera**
At all better camera stores.
For literature, write Dept. V
KLING Photo Corp.
237 Fourth Avenue
New York 10, N. Y.

The current Minox national advertising appearing weekly in U.S. NEWS & WORLD REPORT, BUSINESS WEEK, THE NEW YORKER etc., etc., has been featuring businessmen, architects, public relations men, etc., who are ardent users of the Minox camera for their work and for their pleasure.

Reproduced above is an ad that has been seen recently on Wayne Beaudette, Sales Director, H. W. Gossard Company.

Other ads have appeared featuring Howard Sams, Chairman, Howard W. Sams & Co. Inc., Sam Posen, President, Beltone Hearing Aid Co.; Sidney Smith, Gen'l Mgr. of a National Drive-in Chain; Lee Schooler, President, Public Relations Board;

Raymond Lutgert, President, Lutgert Construction Co.; Franklin Pollock, Chairman of the Board, Thatcher Glass Mfg. Co.; V. M. Hanks, Jr., professional photographer; E. N. Johnson, President, Johnson Spring Company.

The Minox use of public relations and service as an advertising theme has been so successful that Kling Photo Corporation, sole U. S. distributors of the Minox camera and its accessories, has authorized their agency, Herbert Baker Advertising, Inc., Chicago, to prepare a new schedule of ads continuing along a Minox user testimonial theme.

It may be that you have a new slant on the use of the Minox camera and its accessories that will be of interest to other potential Minox users.

G. SAUSE, GENERAL MANAGER OF MINOX G. m. b. H., VISITS AMERICA

We have just enjoyed a visit by Mr. G. Sause, General Manager of the Minox factory, who came over to help us in planning for Minox in 1956. Mr. Sause was exceedingly interested in the growing use of the Minox camera in America. He tells us that the Minox factory now has over 600 people producing nothing but Minox cameras and accessories and still cannot produce enough.

It has been virtually impossible to hire more people because unemployed skilled craftsmen don't exist. Fortunately, Mr. Sause began an intensive apprentice training program in 1950. His harvest of skilled technicians is now being materialized so that Minox production in 1956 will probably satisfy demand.



CHAMPION MINOX CAMERAMAN "MINOXES" MAHARAJAH

Whereas many Minox camera owners shoot about 100 pictures a month with their ultra-miniature 2½ ounce Minox camera, other Minox enthusiasts average over 500 shots a month.

Recently, Mr. Max Chopnick of New York City was asked what he did with so many Minox pictures. He sent us the attached photo (at left: **THE MAHARAJAH of JAIPUR, INDIA . . .** at right: **MARJORIE MARSH ENFIELD**, co-owner of **MARSH TOURS**) with his special label — "**LITTLE SHOTS of BIG SHOTS** — another Minox Masterpiece by **MAX CHOPNICK**."

It seems that wherever he goes, Mr. Chopnick "minoxes" friends, associates, casual acquaintances and complete strangers, and then sends his candid Minox photos to them with his own personal label.

"It is quite interesting," Mr. Chopnick said, "to hear the amazed re-

MINOX PHOTO AWARD CONTEST TO BE ANNOUNCED

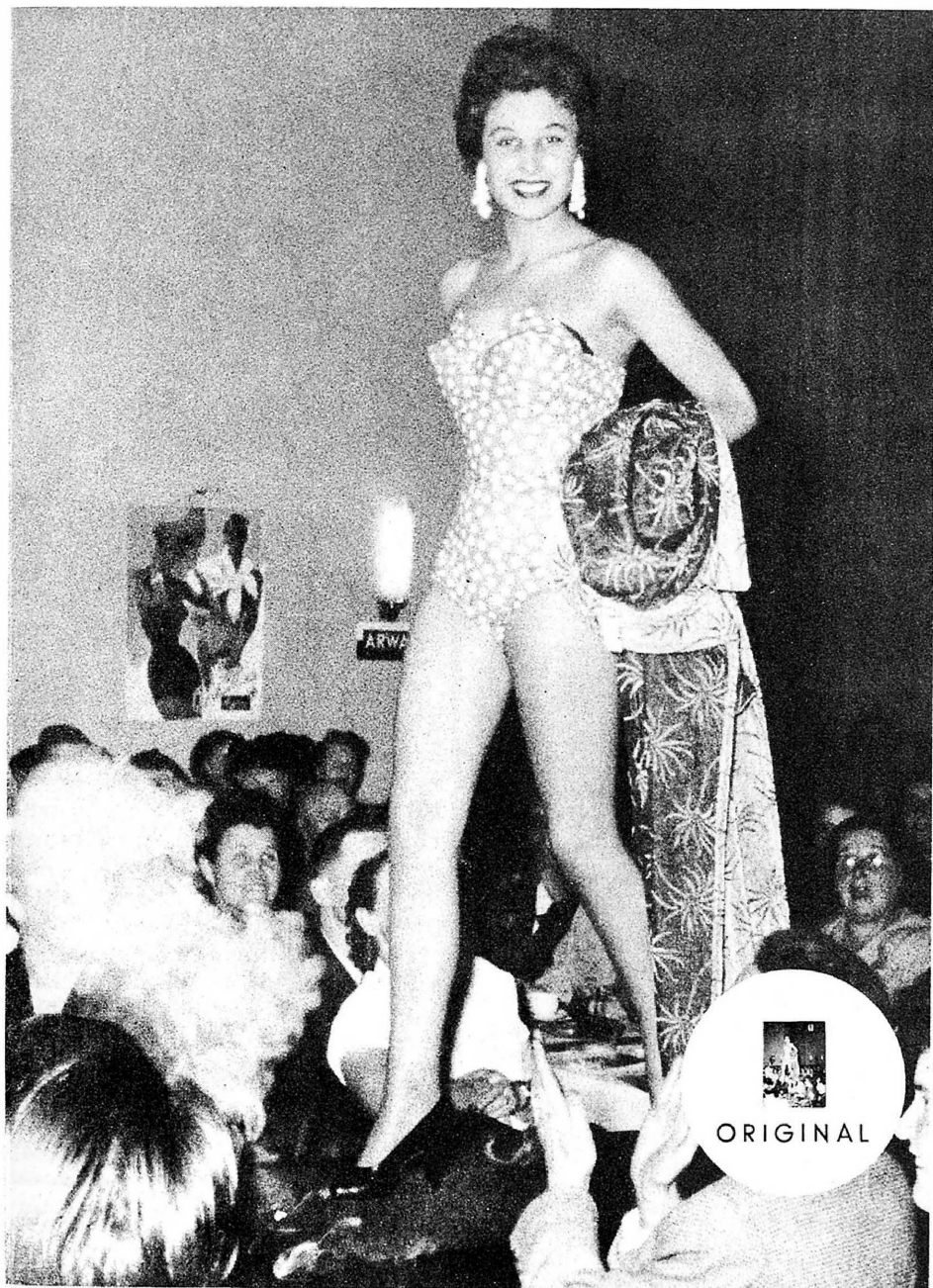
It has been suggested to Don O. Thayer, President of Minox Processing Laboratories, that a national miniature photo award contest be instituted exclusively for Minox owners. His laboratory technicians continually see unusual photographic achievements by Minox users from all over the western hemisphere.

Editors of photography magazines also think it would be interesting to everyone to see prize winning photos made by Minox users. Mr. Thayer is currently working out the details for the First Annual Minox photo contest. Full information will be published in our next MINOX MEMO.

actions of people I have photographed, who never knew their pictures were being taken until they received my Minox MASTERPIECE."

the minox memo/ SPRING 1956

MINOX *picture of the month*



WHICH MINOX FILM SHOULD YOU USE?

Your choice of the proper film for a given picture plays an important part in your success with the Minox. Apart from color film, five different black-and-white films are now available to help you tackle any picture problem. By knowing the difference, you can use your Minox around the clock, indoors and outdoors, with every assurance of getting excellent results.

Minox cartridges contain the most modern films; these differ in "speed" and "grain". High speed film will give you pictures in artificial light without flash, but the slower films have finer grain, yielding bigger enlargements. That's the whole story in a nut-shell.

The slowest Minox film—ASA 5—is intended only for copying of printed pages, documents, line drawings, etc. It is a microfilm that 'sees' only black and white, but no middle tones, and yields extremely sharp copies.

For 90% of your outdoor pictures, ASA 25 film is your best bet. On sunny days, you set the shutter dial of your Minox at 1/200 sec. for average subjects; 1/500 sec. at the beach or for snow scenes. At these shutter speeds, you can stop most action and, for extra picture-quality, you can use the green filter and still work at a reasonably fast shutter speed. ASA 25 film yields the finest album prints, and bigger enlargements as well. *Most Minox owners prefer this film the year round.*

For fast action, where you need 1/500 sec. (sports, auto races, etc.),

and if you want a safety margin for overcast days, ASA 50 will give you greater speed. You'll get fine album prints, too, but ASA 50 will not enlarge as well as ASA 25.

For very poor light conditions outdoors, and for indoor snapshots under very bright light, ASA 100 will get you pictures at snapshot speeds which the slower films cannot match. Because of the higher speed, grain becomes more noticeable, and you'll have to be satisfied with smaller wallet-sized prints.

If you want to take indoor snapshots without flash and if you enjoy 'shooting' at parties, night clubs, indoor sports events etc., then load your Minox with ASA 200 (Kodak Tri-X) film! It has no equal for getting pictures under poor lighting conditions. (It's too fast for outdoors with the Minox). Correct exposure is important; over-exposure results in excessive grain. Properly exposed pictures will show no more grain than ASA 100 film—and you'll be amazed how little light you need for this ultimate in high speed film.

For flash shots, ASA 25 has more than enough speed for the Minox electronic flash and other similar flash units, and for even the smallest flash bulbs.

Whatever film you choose, stick to it. Make sure it gets the best possible processing. Remember: Correct distance — correct exposure — correct processing, give you an unbeatable combination.

OUR CHILDREN ARE SO SMART!

Two children were playing make-believe one rainy afternoon.

"What would you do," asked one, "if you found a million dollars?"

"Well," replied the other, "if whoever lost it was real poor, I'd give it back."

ASA 200 (KODAK TRI-X) FILM PACKAGED BY MINOX

New Kodak Tri-X film packaged by Minox offers 1001 new uses, especially for the ultra-miniature Minox camera. This super-speed film now allows every Minox owner to photograph anything he so desires even more inconspicuously—indoors—outdoors at night—at theaters, at meetings, at conventions, etc., without flash, and in poor light. And with its interchangeable cartridge feature, the Minox camera permits switching to normal slower films in just seconds, when photographing outdoors.

Here are some sample Minox shutter settings for Tri-X film:

For home interiors, in bright artificial light. 1/20 sec.

Brightly lighted offices in daylight
1/200 sec.

TV pictures, direct from your picture screen. 1/20 sec.

Museums, exhibitions, school-rooms, stores, industrial interiors 1/50-1/100 sec.

Spotlighted athletic, stage and ice shows 1/100 sec.

Brightly lighted downtown areas at night. 1/20 sec.

Tri-X film for the Minox is being packaged complete with a comprehensive exposure guide. Each box contains two cartridges of 36 exposures each—\$2.50 per box. Sold through all authorized Minox dealers.

NEW MANUAL FOR MINOX AND ACCESSORIES

A new manual just published, entitled, "Minox Owner's Manual," is now available to all owners of the Minox camera, and others interested in ultra-miniature photography.

This 32-page booklet is a comprehensive guide in the use of the Minox camera and its accessories,

and includes complete instructions, special tips on specific picture problems, copying tables, and a convenient exposure guide for all Minox film.

The "Minox Owner's Manual" may be obtained for 50 cents from Minox dealers, or directly from Minox Processing Laboratories, P.O. Box 94, Forest Hills 75, N. Y.

'Round Their Beats

TINY CAMERA LIGHTS UP EVIDENCE OF CAMBLING

Norfolk, Va.

News stories and pictures of gambling and illegal liquor sales in plush oceanfront establishments in Princess Anne County and Virginia Beach have brought a grand jury investigation.

The stories, written by Robert Smith, Ron May and his wife, Jeanne May, Virginian-Pilot reporters, and the pictures taken by Neal Clark Jr., a staff photographer, following a week-end investigation by the team of writers and photographer.

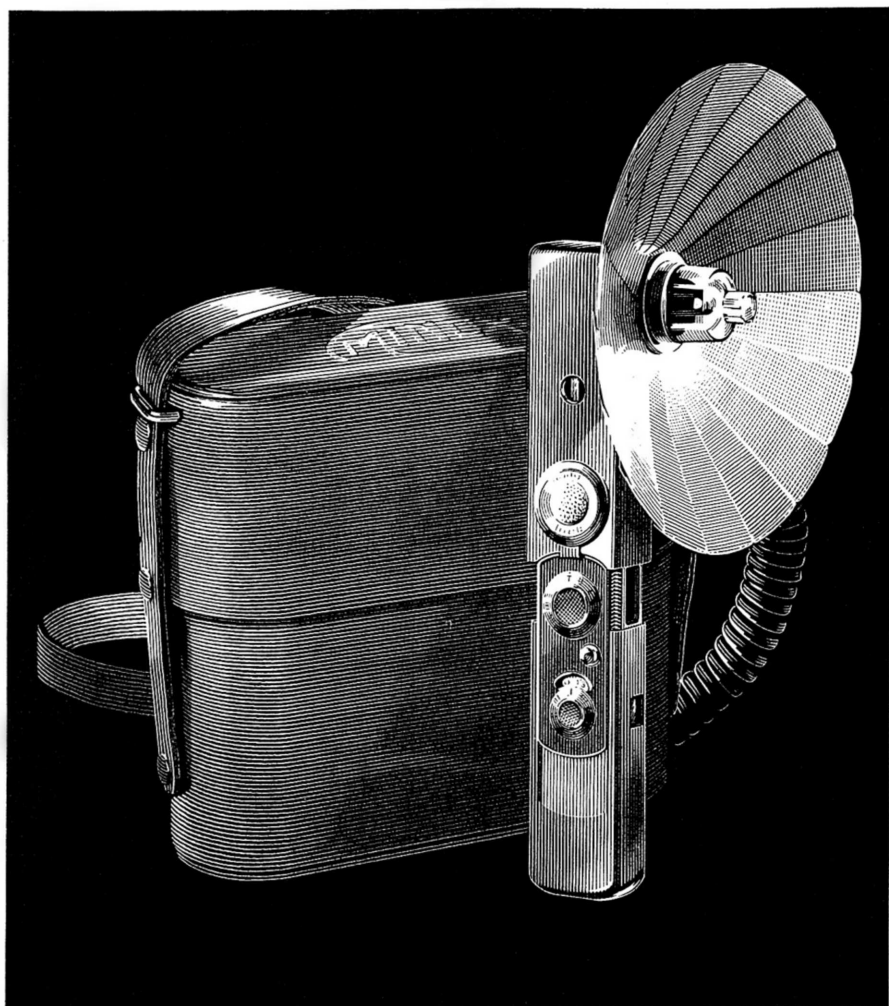
Mr. Clark concealed his tiny German-made Minox camera in a cigarette package in order to get the pictures, which showed the activities at gaming tables.

At no time was Mr. Clark detected, but he had some uneasy moments. The small camera left room for a few cigarettes in the king-size pack. Mr. Clark cut a small hole in the narrow side of the package behind which was the camera lens.

Twice Mr. Clark feared that attendants in the gambling rooms had heard the whirr of his camera when he shot a picture or the click when the film was wound. On these occasions, he whipped out a cigaret and asked for a light.

The news team was summoned to appear before the jurors.

Editor & Publisher—August 13, 1955



NEW... MINOX ELECTRONIC FLASH

World's smallest, lightest and easiest-to-use electronic flash . . . weighs a mere 24 ounces. Can be carried over shoulder, and fits in a man's pocket or woman's purse without dangling wires or cumbersome flash-heads.

Permits high efficiency flash exposures in rapid succession at less than a penny per flash. No wires to connect. A marvel of electronic engineering development, it eliminates critical calculations of the subject distance to flash. With accessory adapter foot, it can be attached to any camera having standard accessory shoe or flash bracket.

#6510	Minox Electronic Flash, including genuine leather case, flash-head and fan reflector (less battery).....	82.50
#6521	Minox Electronic Flash AC Power Supply.....	4.95
#6522	Minox High Efficiency Color Reflector.....	2.50
#6523	Eveready #491 Electronic Flash Battery.....	7.95

All Minox products are available through your authorized Minox dealer.

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

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



SEC 34.66 P.L.&R.

