



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 2

WINTER/1956-1957

First Annual MINOX Photo Contest Announced

TWENTY PRIZES!

YOUR MINOX SHOT CAN WIN!

The big search for the best Minox photos of the year is now underway according to Don O. Thayer, President of Minox Processing Laboratories.

TWO DIVISIONS — TEN AWARDS IN EACH

Because the Minox is widely used both for business photography and pleasure snapshots, two contest divisions are provided offering ten duplicate awards for both classifications. Portraits, travel shots, family, animal, adventure shots, etc. should be entered in the "Pleasure" division.

Commercial, industrial or business photographs should be entered in the "Business" division.

THREE JUDGES

Your entries will be scrutinized and selected by photography experts—judges chosen from nationally known, top photographic magazines and newspapers.

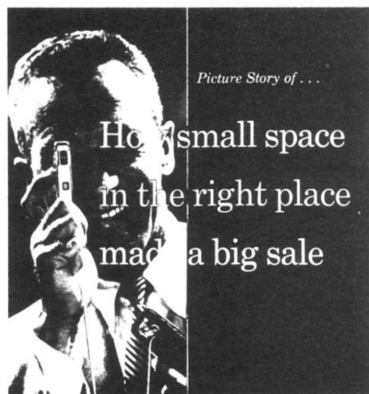
Minox photographs snapped between Aug. 1st, 1956 and July 31, 1957, are eligible for entry—so be alert for your possible winner.



TWIN TROPHIES will be awarded two top winners of the First Annual Minox Photo Contest. Holding aloft a life-sized, gold-metal Minox symbol, one handsome trophy and a Minox Electronic Flash will go to the 1st place winner of the "Pleasure" division—duplicate prizes will be awarded the 1st place "Business" division winner.

(continued on page 10)

MINOX LAUDED BY U.S. NEWS MAGAZINE IN SUCCESS-STORY BOOKLET



U. S. News and World Report magazine recently published a dramatic, picture-story booklet describing Minox's success through advertising. Copies of the handsome, 16-page booklet were mailed to twenty-thousand executives throughout the country in advertising, sales, production and merchandising to exemplify results of small space advertising.

U. S. Newswriters summarize, stating, "As with cameras, so with advertising—bigness is not necessarily the measure of effectiveness."

Memo Becomes Handbook

Credit goes to a Schenectady, N. Y., reader, Louis E. Wiman, for the "New Look" of the Memo. He writes, "Why not make your left hand margin a bit wider so that the "Memo" can be punched and filed in a standard (dimestore) binder.

"I'm sure other Minox owners will want to keep this new magazine on file as I hope to do." So file away, Minoxers! We'll ply you with Minox "know-how" to make your Memo collection a truly helpful handbook.

CALIFORNIA MINOX CLUB ORGANIZED 2 YEARS AGO

Come out, Minox Clubs, wherever you are! Readers are requesting news of your organizations so that they may join. Here is the first Minox Club response:

Pandit's Minox Moghul's Club
Santa Cruz, California

Dear Sir:

I am writing to congratulate you on your new Minox Memo magazine. We Minox owners and enthusiasts welcome it whole-heartedly. We have been singing the praises of Minox for nearly two years now, and have always felt that we should have an official outlet for subjects and articles of particular interest to Minox users . . . Eureka!

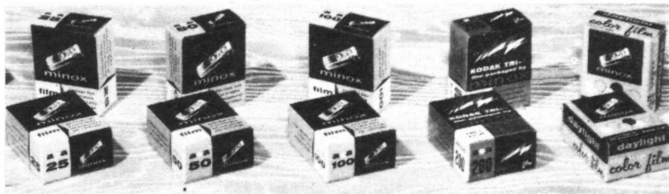
We have members in San Francisco, Berkeley, San Jose and Los Angeles, California, and our President, TV and concert artist Korla Pandit, is not only a great booster of the Minox among professional peoples, but has taken some outstanding pictures worthy of an award with the Minox. We have urged him to submit them in some of the prevailing contests, but he has felt that there would be no division for Minox size prints in them. We are, therefore, looking forward with interest to the announced contest sponsored by Minox.

Meanwhile, may we make contributions to your journal? We'd love to. Anyone living in the above-mentioned cities may join our club by writing to P.O. Box 817, Santa Cruz. (We'd like to open a chapter in Oakland, too.) Let us hear from you. Thank you for any consideration shown. I remain,

Sincerely yours,

Beryl June Debeason, Secretary

Minox Film Packaging Wins Double Awards



MEMOS FROM MINOXERS

—from Fort Worth, Texas

"Unbelievable details" . . . "Truly the fabulous photo instrument of our times." These phrases come from commercial photographer and ex-newsreel cameraman, John E. Witten of KFJZ-TV in Fort Worth, Texas.

Experienced in evaluating finished prints from any source, Mr. Witten reports that his first Minox prints far exceeded his expectations.

"We here at the station have done nothing but marvel at the results of the Minox," he writes. "I will second anything said about the high quality of this camera."

—from Atlanta, Georgia

3 cheers!

From the time I bought my entire Minox outfit in which I had approximately \$300 invested, I have been a little skeptical of the advisability of retaining it.

Since your move to Forest Hills, my confidence has risen rapidly . . . and now, with the additional obligation you have assumed in publishing *the minox memo*, I am completely assured that I did the wisest thing.

Needless to say, my reason for not parting with my Minox was the fun I am having plus the unmeasurable value it has been in my business.

My unqualified comment is:

Call yourself an art critic or engineering expert if you've thought the Minox film packages attractive and unusual in design.

They were recently acclaimed by two national awards from the National Folding Paper Box Association—one for excellence of printing—another as the outstanding package in the sporting goods—photography category.

The Minox film boxes were selected from 7,600 on exhibition, representing 500,000 packages produced in America during the year . . . a rather unique achievement.

Minox is the greatest!

Gratefully yours,
William C. MacPherson, S.P.E.
Director, Michaux Enterprises

—from Indianapolis, Indiana

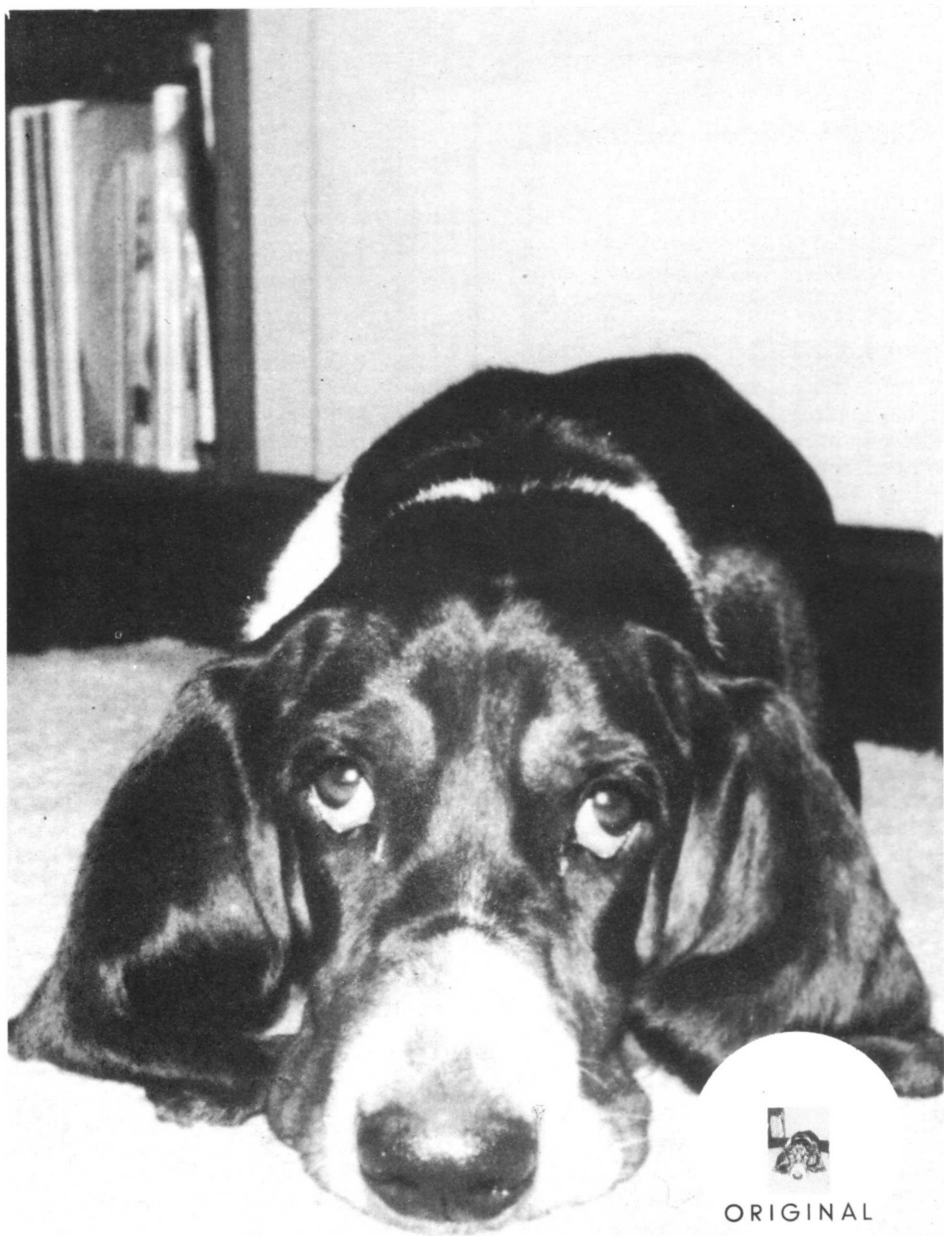
Thank you very much for the Minox Memo. I appreciate that you're going to be helping poor souls like me who have not been experts at using the camera, and have been a bit discouraged.

Please send me the name and address of someone from Indianapolis who is in that camera club mentioned on the first page of the Memo. I would certainly be interested in being a **listening** member at least. I need to learn a lot. I'm really camera "poor" but I do want my Minox to replace some of my heavier equipment, since I'm no longer able to carry it all.

Thank you for your help!

Yours very truly,
Mrs. Mildred A. Voelker

MINOX *picture of the season*



ORIGINAL

HOW MUCH IS ENOUGH FILM?

Some new Minox owners ask us why Minox film is not available in 12 or 24 exposure cartridges. "Just enough for a weekend," is how several have phrased it.

Minox veterans, on the other hand, have occasionally asked for 75, even 100 exposures per cartridge "to save frequent re-loading of the Minox."

So we decided we'd enlighten everybody on the subject of the Minox cartridge because it makes an interesting story.

When you take a Minox cartridge out of its sealed wrapper, it looks quite simple. You can drop it into your camera and be ready to shoot in a couple of seconds.

It has probably never occurred to you that the cartridge is—next to the Minox—the most vital part of the Minox System. To give you perfect pictures, it must fit perfectly into the small space allotted to it in the camera. It must be absolutely light-tight. It must be chemically inert so as not to affect the delicate film emulsion, and it must permit smooth film travel from the feed drum into the take-up drum.

Yet, it may come as a surprise to you that, excluding the film itself, each cartridge consists of **twelve separate parts**, each designed to assure perfect operation and to give you the best possible pictures.

The metal used is so thin (14/1000") that the small "bridge" connecting the two film drums is provided with tiny ribs just to add strength for the brief moments of loading and un-loading the camera! And, just as the delicate mechanism of your Minox camera could only be assembled by hand, so the assembly and loading of every film cartridge is a very precise opera-

tion—regardless of the length of film used.

Thus, shorter film loads would mean higher cost per exposure, since the cartridge itself would remain unchanged.

To those who would like to have more film in each cartridge, we'd like to mention that the thickness of the film limits the length that can be coiled up in a small space of the take-up drum around the rotating take-up core or spool. The ultra-fine grain and medium speed films are very thin so that 50 exposures can be reeled into the take-up drum, but the greater thickness of ultra-fast ASA 200 and color films reduces the practicable film length for these types to 36 exposures plus the leader and end strips.

If you are a Minox novice, accustomed to cameras taking 8, 12 or 24 exposures, it will soon come as a revelation to you that one of the many reasons for the ever-growing popularity of the Minox is its wonderful ability to shoot whole picture series in quick sequence—giving you the most exciting and alive pictures you have ever taken.

The next time you unwrap a Minox Film Cartridge, remember—it, too, is made with great care to give you fine Minox pictures!

★

For a camera bug's birthday, a woman decided to present him with 50 standard flash bulbs. She knew little about cameras, and before wrapping each bulb in gold paper, she carefully tested it in her husband's camera. She was delighted that every bulb "worked," and happily sent them off to her friend—who still hasn't the heart to tell her the facts about cameras.

—Reporter Dispatch

Long Sought By Military Intelligence! Wanted By Police—Minox !

Law and Order, the magazine read by every police chief and major law enforcement office in the country, devoted an April editorial with pictures to the many uses of Minox in crime detection.

In enemy hands during World War II, Minox baffled members of our military Criminal Investigation Division, the article states. They could not determine how copies of secret documents, photos of military installations and other classified information was being obtained by enemy agents, nor how it was being recorded and transmitted. The answer, they later learned, was Minox.

Minox subminiature negatives were easy to conceal, and in some cases, were reduced to the size of a typewriter dot and sent overseas by regular, inspected mail.

Secret Weapon Now Our Ally

Once a secret weapon, Minox is now greatly in demand for peace-time crime detection. "It is obvious," the **Law and Order** editor writes, "that a camera the size of a pack of gum and weighing only 2½ ounces, is ideal for confidential work where an ordinary camera would arouse suspicion immediately.

"The Minox is being used for obtaining evidence in gambling, vice and narcotics cases. When extra precautions are needed, the Minox can be camouflaged in a pack of cigarettes or used openly as a simulated cigarette lighter.

"Even in everyday traffic work," the editor continues, "accidents or larceny cases, a Minox in the smallest pocket of an officer is always ready to get the facts."

MINOX ELECTRONIC FLASH CREATES SENSATION AT CHICAGO SHOWING

With features never before offered and heralded as the world's smallest, lightest and easiest-to-use flash, the Minox Electronic Flash was enthusiastically acclaimed by 4,000 dealers who attended the Master Photo Dealers' and Finishers' Association's Convention in Chicago.

Companion To Minox Camera

Created as a companion to the Minox camera, the Minox Electronic flash embodies the same principles which have made the Minox a successful ultra-miniature precision camera. It is compact, weighs a mere 24 ounces, can be carried over the shoulder or fits into pocket or purse without dangling wires and cumbersome flash-heads.

The ingeniously designed flash head is easily attached to the Minox camera. It automatically makes contact with the flash nipple of the camera and locks firmly to the camera with a half-turn of a knurled disk. The flash tube, when not in use, is protected inside the flash head.

Folding Reflector

The fan shaped reflector, supplied with the flash, produces a soft, even illumination without hot spots. It is ideal for use with black and white film and covers distances from 3 to 20 feet, depending upon the type of film used. For use with color film or to cover larger area with black and white film, a high-efficiency polished reflector is available as an accessory.

(continued on page 7)

2 OUNCES - 2 INCHES OF PREVENTION

One of the many reasons for the popularity of the Minox is its wonderful simplicity. For most snapshots there is no need to worry about distance setting because, when the distance scale is set between Infinity (∞) and six feet, everything from six feet and beyond will be sharp.

Shutter setting is simple, too; the exposure guide packed with every Minox film tells you just how to set the shutter for various standard conditions.

Yet, there are times when conditions are not "standard." That's when the wise Minox owner relies on his Minox exposure meter to prevent over or under-exposure. A mere 2 inches long and weighing less than 2 ounces, this tiny electronic marvel tells you in a jiffy how to set your Minox shutter dial to assure perfect pictures every time.

And it is so simple to use—no wonder more than 86% of all Minox camera owners are taking



the guesswork out of shutter speeds with the Minox exposure meter.

Here is all you need do: Look through the bright viewfinder of the Minox meter at the scene you want to photograph. PRESS and then RELEASE the "reading button" and—presto—the meter tells you the correct shutter dial setting! There's nothing to calculate, no fuss.

What's more, the viewfinder of the meter comes in handy whenever you want to look at the scene before you use your camera. As you know, once you open the camera to look through the camera viewfinder, the film has been advanced, ready for the picture. If you decide not to "shoot," and close the camera again, you waste one film frame. So, using the viewfinder of the Minox meter saves film for you!

If you already own a Minox meter, here are some suggestions to keep in mind: Always hold your meter just as you would your

(continued on page 9)

MINOX FLASH

(continued from page 6)

Fifth Avenue Designed Carrying Case

The Minox power pack is the world's smallest . . . a rakish design in fine top grain genuine leather, made by a famous Fifth Avenue leather craftsman. It houses the new Eveready Battery #491, or with the accessory AC power unit and 15 ft. cable, plugs into any 110-120 volt AC house outlet to give the photographer freedom of movement throughout the average size room.

The Minox Electronic flashgun with folding reflector and battery case is available at your dealers now, priced at \$82.50. Battery extra.

Minox Slide Projector Offers New Thrills

Thousands of happy Minox owners are discovering the excitement of getting magnificent color slide projection now that the new Minox Slide Projector has become generally available.

This is another important forward step in **color photography** for the Minox. Only a few months ago, the new, fast ASA 32 Anscochrome color film was put on the market in Minox cartridges. Not only does this fine new film give you truly **natural color**, but it has **finer grain** for extra sharpness. And, like all other Minox cartridges, you can load it into your Minox at any time, interchangeable with black-and-white film, to give you just the kind of film you prefer for every occasion.

The Minox Projector is a marvel of compactness (only 8"x6"x3½") and, in its genuine leather carrying case, goes along easily to a neighbor's house, to the club, office, or on your trips.

But, more important, it was designed especially with you in mind, to give you brilliant, large pictures at comfortable viewing distances. Even at a mere 8-foot distance from projector to screen (or to a white wall), the critically sharp f/2.9 Minostar lens of the projector enlarges your tiny Minox slides to a whopping 2 x 3 feet!

This closer projection distance has another advantage: It requires only a small 100-watt bulb, which, combined with a triple-wall housing for free air circulation, and a tempered-glass heat filter, means protection of your slides against excessive heat.

Other refinements include an adjustable lamp socket for perfect corner-to-corner illumination,

built-in elevating device for convenient image centering on the screen. The projector is supplied with a 6-foot rubber clad cord, on and off switch, and all metal slide carrier.*

The Minox Projector is designed for use with slides bound in the new Minox 30x30mm slide binders which preserve the small Minox transparencies between optical glass plates and have metal frames for added protection.

It is a simple matter to make your own slides; the Minox kit for 50 slides (\$8.50 at your Minox dealer's) contains everything necessary. Or you can order your transparencies, ready-bound in the Minox slide binders, for 30¢ each through your dealer or from Minox Processing Laboratories, Forest Hills 75, New York. A neat Slide Safe of clear plastic, slotted for 50 slides, is \$2.50. And, if you make your own slides regularly, you will find the Minox Transparency Viewer-Cutter (\$14.95) a great time-saver. Its adjustable magnifier makes it easy to select individual transparencies, and a light touch on the handle cuts the frame to the exact size to fit the Minox slide binder.

A smooth white wall surface, a matte white screen (not glass-beaded) will give you the finest projection results.

Convince yourself: Load your Minox with the new ASA 32 color film and ask your dealer to project the finished transparencies for you. We think you'll be delighted.

*Complete with its genuine leather case, the Minox Projector is available at Minox dealers (\$79.95). Hint: A perfect X-mas gift to Minox camera owners!

TWO OUNCES

(continued from page 7)

Minox camera, with fingers on top and bottom of the instrument; otherwise you may obscure the viewfinder, or even more important, the honeycomb lens of the measuring electronic cell.

If the scene contains great contrast between dark and bright areas, such as a brightly dressed person in front of dark green foliage, or the opposite, someone in front of a white wall or in a bright snow scene, take the meter reading at close distance so that the most important part of your picture is measured for correct exposure. If it is not possible or convenient to get close, you can "substitute" by measuring a similar subject close by.

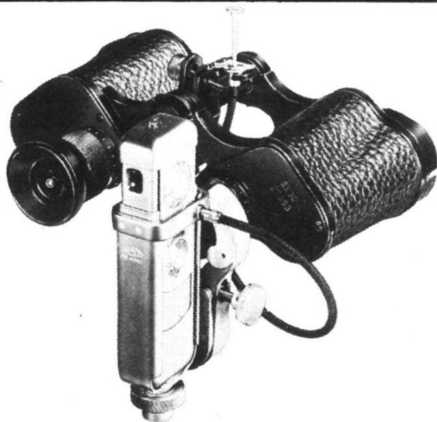
If the sky occupies a large portion of the scene when you are primarily interested in darker foreground areas, it is advisable to take the close-up reading method suggested above, or simply tilt the meter downward so that the bright sky does not influence the meter reading.

SANTA WANTS TO KNOW

It seems a short time ago we were playing golf and swimming, and now Santa's shadow is hovering around.

Christmas used to be "officially" opened after Thanksgiving or around the first of December. But now, with Thanksgiving moved up a week and the stores putting up Christmas decorations in the middle of August, we are constantly reminded, "Do your Christmas Shopping early."

If you're a Minox fan, your Santa Claus might like to know you want to make it a Minox Christmas. Do your Christmas hinting early, and maybe you'll find a brand new Minox Electronic Flash or meter in your sock on December 25.



HOW TO MAKE MINNOWS LOOK LIKE WHALES

Every Minox owner who has a pair of binoculars has probably thought about coupling his camera and binoculars for pictures of distant subjects.

The Minox Telephoto-Binocular Clamp is a precision accessory that will attach your Minox camera to your binoculars. It's also adjustable for oculars from 1" to 2" in diameter. It features a built-in tripod and cable release socket . . . can also be used as a camera-to-tripod clamp.

You'll find many uses for this unique Minox accessory. Distant objects, sporting events, architectural details, candid work, etc., are magnified to the power of your binoculars. At a zoo, you can shoot snaps of the tiger's teeth without getting snapped yourself.



10 "PLEASURE" DIVISION PRIZES!

10 "BUSINESS" DIVISION PRIZES!

Duplicate prizes will be awarded winners of each division.

1ST PRIZE — Inscribed Minox Trophy with gold metal Minox camera symbol PLUS Minox Electronic Flash with folding reflector and Power Pack in genuine leather carrying case.

2ND PRIZE — Minox Slide Projector for black and white or color. Projects Minox transparencies to 2' x 3' at a mere 6'. Leather carrying case included.

3RD, 4TH and 5TH PRIZES — Minox Exposure Meter. Satin Chrome finish meter with measuring safety chain and leather case.

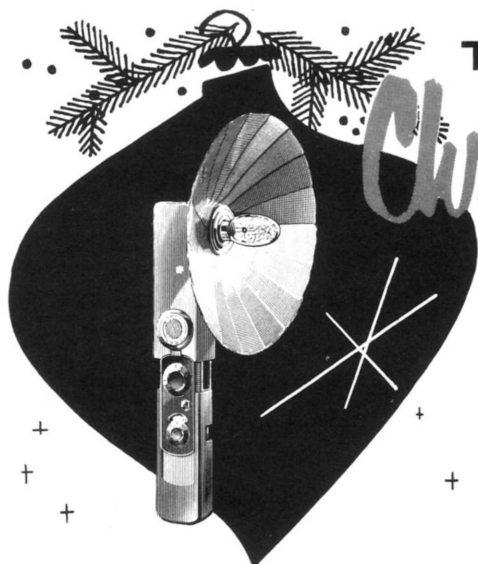
6TH, 7TH, 8TH, 9TH and 10TH PRIZES — Minox Right-Angle Finder Mirror. Permits around-the-corner picture taking.



RULES OF FIRST ANNUAL MINOX PHOTO CONTEST

1. Prints must be Minox Photographs taken between Aug. 1 1956, and July 31, 1957.
2. All entries must be postmarked prior to midnight, July 31, 1957.
3. Print size must be 2¼" x 3¼" or larger. Negative must be available for future prize prints.
4. Submit as many photographs as you wish, but each print must contain the following information on back:
 - a. Classification of entry — either "Pleasure" or "Business"
 - b. Contestant's name, address, city.
5. Enter one or both classifications of contest.
6. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.
7. Minox photographs entered in the "Business" classification will be judged on useful application of Minox to business or industry.
8. Prize-winning pictures become the property of Minox Processing Laboratories, and must be released for publicity purposes.
9. Contest is open to residents of the United States and its territories. Employees of Kling Photo Corporation, Minox Processing Laboratories and members of their families are not eligible.

"I'm from Texas, I'll take a dozen of those things."



THE PERFECT Christmas GIFT!

Give yourself—give your friends the mighty 3 oz.

MINOX B-C FLASH...

lightweight and easy to operate. The Minox B-C Flash permits flash exposures in rapid succession . . . in just the few seconds it takes to change the bulb.

#6541 Minox B-C Flash, flash-head and fan reflector (less battery) **29.95**

All Minox products are available through your authorized Minox dealer.



at your photo dealer **NOW!**

TELL SANTA
you want the
fabulous 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**

#6522 minox electronic flash a.c. power supply **4.95**

#6522 minox high efficiency color reflector **2.50**

#6523 eveready #491 electronic flash battery **7.95**

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

KLING PHOTO CORPORATION

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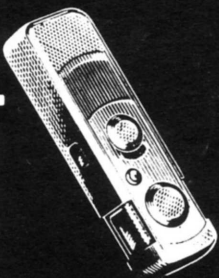
KLING HAS NO PHOTO FINISHING FACILITIES.

PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.

the minox memo

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