



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.

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SPRING/1957

Meet Your MINOX Colleagues

Merchandising and sales people have a unique desire in wanting to know who buys the product they sell. Because lovers of the Minox camera belong to a cult of their own, we thought that a recent survey in regard to the Minox camera might interest the readers of the Minox Memo. 2,000 questionnaires were sent out to 2,000 recent purchasers of the Minox camera and Minox Electronic Flash.

1282 new owners filled out and returned the questionnaires.

As you may have guessed, the biggest group falls under executive classifications. M. D.'s and surgeons made up the single greatest profession. Note, too, the high percentage of engineers. This may well point up the fact that highly skilled professional people not only respect the size of the camera, but are amazed by its precision engineering and utility in their occupations.

MINOX CAMERA SURVEY

OCCUPATIONS OF MINOX OWNERS

I Executive		Broker, Finance,	
Executive	100	Investments	33
President	32	Real Estate	30
Vice President	26	Sales Manager	29
Chairman of the Board	3	Insurance	28
	161	Banking	19
		Oil & Gas	17
II Other Executive		Buyer	8
Classifications		Hotel Manager	5
Manufacturer	45		214

(Please turn to page 9)



Mr. John P. John, world famous fashion originator "Mr. John", uses his tiny Minox Camera to keep a record of the new hat silhouettes from his exciting Renoir-inspired fashion collection.

ENTRIES POURING IN FOR FIRST ANNUAL MINOX PHOTO CONTEST

Don O. Thayer, President of Minox Processing Laboratories, tells the Editor that many wonderful Minox prints are being entered in the Minox Photo Contest. Because there are so many new Minox users who have received Minox cameras for Christmas of 1956, we feel that it is only fair to repeat the entire story of this most exciting and unusual ultra-miniature photo contest.

All entries must be in by July 31, 1957, so there is plenty of time for you to look through your Minox shots and select those you wish to enter. Here again, then, is the story plus the rules and the awards.

(Please turn to page 6)

How To Hold Your MINOX

The inexperienced Minox owner is likely to lose more pictures through incorrect holding of the camera than through any other single cause! Time and again, when examining Minox negatives, one observes that part or even the whole image has been obscured by a finger placed in front of the lens, or by the brim of a hat covering part of the camera front.

The absolute rule in holding the Minox is: keep the front of the camera clear. **DO NOT COVER THE LENS.**

For horizontal photographs hold the camera with both hands. The thumbs of both the right and the left hand support the camera from underneath, the index finger of the left hand is placed over the release button, while the remaining fingers of the left hand are folded in towards the palm of the hand. The four fingers of the right hand hold the top of the camera. If they are allowed to wander away from the top, there is a very good chance that one of them may obstruct the lens.

For vertical photographs use the same hand position, only with the camera turned upright. Practice holding the camera in front of a mirror, which will soon reveal to you if and when you are obstructing the lens.

It is obvious that the camera should be held as steady as possible, as the slightest motion can become visible upon enlarging.

A particularly steady hold of the camera is necessary when working with speeds of 1/20 second and slower.

To reduce shake, steady the camera against your face and stand with your legs apart. The shutter release of the Minox is exception-



ally smooth. Only a gentle squeeze of the release button is necessary.

For slow exposures, rest your elbows, or lean your body against some support in order to minimize shake. In this way, 1/10 second and, with a very steady hand, even 1/5 second can be exposed without camera shake.

Use of a tripod is necessary when taking time exposures, and is also recommended for speeds from 1/10 to 1/2 second.

HOW TO SHOOT ACTION

Fast action subjects such as sports or playing children call for high shutter speeds. Otherwise, the picture may be blurred. Under unfavourable light conditions when you must use slower speeds — fast motion can be stopped by applying these professional tricks.

It is easier to stop motion of a subject moving straight towards the camera or at an acute angle than it is to stop a moving subject taken at right angles to the camera.

In many sports and other activities, the movements include a “dead” point with the subject stationary for an instant when reversing its direction of motion. Watch out for this: for example, a swing at its highest point before it swings back, or a tennis player during serving when the ball is at the peak of the toss. Even 1/20 of a second will stop such a movement, if the shutter is released at the right moment!

For sharp pictures of fast movement of races—car, speedboat, skiing—use this trick: keep the car, boat, etc., in the viewfinder, follow its movement, releasing the shutter while moving the camera when the subject is nicely in the center of the finder. The background will be blurred—enhancing the impression of fast movement—but the subject, needless to say, will stay sharp even with exposures of 1/50 second.

PHOTO SERIES

Action sequences in rapid succession are quite easy to take while holding the Minox at eye-level. After each shot, close and open the camera with the right hand . . . then release with the left index finger. Two exposures a second can be made in this way to show changing expressions on a child's face or arrest the various stages of objects in motion.

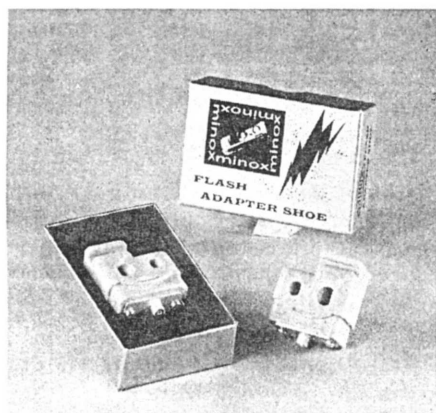
LETTERS RECEIVED

dear minnie,

i certainly congratulate you on the speed and excellence with which you developed my 75 rolls of minnie-film. herewith is check for same. i know now why the telescopic views are no good — i forgot to remove the eyepiece of the binoculars before i put on the binocular clamp. i knew better and, had i done so, most of these telescopic views—in color—would have been good.

Rev. Weston H. Gillett
162 Hickory Street
San Francisco 2, California

Editor's Note: 75 rolls of Minox film during the Reverend's trip to Europe seems to be a record for Minox Processing Laboratories. We'd like to hear from any Minox user who can beat this record.



MINOX ELECTRONIC AND B-C FLASH ADAPTER READY

The long-awaited adapter which will fit the Minox Electronic and B-C flash units to other cameras is available.

The foot of the adapter fits accessory shoes of most miniature cameras.

The adapter is also provided with a standard thread so that it can be attached to the retaining screw supplied with most flash brackets available for all types of cameras.

The MINOX FLASH ADAPTER is inserted into the flash head of Minox guns in the same manner as the Minox camera; it is locked in by the locking disks of the flash gun. The light gray finish of the adapter matches the satin chrome finish of other Minox equipment.

The Adapter has polarized contacts so that it can be used with the Minox Electronic Flash unit as well as the B/C unit; therefore, a polarized connecting cord must be used to connect the adapter to the flash nipple of the camera or shutter. (Such cords, made by Heiland and others, are stocked by most camera dealers selling flash equipment).

The No. 6591 Flash Adapter Shoe for Minox Flash Guns retails at \$6.95.

the day I became MINNIE

It's not easy to become a Minox camera. And after you've finally made the grade, you don't know where you'll end up. Maybe Brazil? India? Switzerland? The United States? But here's my story.

There are two crucial moments in the life of every Minox . . . the final examinations you must pass at the Minox Testing Laboratory in Wetzlar and the master's degree you must earn when the camera dealer sells you to your owner.

I would never have gotten my master's degree if I hadn't passed my Minox Testing Laboratory examinations. This is what happened.

After hours of having more than 200 parts gradually built into my insides, and after repeated inspections, measurements and detail tests, I found myself lying on a velvet-lined tray in a large, quiet, air-conditioned room. Several laboratory technicians in white smocks were busily engaged testing other Minox cameras.

While waiting my turn, my lens whispered to me, "Don't get nervous . . . I'll help you . . . I've passed my tests for sharpness and color correction. They made it plenty tough for me, too. Each of the four individual lenses that I'm made of had to undergo the most gruelling tests for all kinds of optical qualities. They were all coated to improve light transmission. Then, they were all aligned together in a mount and were projected to a test pattern of fine lines, dots and stars. Although our original was only 8 x 11mm, they projected us to a whopping 4 x 6 feet. But after all the manufacturing operations we had gone through, every line and



every dot, from corner to corner, was razor-sharp."

"If I had muffed that test," said the lens, "I would never have gotten to be a part of you . . . so, keep calm, . . . you'll pass!"

My lens was just trying to help me over my nervousness. Sure, maybe he was okay, but how about me and my other 200 parts?

Just then, one of the technicians picked me up and checked my serial number against the Permanent Record Card that had been with me from the day I was conceived. It had every inspection noted and countersigned by inspectors all along the line.

This is it! They loaded me with film, attached me to a stand, and started taking pictures of test charts at various distances. My number was put on each chart so they would be sure I took these pictures. My film was removed and developed while other technicians gave me shutter tests with electronic measuring devices.

Meanwhile, my shutter cheered me up, "Remember when I gave you 1/1000 second? You got exactly what you asked for. The other day, I saw those Minox technicians do an exhaustion test. They took a random sample from a batch of shutters and tensioned it and released it until it went to pieces. That shutter was a real tough boy. He didn't give up until the counter hit 123,814. That's the equivalent of

2,476 rolls of Minox film. Can you figure how many years of picture-taking that would amount to?"

I didn't have time to figure that one out because my **BIG MOMENT** had arrived! They were looking at my films under a microscope! The technicians signed my card "OK" and I **HAD BECOME A MINOX!**

Soon, I arrived at a cheerful and bright camera store along with other Minox cameras, exposure meters, and accessories. I waited. Then, one Saturday, I was taken out of the showcase and placed on a pad. Looking at me with dubious glances was my future boss. I had a feeling he didn't take me seriously. Young executive! Headed for success! Had seen me advertised! His Big Boss had one! Decided to give me a whirl.

The salesman got me right up to his eye . . . told him all about me . . . mentioned how Minox cameras sold like Cadillacs during Christmas.

I saw some green stuff (**MON-EY!**) passed from the young man to the salesman. I was on my way.

We were hardly out of the store when my new boss took me out and pointed me at some friends he met. The shutter clicked, but he wouldn't get a picture. I tried to scream, "Take your finger out of the way" . . . but he couldn't hear.

He held me wrong most of the time! He forgot to set my distance for a close-up of a little girl that was playing in a sand-box. And, that evening, when the sun was setting, he was still using the same shutter speed that the salesman had set at high noon.

If he would only read the Minox Owners Manual carefully!

When his first roll was finished he tried to take out the cartridge while the film gate was closed. I cried out in agony!

What do you suppose happened on Monday? He took me back to the camera store and told the salesman, "This darned thing is defective. Film won't come out." The salesman showed him how . . . and a new film cassette went in right away.

When his processed film and prints (he got but eight) arrived at his office, my boss was in a meeting. I gasped as he opened the envelope and bragged, "Wait 'til I show you the amazing pictures I took with my Minox."

Zowie . . . it hit! "I knew this darned thing (meaning **ME**) was defective. Blanks! Fuzzy pictures! No good! I'll get a refund!"

It was then that my boss' Big Boss leaned across the desk and said, "You don't have to go back for a refund! Look!" And with these words the Big Boss took a batch of really swell Minox pictures out of his desk drawer and spread them out. "Look at these pictures. I wouldn't lug an ordinary camera. Maybe you ought to read the Minox instruction book a couple of times before you shoot another roll of film."

My little boss blushed! He gave me a quiet pat. I was in his pocket.

That evening after dinner, he took me out. With the Minox Owners Manual in one hand and me in the other, he stood in front of a mirror to check his camera hold. We really got acquainted on all my fantastic features. I began to feel proud of him.

After seeing his latest batch of pictures, he's really grown fond of me. How do I know? Well, confidentially, when he talks about me, he straightens out, smiles, takes me out of his pocket and says, "**MEET MINNIE!**"

Minox Photo Contest (Continued from page 1)**TWENTY PRIZES!****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 these famous photography experts —

1. Ed Hannigan, Editor,
U. S. Camera Magazine.
2. Jacob Deschin, Photographic
Editor, The New York Times.
3. Kurt Luhn, Vice President,
Kling Photo Corporation.

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 the 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.

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 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.

A PHOTOGRAPHER'S MOST CHERISHED SCIENCE FICTION-TYPE DREAM

I've been dabbling in photography for the past ten years, have owned a number of cameras, and have had occasion to use practically every type on the market. I've taken pictures for fun—and for money.

But in all this time, I've never seen an instrument as unique as the Minox. Naturally, as in all photographic gear, the camera has its limitations. But overall, the Minox has exceeded my wildest expectations, and the first batch of prints I received made many friends literally eat their words.

My main reason for purchasing the Minox was its size. In instances too numerous to mention, I've found a photographic situation sans camera, or when the all seeing eye was buried too far in my gadget bag for immediate accessibility. So, to expel myself voluntarily from the not too exclusive "If I Only Had a Camera With Me!" fraternity, I decided on a Minox.

In the enclosed questionnaire you asked what you could do better for Minox owners. The only thing I can think of is to dream up a method of rebuilding all the Minoxes the same size with f.0½ lens, shutter speeds to a millionth of a second, built-in wide-angle and telephoto lenses, add eighteen built-in filters, built-in strobe with power pack, the ability to shoot color and black and white simultaneously, a negative size of 4 x 5, then add a dry martini dispenser which could be used between pictures. On second thought maybe you'd better not. To do so would destroy the photographer's most cherished science fiction-type dream, and rob us of a most fascinating topic of discussion.

Don McKeehen, Spokane, Wash.
TV Announcer — Newscaster

WE MUST WALK BEFORE WE RUN

We have often dreaded opening our morning mail here at Minox Processing Laboratories. Although we had been doing everything we could to improve the service and quality of our laboratories, sometimes things got out of hand.

If our quality slipped, our customers took the time to write us letters of complaint. Even though more letters of a complimentary nature were received, we tended to put these aside. Any letters of complaint really set our teeth on edge.

Today, we feel we have conquered our manifold problems and we wish to thank you for your courtesies and for your understanding, because, you, too, have realized that one must walk before one could run.

It was only three years ago that we founded Minox Processing Laboratories in the United States. We had but three employees. We had no return mailing bag system, no IBM equipment, no billing machines, and very few customers. We worked hard. Today, Minox Processing Laboratories has 51 employees devoted to but one job—to give all Minox camera owners the service and quality that they so richly deserve.

As you may have noticed, our speed has increased to where film is processed and prints are shipped within three or four days after being received at our laboratories. This is a decided improvement over the sad ten day—two week service that was so discouraging to you during our period of trial and tribulation.

We pledge to you that we will continue to do our best to hasten the return of your prints . . . but, one-day service can never be.

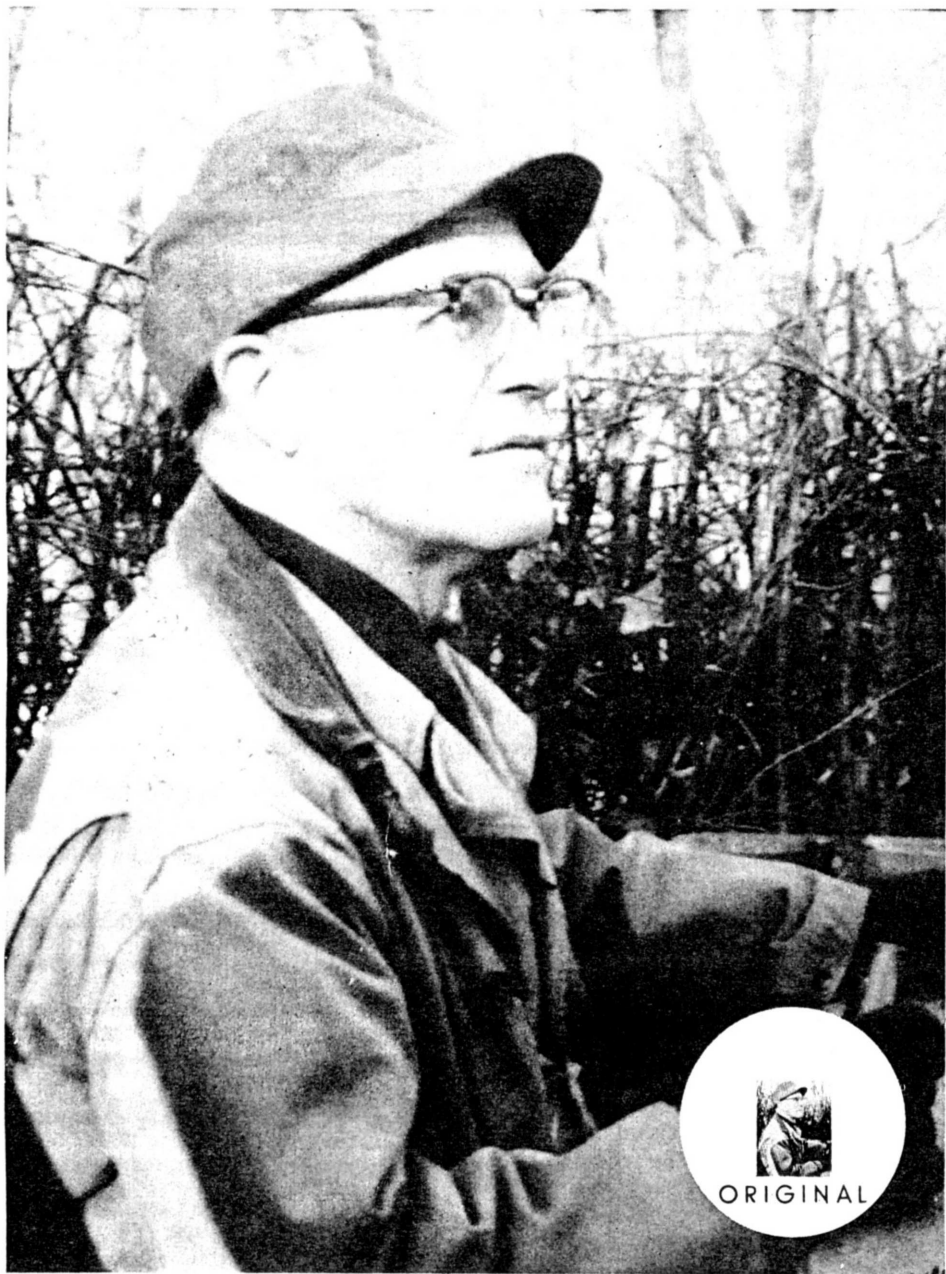
Standard Minox prints are approximately three by four inches which is the equivalent of enlarging a 35mm negative up to a whopping 11 x 14 inches. You will agree that this is a tremendous enlargement. So, each Minox negative must be treated with special care. We cannot, in the best interest of our customers, sacrifice quality to gain mere speed.

Yours,

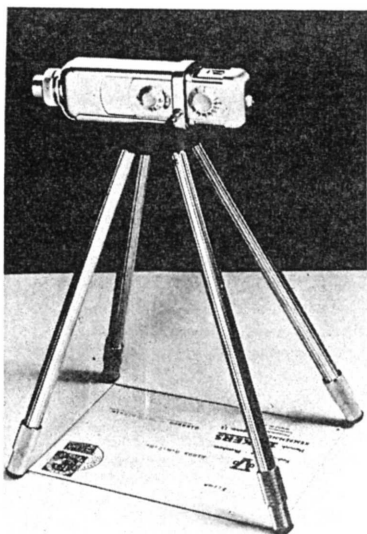
Don O. Thayer

Don O. Thayer

picture of the season



"I am the proud owner of a Minox and have made hundreds of pictures, but the one enclosed is my best . . . the subject is Mr. R. E. Meinert, Vice President of the Lion Oil Company, a division of Monsanto Chemical Company, El Dorado, Arkansas. This picture was taken at eight o'clock in the morning in a duck blind at Stuttgart, Arkansas. People find it hard to believe that it was made with a Minox camera." Robert L. Aycock, Vice-President, Pan-Am Southern Corp. New Orleans, La.



MINOX GOES TO COLLEGE WITH FOLDING COPY STAND

The Minox Adjustable Copying Stand, priced at \$29.50, for copying and close-up photography within ranges of 8 to 18 inches, is now available at all Minox Dealers.

This extremely useful accessory consists of a camera clamp with cable release socket and four adjustable 3-section legs which support the Minox above the material to be copied.

Extension legs are notched for quick setting to 8, 10, 12 and 18 inches, corresponding to the distance settings on the Minox camera. Intermediate distances can also be set.

Since the Minox camera can be focused as close as 8 inches without special lenses or attachments, the copy stand is of special interest to college students, lawyers, doctors, accountants, researchers and businessmen who are interested in copying books, documents, maps, charts, etc. Special Minox ASA 5 Micro-grain Copy Film is available for this purpose.

Minox Colleagues

(Continued from page 1)

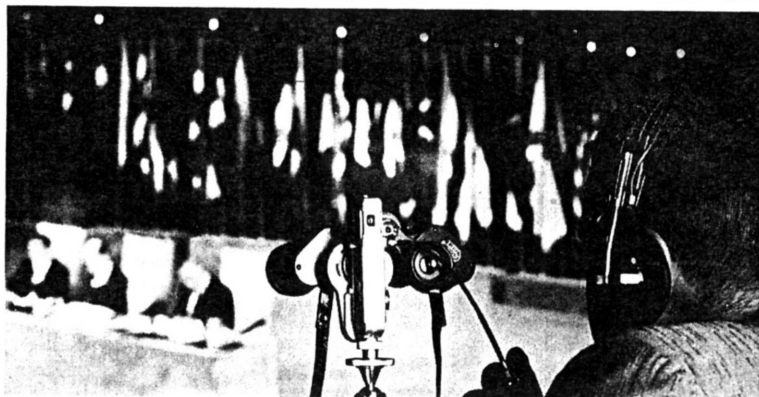
III Professional		VII White Collar Workers	
Doctor	110*	Office Manager,	
Lawyer	47	Supervisor &	
Advertising, TV,		Administration	18
Public Relations	36	Employees	14
Accountant	19	Secretary	9
Architect	12	Government Employee	8
Newspaper & Magazine		Clerk	4
Publishers	9	Draftsman	4
Pharmacist	7	Purchasing Agents	2
Veterinarian	6		59
Designer	5		
Dentist	4		
Optician	2		
	257		
(*M.D.'s and surgeons only)		VIII Tradesmen	
IV Engineers & Scientists		Machinist	9
Engineer	88	Tradesman	8
Research Consultants		Transportation	6
and Analyst	14	Technician	4
Chemist	9	Electrician	3
Physicist	5	Printing	3
Geologist	3	Production Manager	2
	119	Carpenter	2
		Laborer	2
		Stagehand	2
		Red Cap Porter	1
		Sausage Stuffer	1
			43
V Merchants or Own Their Own Business		IX Miscellaneous	
Own business and		Housewife	55
Retailer	53	Unclassified	37
Builders and Building		Student	31
Materials	16	Retired	23
Contractor	13	Police & Detective	17
Self Employed	8	Airline & Pilots	15
Travel Agent	6	Armed Forces	15
Wholesaler	6	Photographer	10
Export & Import	4	Actor or Musician	8
Restaurant	4	Grower or Farmer	8
Jeweler	4	Clergy	6
Hatchery & Feed	3	Camera Store Employees	6
Funeral Director	2	or Owners	6
Amusement Park	1	Teacher	5
	120	Rancher	4
		Writer	4
		Nurse	2
VI Sales and Sales Representatives		Colonel, German Army	1
Salesman	36	City Manager	1
Jobber & Mfg. Rep.	16	International Spy	1
	52	Fish Auctioneer	1
		Stewardess	1
		Camera Critic	1
		Congressman	1
			253

We want to take this opportunity on behalf of Kling Photo Corporation, to thank all of our readers who helped us by answering the Minox survey.

BRIGHT SAYINGS FROM MINOX READERS

Minox is a camera that one puts on when dressing in the morning and takes off when undressing at night.

PROFESSIONAL USES OF THE MINOX



V. M. Hanks, Jr., famous San Francisco press photographer, uses his Minox camera and binocular clamp to silently cover the United Nations meetings.



Mr. Eric Sheldon, Sales Manager, Kling Photo Corporation, New York, and Mr. Don Thayer, president of Minox Processing Laboratories, discuss the hotel public relations merits of the Minox with two of San Francisco's leading hotelmen, Dan E. London, managing director of the St. Francis Hotel, and Mr. Karl C. Weber, president and general manager of the Whitcomb Hotel, during the recent photography show. Both London and Weber are camera enthusiasts and Minox owners.

1



2



"I have just returned from Bregenz, Austria, where I have started a new type of packaging for our Austrian Principals.

In connection with this work, I have found very important uses for my Minox as follows:

1. The original artwork sketches had to be airmailed to Austria from here. Minox color photocopies were made in case of loss: in the airmail, and also so that our Sales and other Departments were kept abreast of the progress.

2. After the first Cryovac shipment (new type of packing) arrived in the U.S.A., we had to show the packing plant just what was right and what was incorrect with some of the products. Minox photos were sent, numbered and marked with explanatory notes."

Henry Greenebaum
M. H. GREENEBAUM, INC.

NEW B-C FLASH! weighs but 3 oz.

All MINOX products available through your authorized MINOX dealer



The Minox B-C Flash is as tiny as the Minox Camera itself . . mighty in its light output. Precision made, it embodies the same principles that have made the Minox Camera universally renowned for candids and on-the-spot photography. It is compact and easy to operate . . permits flash exposures in rapid succession . . in just the few seconds it takes to change the bulb. With Minox accessory adaptor foot, it can be attached to any camera having standard accessory shoe or flash bracket.

- | | | |
|--------|---|-------|
| # 6541 | Minox B-C Flash, including
folding fan reflector (without battery) | 29.95 |
| # 6542 | Minox B-C Flash Mercury Battery | 1.95 |
| # 6403 | Minox B-C Flash Leather Case | 4.95 |
| # 6522 | Minox Efficiency Color Reflector | 2.50 |
| # 6591 | Minox Flash Adaptor Shoe for other cameras | 6.95 |

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



KLING PHOTO CORPORATION

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



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the minox memo

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Bulk Rate

U. S. POSTAGE

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