



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 5

FALL/1957

JOE J. MARX . . . RAY JONES WIN DIVISION TROPHIES IN MINOX PHOTO CONTEST

Don O. Thayer, President of Minox Processing Laboratories, has officially announced the selection of Joe J. Marx, Loveland, Ohio, and Ray Jones, Salt Lake City, Utah, as First Place award winners respectively in the Pleasure and Business Divisions in the recent Minox Photo Contest.

Covering every conceivable subject from portraits to accidents, this unique ultra-miniature photography competition drew thousands of outstanding photographs with excellent quality and thoughtful interpretation. The talent of 3572 Minox enthusiasts from Maine to California was on display as entries poured in from every state in the union, and the judges were delighted with the extremely high calibre of work that was represented.

Ed Hannigan, Editor of U. S. Camera Magazine; Jacob Deschin, Photographic Editor of the New York Times; and Kurt Luhn, Vice President of Kling Photo Corporation, faced the difficult task of narrowing their decision down to twenty award-winning entries. Here are the "Minoxers" who were chosen for top honors.

PLEASURE DIVISION

- 1st REST A BIT
Joe J. Marx, Loveland, Ohio
- 2nd POLITICS
John Henley Eversole,
Phoenix, Arizona
- 3rd STAINED GLASS
H. Kimball Benedict,
Caldwell, New Jersey
- 4th FRIENDLY CHAT
Mrs. Jean Williams,
Denver, Colorado
- 5th INFORMATION PLEASE
Darwin Curtis, Winnetka, Illinois
- 6th CAPITOL
Joseph S. Peacock,
Park Ridge, Illinois
- 7th WINTER LANDSCAPE
John K. Minasian,
Los Angeles, California
- 8th MARY A.
George Cavendish,
Media, Pennsylvania
- 9th BOTTLE
H. E. Drennan, Okemos, Michigan
- 10th ORIENTAL VIGNETTE
Capt. Virgil O. Hall,
U. S. Army Air Force, China

(Continued on page 2)

CONTEST

(Continued from page 1)

BUSINESS DIVISION

1st ILLEGAL GAMBLING
Ray Jones, Salt Lake City, Utah

2nd INSURANCE CLAIM
PROOFS
Mrs. Marjorie Powell,
Willoughby, Ohio

3rd LATENT FINGERPRINT
Henry Schlesinger,
New York, New York

4th WINDOW DISPLAYS
Miss Kathea Jacobson,
Baltimore, Maryland

5th TV SALES PRESENTATION
Philip G. Lasky,
San Francisco, California

6th CONSTRUCTION DETAILS
Richard M. Lederer, Jr.,
Hillburn, New York

7th PLANE MODEL
Art Napoletano, Jr.,
San Francisco, California

8th ORTHODONTIA
Dr. Milo M. Stucky,
San Diego, California

9th OPERATION
Dr. J. Henry Hinchcliffe,
Philadelphia, Pennsylvania

10th ELECTROCARDIOGRAPHY
Dr. B. L. Jones,
Severna Park, Maryland

Two additional entries which were not selected for one of the first ten prizes showed so much ingenuity in manner of presentation and covered such a variety of interesting subject matter that the judges created a special Honorable Mention category in recognition of this work.

HONORABLE MENTION

EUROPEAN TRAVEL PORTFOLIO

A. W. Schara, College Park,
Maryland

SKETCH PAD

Bill C. Head, Plymouth, Indiana

Because we feel a discussion of these award-winning entries can be of real value to other Minox owners, this and subsequent Minox Memos will contain photographic reproductions and pertinent information on choice of subject matter.

JOE MARX . . . VACATIONING HOBBYIST FINDS PRIZE MATERIAL IN FLORIDA

Prize picture material is occasionally a matter of luck, but, more often, it is a matter of recognizing its existence. When Joe J. Marx started out in search of interesting subject matter while on a Florida vacation, his main objective was to take a photograph that he could place in his local camera club weekly competition. Mr. Marx describes the circumstances surrounding his prize-winning entry so well that we will quote from his letter directly.

"Last February as in the two preceding Februaries I saw this bronze sunburned man whom I will call Raul spearing Florida crawfish in the shallows where the surf washes kelp into the warm crawfish water.

"The sun was getting low as I was returning from a visit to watch (and photograph) the coming in of the shrimp fleet. With Minox color in one trouser pocket, Minox black and white in the other, the Minox light meter in my shirt pocket and my big expensive but awkward (for me) camera over my shoulder I had covered the waterfront.



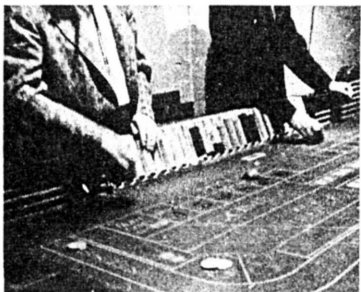
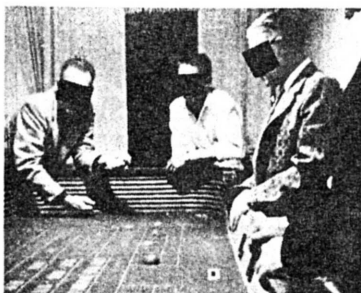
First Prize in the Pleasure Division, "Rest A Bit"
by Joe J. Marx, Loveland, Ohio.

"As I headed back toward our motel I felt that I hadn't gotten a picture that I could proudly show later to my artistic and critical wife.

"Then, as I looked over the seawall into the shallows there were the mullet fishermen with their nets . . . just after I Minoxed one of the mullet fishermen and his net I began to sense drama. One man shouted something in what sounded to me like Cuban dialect. Raul had his catch of crawfish in his gunny-sack next to his bicycle, but in his hands he had some mullet which I presume he had somehow caught.

"As the mullet fishermen brought their boat up to the seawall, Raul in anger, I thought, threw an armful of mullet in the direction of their boat. Had he been fishing on their private grounds? Did they offer him such a low price for the few fish that he was able to catch with his pole and fork that he vented displeasure in this manner?

(Continued on page 4)



First Prize in the Business Division, "Illegal Gambling" by Ray Jones, Salt Lake City, Utah.

CONTEST

(Continued from page 3)

"I don't know, but I do know that there, sitting on the seawall with his burlap bag partly filled with his day's catch of Florida lobster was a tired, angry man needing to 'rest a bit.'"

"He brightened up when I said casually, 'Looks like the sun's going down early this evening.' That's when I caught Raul with my black and white Minox—sun wrinkled, bronzed face, strong gnarled hands, salt water scuffed brogans and all."

MINOX LEADS THE WAY FOR RAY JONES' STATEWIDE GAMBLING EXPOSE

A dramatic story of nationwide importance was brought to light in Salt Lake City . . . thanks to Ray G. Jones, photographer of the Deseret News, and his Minox camera. Rarely has the Minox served so important a function as it did in September of 1956 when Mr. Jones proved the Minox can work where other cameras fail!

Several weeks previously, a Wyoming newspaper editor had been "roughed up" and his film confiscated and burned when he attempted to take pictures of wide open illegal gambling activity at Jackson, Wyoming. The editor's story was subsequently suppressed and he himself was dismissed by the paper's owners, two Wyoming oil men.

Upon hearing of this incident, Governor Milward Simpson ordered a thorough investigation of illegal gambling and illegal liquor sales in Jackson. Sheriff Olin Emery assured the governor that gambling had been ordered stopped . . . and gambling establishments immedi-

ately went undercover although it was common knowledge that they still flourished.

By September 1, 1956, the situation had become so serious that Governor Simpson threatened to call out the Wyoming National Guard to enforce the law in Jackson. Shortly thereafter Theron C. Liddle, Managing Editor of the Salt Lake City Deseret News, Regional Editor John McCormick, and Mr. Jones, the newspaper's official photographer, drove to Jackson in an attempt to get the pictures which the Wyoming editor had lost.

The newspapermen gained easy access to a local gambling emporium, and for over an hour while his companions distracted the operators, Mr. Jones took his award-winning photograph, along with many others, without being detected.

When Ray Jones' pictures were published in the Deseret News and released to leading Wyoming papers, their impact was so great that the following results were obtained:

1. Governor Simpson requested the institution of impeachment proceedings against the Sheriff of Teton County. As a result, Sheriff Emery resigned October 9, 1956.
2. The Wyoming Attorney General launched legal proceedings against the liquor licenses of four Jackson taverns, forcing them to close their doors.
3. The Wyoming oil men were forced to relinquish control of their newspaper for obstructing freedom of the press.
4. The Wyoming legislature refused to allow legalized gambling in Jackson when it killed



(At left) Second Prize in the Pleasure Division, "Politics" by John Henley Eversole, Phoenix, Arizona.

(Below) Eighth Prize in the Business Division, "Orthodontia" by Dr. Milo M. Stucky, San Diego, California.

a bill designed to permit gambling on a local option basis.

Mr. Jones' picture story is one of the most startling examples of use of the Minox camera. We salute Ray Jones and the editors of the Deseret News for their courage in this undertaking.

Political Convention Offers John Henley Eversole Rare Photographic Opportunity

Another photograph of great general interest is John Henley Eversole's "Politics." In the spring of 1956, Mr. Eversole was named chairman of the Arizona delegation to the Republican National Convention in San Francisco. Being an amateur photographer, Mr. Eversole planned a personal photographic coverage of the convention, realizing that such an opportunity usually presents itself only once in a lifetime. Requiring a convenient, inconspicuous camera, he bought a Minox, and shot between two and three hundred pictures during the convention, usually without the subject's knowledge. Mr. Eversole's Second Prize photograph was culled from this group, shot inside the Cow Palace without benefit of flash at 1/50 of a second, using ASA 100 film.



DR. MILO M. STUCKY... CALIFORNIA ORTHODONTIST PIONEERS USE OF MINOX

A progressive orthodontist in San Diego, Dr. Milo M. Stucky, Eighth Prize winner in the Business Division, not only considers his Minox a vital part of his equipment, but is

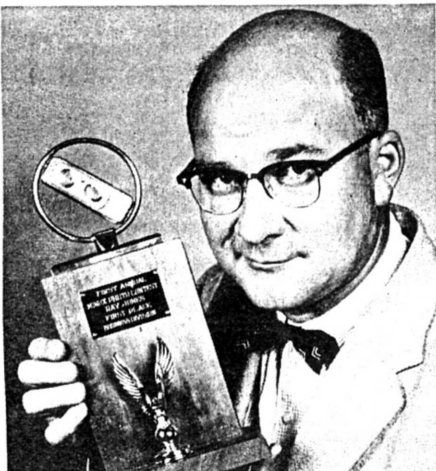
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CONTEST

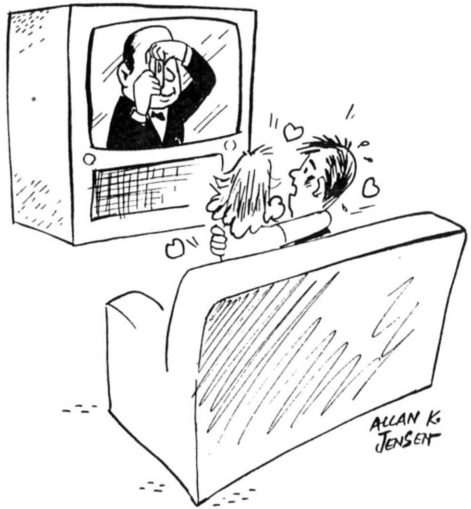
(Continued from page 5)

pioneering its use to other orthodontists. A prime requisite in orthodontic treatment is a photographic record of progressive treatment procedures and results. Dr. Stucky employs his Minox for this purpose, and at present is working on a fixed focus frame, divided into squares, by which uniform progressive photographs can be made to actually measure orthodontic and growth changes before, during and after treatment. Although he has owned a Minox for only a few months, Dr. Stucky has become such an eloquent booster of the camera that he has convinced three of his colleagues to change their photographic recording devices to a Minox.

The editors join Mr. Don Thayer in expressing our sincere appreciation to all of you who helped make the First Annual Minox Photo Contest an outstanding success. We hope this and subsequent articles will provide food for thought and perhaps give you an insight into methods of broadening your own photographic horizons.



Ray Jones proudly displays his First Place Trophy.



"I know it's impossible, but they can do almost anything with those Minox cameras!"

MINNEAPOLIS MINOX'ERS FORM MINOX CLUB . . . HOLD FIRST SESSIONS

Once a month at 12:00 Noon, the new Minox Camera Club of Minneapolis meets and is presided over by Mr. Clarence Hill, President. From their first notice and agenda, we would like to give you some of their aims.

"The purpose of the club is to learn more about sub-miniature photography . . . how to use your Minox to the best advantage . . . how to use attachments and accessories . . . with pertinent information on film speeds, color, copy work, time exposures, use of filters, etc."

Off to a flying start, the Minneapolis Club had two guest speakers

at their first luncheon meeting, Mr. Warner Clapp, Photographic Department, University of Minnesota, and Mr. Turgut Ucer, International Student at the University of Minnesota, Minox Camera Expert.

For any Minneapolis Minox owners who might like to get in touch with this group, or others who want ideas on how to start their own local chapter, contact Mr. H. L. Craddick, Secretary, 800 Northwestern Bank Building, Minneapolis, Minnesota.

SUGGESTED SUBJECTS

1. Black & White ASA 25
Distance
Use of orange and green filters
Telephoto — binoculars
2. Black & White Tri-X—ASA 200
Right-angle finder mirror
3. Black & White ASA 25—Flash
4. Black & White ASA 25
Close-ups
5. Black & White Tripod —
Copy Work
Self-portraits
Time exposures

116-PAGE MINOX GUIDE JUST OFF THE PRESS



The new Minox Guide is a comprehensive 116-page handbook that tells the Minox owner everything there is to know about the workings of his camera . . . and answers almost every conceivable problem he might encounter.

Richly illustrated with detailed, easy-to-follow instructions for using the Minox and all its accessories, this informative new book is required reading for every Minox owner. The Minox Guide contains diagrams, tables and examples of outstanding Minox pictures, and will remain an invaluable aid for more perfect picture taking. Selling at \$1.95, it is now available at your Minox dealer.

6. Color Flash
Slide projector and slides
Color finished pictures

These are but a few suggestions for club meetings from the Minneapolis Minox Club.

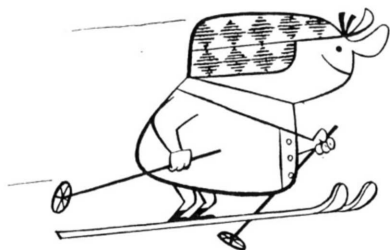


Because many users of the Minox camera have asked for a picture mount that could be used for the presentation of their Minox prints, Minox Processing Laboratories has produced the "YOU'VE BEEN MINOX'D" mounts illustrated above.

They not only provide space for the giver's name, but for the place and date

MINOX PHOTO MOUNTS FOR PUBLIC RELATIONS USE

where the picture was taken. They can be used for business public relations and for that warm, friendly, remembrance photo gift to friends and relatives. Each packet sells at \$1.00 and contains 25 individual mounts. "YOU'VE BEEN MINOX'D" mounts are available from Minox Processing Laboratories, Box 94, Forest Hills, New York.



GOING SKIING THIS WINTER ?

If you are a snow bird, wherever you go, be sure your Minox is always ready to keep a permanent record of places and faces you see on your trip.

Take a good supply of film. Stores in smaller towns may not have the kind you prefer. (After all, even 500 exposures weigh just ounces and take up less space than a pack of cigarettes!)

Don't worry about freezing temperatures. Minoxes are clicking every day at the Arctic and Antarctic in sub-zero weather while other cameras fail. As an active skier, you need never leave your camera behind. A Minox will never get in the way of the most spectacular Gelaendesprung or fastest Christy.

Snap snowscapes solely when the sun is setting and the shimmering snow shows shadows on secluded ski slopes. (Editor's note: This is an alliteration. Say it fast for an active party game.) Exposures should be short. Even with ASA 25 film, shutter speeds of 1/500 second on a sunny day with the green filter

should bring out shadow detail and texture in the snow.

For pictures of people, use the next slower speed, or omit the filter. For pictures of slalom or other downhill races, station yourself as near to a likely turning point as safety permits. This will give you exciting close shots. Set distance scale between 6 feet and infinity.

If there is ski jumping, you'll get the best shots near the jumping tower or near the "landing area" . . . shots of good form or bad spills or perhaps skiing students stuttering, "Snap snowscapes solely when the sun is setting and the shimmering snow shows shadows on secluded ski slopes." 1/1000 second is a must for this high speed sport.

Clean snow flakes from the lens window. Always keep the Minox in an outer pocket; if worn too close to the body, the lens may fog for the first few minutes after you take the camera out for action.

Don't forget to have your Minox flash handy at the hut or lodge for those groups around the blazing log fire. Have your party game ready. See above.



QUARTET DESIGNED FOR PERFECT STOCKING FILLER

An attractive black and gold foil film package named Quartet has been designed specifically for Christmas gift giving. The Quartet film pack has its own greeting card, needs no additional gift wrapping. It combines four boxes of most-wanted Minox film—ASA 25, 50 and 200 TRI-X black and white, and ASA 32 Anscochrome—in one sparkling wrapping that carries the festive spirit of the holiday season.

The Quartet makes an ideal stocking stuffer as well as a thoughtful item that will enable a Minox owner to expand his photographic effects by varying the speed of film used. Priced at \$9.45, the Quartet film pack is sure to be a greatly appreciated gift.

NEW MINOX FLASH MANUAL AVAILABLE

With winter approaching and the number of good daytime hours gradually waning, the need for flash equipment is consequently increasing. Capture those magic moments of family gatherings and festive occasions . . . obtain a permanent record of the coming holiday season through the use of featherlight Minox flash equipment.

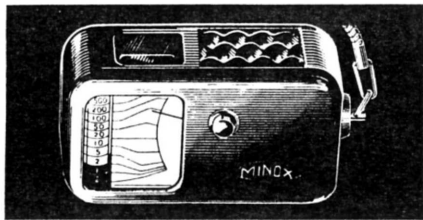
The compact 24 oz. Minox Electronic Flash and 3 oz. Minox B-C Flash end the necessity for camera owners to be weighed down with heavy, cumbersome equipment . . . and now, thanks to the unique nylon Minox Shoe Adapter, high efficiency Minox flash equipment can be used with almost every make of camera.

Write for the new Minox Flash Manual . . . a comprehensive 20 page illustrated booklet, containing easily understandable instructions that explain how this equipment is readily adapted to a Leica, Polaroid, Rolleiflex and other fine makes of cameras. You will also find detailed information on the use of the Electronic and B-C Flashes that will enable you to take a perfect picture every single time.



An attractive group of Hollywood NBC-TV starlets recently stopped traffic on a main thoroughfare as they snapped each other with a Minox camera. It's hard to tell which the eye-opener really was . . . the precision-engineered Minox or the precision-engineered starlets!

MINOX EXPOSURE METER READS BETWEEN LINES!



The fact that 82 out of every 100 Minox owners use a Minox exposure meter is, we think, a fine compliment to this miniature meter's excellent design and operating simplicity.

It requires no more than pre-setting to one of four film speed ranges to match the film loaded in the camera. Pointing it at the scene and setting the camera speed dial to the indicated reading is a matter of seconds. If the meter needle comes to rest **between** two shutter speeds, the camera speed dial should also be set between the two indicated speeds. No simpler meter has ever been devised!

Current model Minox exposure meters have calibrations for ASA 25, 50, 100 and 200; earlier models ranged from ASA 12 to ASA 100.

USING THE METER FOR ASA 32

While there is no specific calibration for ASA 32 (Daylight Color Film), appropriate shutter speed settings are easily obtained as follows: set the meter for ASA 50; take the meter reading in the usual manner, but set the shutter speed dial on the camera **half-way toward the next slower speed**. Example: Meter indicates 1/500 (for ASA 50); set shutter speed dial mid-way between 500 and 200 for ASA 32. Or, if meter indicates half-way between 500 and 1000, set shutter speed dial to 500. It's as simple as that!

USING EARLIER METERS FOR ASA 200

If the top calibration on your meter is ASA 100, and you are using ASA 200 film, take the meter reading for ASA 100, but set the camera shutter speed dial one full speed faster than shown by the meter. Example: Meter shows 1/500 (for ASA 100); set camera speed dial to 1/1000 (for ASA 200).

Once you know these simple adjustments, your Minox exposure meter will become even more helpful to you in assuring perfect results every time you press the shutter.

JUDGES SWEAT OVER 3000 SWEET ENTRIES



It is difficult to judge a contest of any kind . . . but when you are swamped with thousands of photographs of excellent quality, the task is doubly complex. Each Minox print was considered individually by the photographic experts in a monumental undertaking. You can see by the anxious expressions of Jacob Deschin, left, and Ed Hannigan, right, that they didn't take their responsibility lightly.

WINTER—BIG TIME FOR PARTY PICTURES

Christmas, New Year's . . . and everyone's home for the holidays . . . endless occasions are at hand for fine pictures of the family, friends and neighbors.

The Minox is so small, even with flash attached, that people are hardly aware that you are taking their pictures. They don't "freeze" as easily as they would in the presence of an ordinary camera with its multitudinous "eyes."

Make the most of the holidays. Keep your Minox loaded with ASA 25 film, which yields the finest prints, or with ASA 32 color film for projection. Both films can be used all day outdoors, or indoors with flash.

A Minox flash unit, B-C or Electronic, will give you complete command of any picture situation; you don't need to pose your subjects. Just keep on snapping and you'll get truly natural shots, wonderful memories for you and others.

Before you start, set the distance scale at 6 feet. This will bring everything from 4 to 12 feet into sharp focus, just the right range for most of your party pictures.

It's a good idea to plan some of your pictures ahead of time to make an interesting picture story. Your "scenario" may look something like this:

CHRISTMAS. The children rushing down the stairs. Santa. Medium close-up of children or grown-ups unwrapping presents. Big close-up (distance 2-3 feet) of presents. Toys in action.

TURKEY DINNER. Preparations in the kitchen. Stuffing. Close-up (distance 3 feet or less) showing



turkey in oven. (But don't stop to dine yet!) The festive table. Father carving the bird. (O.K. Now eat!)

NEW YEAR'S EVE. Guests arriving. **SOBER!** Couples under the mistletoe. **KISSING!** The punch bowl, **IF YOU LIKE PUNCH!** Clock at midnight . . . **IF YOU CAN SEE IT!** Toast to the New Year. **DRUNK!** Around such a framework of planned pictures, you will get many more spontaneous shots to give you and your guests a complete and exciting record of the occasion. **OUCH!**

If you want real candid shots that will surprise your guests with unexpectedly frank pictures later, use the Minox right-angle finder mirror which lets you take pictures "around the corner." **CAUTION:** Blackmail is illegal. However, you be the judge. Shoot with abandon. You'll score a high average of memorable pictures. This is the time to keep your Minox busy. Happy Holidays!

NEW MINOX FLASH GUIDE NUMBERS

MINOX CAMERA EXPOSURE INFORMATION WHEN USING MINOX ELECTRONIC FLASH WITH BATTERY. RECOMMENDED SHUTTER SETTING—

1/200 sec. Will operate correctly at all other speeds.

FLASH DURATION —1/1000 sec.

FILM RATING	When using FAN REFLECTOR, shoot at distances from:	When using POLISHED REFLECTOR, shoot at distances from:
ASA 25 film	3 ft. to 8 ft. from subject	7 ft. to 15 ft. from subject
ASA 50 film	5 ft. to 12 ft. from subject	9 ft. to 20 ft. from subject
TRI-X	9 ft. to 20 ft. from subject	15 ft. to 30 ft. from subject
ANSCOCHROME DAYLIGHT ASA 32	3 ft. to 5 ft.	6 ft. to 8 ft.

When using the Minox Electronic Flash, note that slower film ratings have finer grain—will give you better pictures.

MINOX CAMERA EXPOSURE INFORMATION WHEN USING MINOX ELECTRONIC FLASH WITH AC POWER SUPPLY. RECOMMENDED SHUTTER SETTING—1/200 sec. Will operate correctly at all other speeds.

FLASH DURATION—1/800 sec.

FILM RATING	FAN REFLECTOR	COLOR REFLECTOR
ASA 25	5 ft. to 9 ft.	8 ft. to 15 ft.
ASA 50	8 ft. to 15 ft.	10 ft. to 20 ft.
ASA 100	10 ft. to 20 ft.	15 ft. to 25 ft.
TRI-X	15 ft. to 25 ft.	20 ft. to 40 ft.
ANSCOCHROME DAYLIGHT ASA 32	6 ft. to 8 ft.	9 ft. to 11 ft.

NOTE: When using color film in room with dark colored walls reduce distance from camera to subject by 1 ft.

EXPOSURE GUIDE NUMBERS WHEN USING MINOX ELECTRONIC FLASH WITH ALL OTHER CAMERAS

	Kodachrome Daylight	Ansochrome 32, Ektachrome Daylight, Universal Kodacolor	Tri-X ASA 200	ASA 100	ASA 50	ASA 25
FAN REFLECTOR	14	24	80	56	40	28
POLISHED	20	36	110		56	40

FOR MINOX AND OTHER CAMERAS

EXPOSURE INFORMATION WHEN USING MINOX CAMERA WITH MINOX
B/C FLASH. Use shutter speed 1/20 sec.

FILM RATING	WITHOUT REFLECTOR	FAN REFLECTOR ONLY	FAN with ONE Thickness of Handkerchief	FAN with TWO Thicknesses of Handkerchief	POLISHED REFLECTOR
MINOX ASA 25*	6 ft.	15 ft.	10 ft.	8 ft.	20 ft.
ASA 50*		25 ft.	18 ft.	14 ft.	35 ft.
ASA 100*		30 ft.	20 ft.	16 ft.	40 ft.
ASA 200*		50 ft.	35 ft.	25 ft.	60 ft.
DAYLIGHT COLOR ASA 32** ANSCOCHROME	7½ ft.	18 ft.	14 ft.	10 ft.	25 ft.

*Use M-2 bulbs

**Use M-2B (blue) bulbs

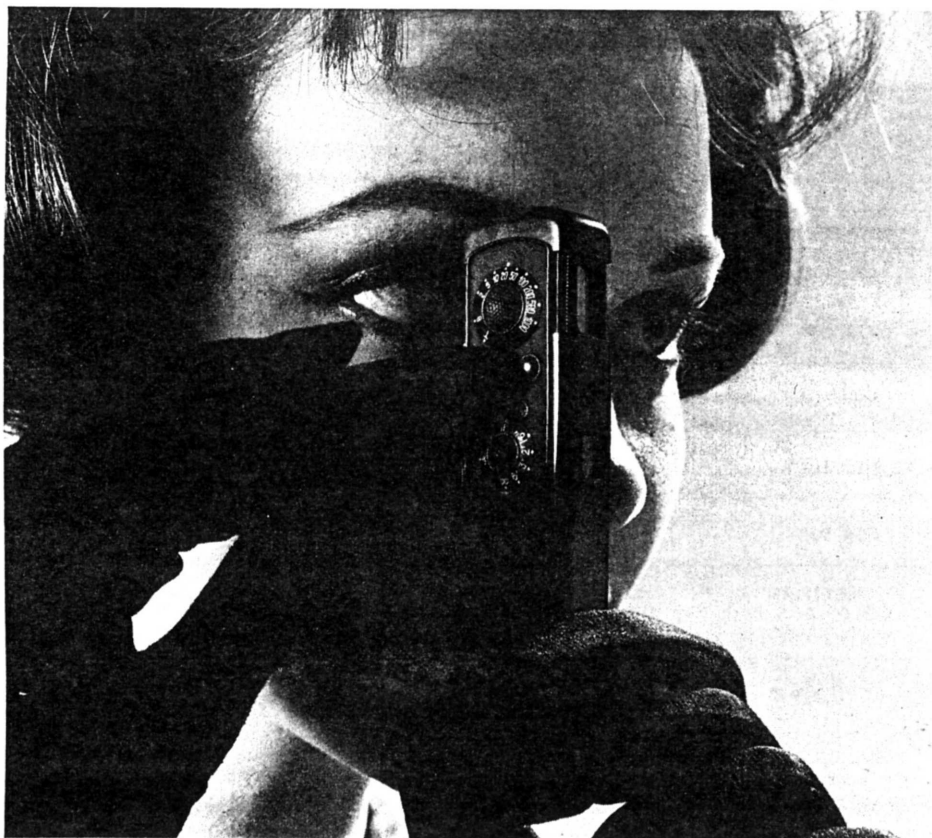
EXPOSURE INFORMATION WHEN USING MINOX B/C FLASH WITH ALL
OTHER CAMERAS. In combination with Minox Flash Adapter, use F or X
synchronization of camera with shutter speed of 1/50 sec. or slower.

BI/Wh Tungsten Rating:	16	25	50	64	160	Daylight Kodachrome	Daylight Ansochrome ASA 32, Ektachrome, Kodacolor Universal
FAN REFLECTOR	*Guide No. 55	70	105	110	170	35	60
POLISHED REFLECTOR	*Guide No. 70	90	130	140	220	50	90

For BI/Wh films, use M-2 bulbs

For Color films, use M-2B bulbs

*Guide Numbers: To find correct lens setting (f-stop), divide Guide Number
by the distance from flash unit to subject. Example: Guide
Number 60; Distance 10 ft. Use f:6.



PRIVATE EYE MAKES DEBUT

In answer to the increasing demand by law-enforcement agencies, government officials and scores of reporters and candid photography enthusiasts, a new special model Minox is now being introduced in America. Appropriately named the "Private Eye", this special Minox camera has a low-reflectance anodized black finish, and its even more unobtrusive use is destined to equal the fame of the standard Minox III-S.

The Minox Private Eye will give its users the most candid of all candid shots. The black mat finish helps it melt into nothingness when held against dark clothing, when its owner wears black gloves, or shoots

from a shadowy, secluded vantage point.

Optically and mechanically identical to the regular Minox, the Private Eye is equipped with all dials and calibrations in clear-vision white on black. The Private Eye, Cat. No. 6012, is priced at \$154.50, which also includes a black leather carrying case and black measuring chain.

A matching black exposure meter, Cat. No. 6112, is also available. It retails at \$30.95, complete with a black case and chain.

The Private Eye camera and meter is available through your franchised Minox dealer.

PERSONALIZED CHRISTMAS CARDS . . . A YEAR-ROUND GREETING



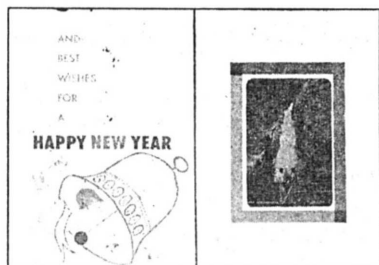
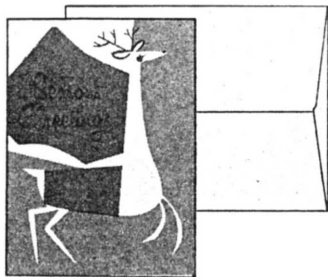
Every year as the holiday season draws near, Minox Processing Laboratories receives many requests from Minox owners for photographic Minox Christmas cards. This year, for the first time, we have set up the mechanical facilities and can fill your request for personalized photographic greeting cards.

This season two striking cards are being offered. First, a lovely black and white card with "Seasons Greetings" and an overprint of contemporary pines has been designed to incorporate a favorite family portrait, outdoor scene, home, pet or what have you. It is only necessary for you to select the appropriate Minox negative, return it to the Laboratories, and we will process your order in time for Christmas arrival. No orders can be accepted later than December 10th. Twenty-five cards encased in sparkling Silverflake envelopes are being made available at a cost of \$6.95 per box of 25 cards. You can, of course, order in multiples of 25. Either vertical or horizontal prints can be used.

COLOR PRINT CARDS

For a truly unforgettable greeting this year, why not select one of your best color negatives. Minox Processing Laboratories has designed the illustrated color print folder in appropriate holiday colors. Your color print is carefully mounted in a costly Silverflake folder and is boxed with 25 matching Silverflake envelopes at \$13.95 per box of 25.

Again, no orders can be accepted after December 10, and multiple boxes may be ordered. To order, you need only submit your Minox color negative to your processing laboratories. Only vertical Minox color prints can be made.





DUET GIFT PACK . . . A FABULOUS CORPORATE GIFT

The Wall Street Journal, Business Week and Fortune Magazine have been devoting more and more space to the growing trend in corporate gift giving . . . and the problems in satisfying executives who have almost everything. And so, when the month of December rolls around, purchasing agents and private secretaries nationwide scurry from store to store in search of a few very special gifts that will reflect the ingenuity and good taste of the giver . . . as well as the desires of the getter. The Minox Duet may provide a few answers to this shopping dilemma.

Encased in twin clear plastic boxes, the Duet features a Minox camera and a Minox exposure meter beautifully packaged in sparkling gold foil. Camera stores nationwide have these prize packages now.

Minox owners know the pleasure they have derived from their use of the ultra-miniature camera, and how it remains a constant, year-round companion. Imagine the pleasure awaiting the recipients of this fabulous gift when they explore the amazing new world of the Minox ultra-miniature photography system.



"Say! This Minox camera your Dad gave me is really a peach!" EDITOR'S NOTE: Take your finger off the lens.

DIPLOMATIC ARRIVAL GETS MINOX "SHUTTERBUGS"



Remember when you first became a Minox enthusiast? You started out with a Minox camera and exposure meter . . . and as time went by and your ultra-miniature photography horizons broadened, you undoubtedly added more and more Minox accessories to your list of prized possessions.

The Minox Diplomat Case was originally produced as a dealer's display, but so many Minox enthusiasts wanted one for their own equipment that they are now being made generally available. The plush-lined interior has snug-fitting compartments for a camera, meter, tripod, camera clamp, reproduction/copying stand, right-angle finder mirror, reflex finder, binocular clamp, negative viewer, slide viewer/cutter, Minox B-C Flash Unit and 8 packages of assorted film.

The Diplomat Case make an impressive addition to your present equipment . . . offers the ultimate in convenience when traveling or transporting your accessories in complete safety. If you have everything . . . you should have "The Diplomat" too.

Measuring 10" x 17 $\frac{3}{4}$ " x 3", the Diplomat Case retails at \$39.95 and can be ordered from your authorized Minox photo dealer.



Third Prize winner in the Pleasure Division was this magnificent color shot entitled "Stained Glass" by H. Kimball Benedict of Caldwell, New Jersey. The editors wish that we were able to reproduce this photo in all of its stately beauty. You too will find when shooting color film that stained glass in churches will give you never-to-be-forgotten pictures.



Pictured above is the Eighth Place winner in the Minox Photo Contest, "Mary A." by George Cavendish of Media, Pennsylvania. Note the sensitive portraiture and the subdued natural lighting. If you haven't already experienced the thrill of doing close-ups of this kind with your Minox camera, it is highly recommended.

a wealth of Christmas gift ideas . . .

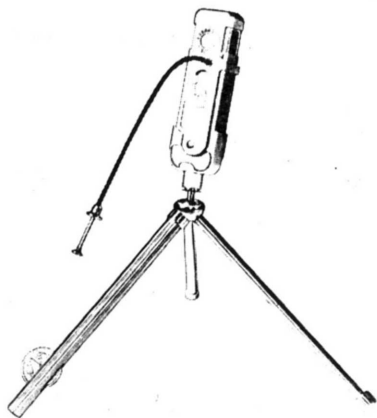
**NOW—AT YOUR
MINOX DEALER!**



Right Angle Finder Mirror

Shoot around corners, to the right or left while facing straight ahead. A welcome addition that adds a new dimension to candid photography

\$9.95



Minox Pocket Tripod

Sets up in 10 seconds . . . hardly larger than a pencil, it slips easily into pocket for instant use. Collapses into its own leather case. Has tilting head and cable release. $7\frac{1}{4} \times \frac{3}{8}$ " diam.

\$19.50



You've Been Minox'd Folders

A personalized way to present your Minox shots. Space for your name, date photo was taken, place. Gives your friends a permanent record of a happy or momentous occasion.

Package of 25 \$1.00

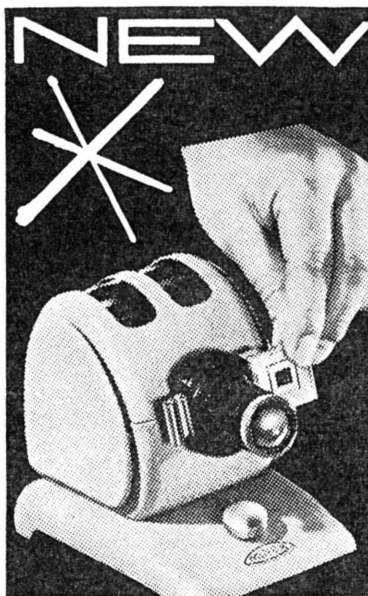
Quartet Film Pack

Four boxes of assorted Minox film—ASA 25, 50 and 200 TRI-X black and white and ASA 32 Anscochrome in black and gold foil Christmas packaging. Gift card imprinted on the cover. \$9.45



Minox Telephoto- Binocular Clamp

Attaches the Minox camera to binoculars for telephoto shots. Features built-in tripod and cable release socket. Can also be used as camera-to-tripod clamp. \$24.50



**NEW
CUSTOMIZED
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SLIDE
PROJECTOR**

Supreme for minox and other ultra-miniature slides. Its critically corrected f/2.9 minostar lens, shorter 35mm focal length and high efficiency condenser system project your minox transparencies to a big 24" x 30" at a mere 8 feet . . . and all with sparkling screen illumination.

A pert, practical, portable projector measuring but 8 x 6 x 3 1/2". Complete with projection bulb, slide carrier and genuine leather case. \$79.95



**we've got
the mighty 24 oz.
minox
ELECTRONIC
FLASH!**

It's sensational! World's smallest, lightest and easiest to use electronic flash. Carry over shoulder —or put in pocket or purse. Rapid succession flash exposures at less than 1¢ each. A marvel in design. Rakish leather power pack. See all the NEW MINOX films and accessories, too!

ASK YOUR MINOX DEALER FOR A DEMONSTRATION!

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



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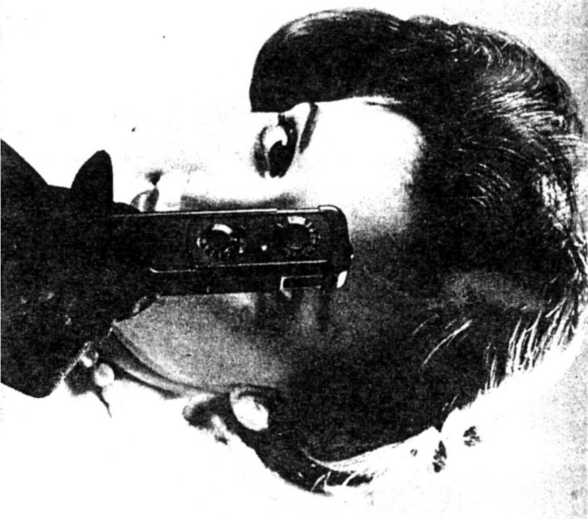


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NEW "PRIVATE EYE"

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