

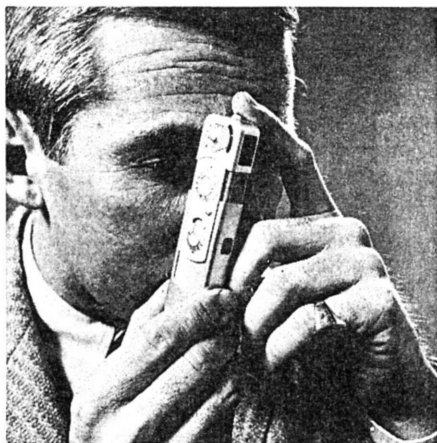
MINOX MEMO

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/1958

NEW MINOX CAMERA HAS BUILT-IN SHUTTER-COUPLED EXPOSURE METER



The new Minox Automatic Camera, Model B, a marvel of precision engineering, compactness and light weight (weighs a mere $3\frac{1}{4}$ ounces), is currently making its world debut.

The most outstanding feature of the new Minox B is the built-in photoelectric exposure meter that is auto-coupled to its shutter speed mechanism which greatly simplifies and speeds the proper exposure and shooting of every picture.

To obtain the correct shutter setting for any given picture, the Minox B is aimed toward the scene with the viewfinder. A pointer—actuated by turning the shutter speed ring of the camera—is matched with the meter reading. When pointer and meter match, the shutter speed mechanism is automatically and accurately set for the existing light conditions. Since the

Minox has an infinite range of speeds between $1/2$ and $1/1000$ second, exact exposure is assured . . . both with black-and-white and color films.

The exposure meter, pre-set for the ASA index of the film used, requires no other adjustment until film of another ASA index is used. The setting also serves as a "memo-rizer": the Minox user cannot forget the ASA index of a film before finishing a full 36 or 50 exposure film magazine.

Even with the addition of the exposure meter, the Minox retains its original flatness ($\frac{5}{8}$ ") and slim shape ($1\frac{1}{8}$ "). It is a tribute to the ingenuity of the Minox engineers that they used only $\frac{5}{8}$ " additional length and less than an ounce in weight to provide the great advantages of a built-in coupled exposure meter.

The Minox B also has a new built-in Neutral Density Filter to facilitate flash exposures at closer range, and to permit the use of ultra-fast film outdoors. When the filter is moved in front of the lens, the electrical circuit of the exposure meter automatically adjusts itself to assure correct exposure with the filter.

Like the standard Minox IIIS, the Model B is fitted with the $f/3.5$ four-element 15mm Minox-Complan lens . . . famous for its critical

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BOOK REVIEW: "ULTRA-MINIATURE PHOTOGRAPHY"

by Joseph D. Cooper

The ultra-miniature camera has come into its own during the last ten years, a climax to the trend toward miniaturization which started as far back as the 1880's, with so-called "detective" cameras. Tiny cameras, such as the Minox, are now considered valuable photographic tools . . . equally adaptable to both amateur and professional photography.

Dr. Cooper's book is a compilation of data and instructions for using ultra-miniature cameras, with special emphasis given to the Minox and its accessories.

In simple, direct language, this book gives all details and techniques of ultra-miniature equipment, shooting, film development, enlarging and printing, as well as tips on how to work with ultra-miniature cameras, films, filters, lenses, developers and enlargers for optimum results in color and black and white, telephotography, prints, enlargement and slides.

The author lists the many advantages of a small, lightweight camera which account for its steadily increasing popularity, such as its ability to take truly candid pictures without being observed, to obtain clear sharp prints from thumbnail-size negatives, and to provide a good depth of field with the lens wide open, not to mention the wide range of filters, film, flash and other accessories available.

In essence, this book is a complete one-volume guide to the entire ultra-miniature field, and gives the ultra-miniature camera owner the necessary insight into the workings of his equipment.

The author, Dr. Joseph D. Cooper, is considered to be the leading authority on ultra-miniature photography. His monthly column in *Modern Photography* deals with news and techniques for ultra-miniature cameras and accessories. His advice on product development and design is constantly sought by manufacturers and laboratories.

Dr. Cooper was a free-lance photographer in the 1930's, pioneering in the use of 35mm color film, then new, and of 35mm cameras, then considered extremely miniature. He is presently Executive Assistant to the Deputy Postmaster General of the United States and Professor at the American University.

He believes that ultra-miniatures will see an increasingly wider use, due to their portability and improved lenses, films, chemicals and photographic techniques. He says, "The larger cameras will always have their place, but the ultra-miniature is mostly likely to be in your pocket, ready for use, when a bulky camera is left behind or can't be used."

ASA 25 . . . BEST SUMMER FILM CHOICE

There are times when you cannot use flash and your available light calls for nothing but ultra-fast films, but summertime is outdoor time, sun-lit time—and ASA 25 is your best basic film.

For day in—day out shooting outdoors, and with flash indoors, nothing beats ASA 25. It's a fine-grain film, and therefore allows you to get big, beautifully sharp enlargements from 8 x 11mm Minox negatives. Your pictures will also have more snap and sparkle, because ASA 25 is a brilliant film. With the Minox lens working at full f/3.5 opening all the time, set your shutter at 1/200 or 1/500 second depending on the light and subject—and you will freeze very fast movement. (P.S. With the new Minox Automatic B, simply set the exposure meter for ASA 25 . . . the camera does the rest!)

SECOND MINOX PHOTO CONTEST ANNOUNCED

"The second big national awards contest for outstanding Minox photographs will begin May 1, 1958," announced Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York.

Since the Minox is widely used for both business photography as well as pleasure snapshots, separate divisions of "Business" and "Pleasure" have been established; ten duplicate prizes will be awarded to winners of each division.

Commercial, industrial or business photographs should be entered in the "Business" division; portraits, travel shots, family, animal, adventure shots, etc. will fall under the "Pleasure" classification.

All entries will be judged by three world-renown photography experts: JOSEPH D. COOPER, Bethesda, Maryland, authority on ultra-miniature photography, has monthly column in *Modern Photography*; DAVID B. EISENDRATH, JR., Brooklyn, New York, authority on applied photography, Technical Editor of *Industrial Photography Magazine*; and BOB SCHWALBERG, New York, N. Y., Technical Editor of *Popular Photography Magazine*.

Thousands of entries — ranging from studied portraiture to auto accidents — poured in from all parts of the United States for the 1957 Contest.

Minox photographs snapped between May 1, 1958 and January 31, 1959, are eligible for entry.

The following are the awards and rules of the contest: Duplicate prizes will be awarded winners of both the Pleasure and Business divisions.



These twintrophies and the new Minox B Automatic Camera with built-in exposure meter will be awarded to the 1st place winners of the Business and Pleasure divisions of the Second Annual National Minox Photo Contest, sponsored by Minox Processing Laboratories, Forest Hills, New York. The trophies are of walnut, topped by life-size gold-plated Minox symbols.

1ST PRIZE — Minox B Automatic Camera PLUS inscribed Minox Trophy with gold metal Minox camera symbol.

2ND PRIZE — Electronic Flash with folding reflector and Power Pack in genuine leather carrying case.

3RD PRIZE — Minox Slide Projector for black-and-white or color. Leather carrying case included.

4TH, 5TH and 6TH PRIZES — Minox featherweight (3 ounces) B-C Flash Unit with folding fan reflector.

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

(Continued on Page 8)

MARX'S MINOXOLOGY



Editor's Note: This article is first of a series written especially for the Minox Memo by Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio. Mr. Marx is renowned as one of the world's most ardent Minox boosters. His fine photos have appeared in various publications, including the Minox Guide. He also won first prize in the "Pleasure" division in last year's Minox Contest, and most recently, second prize in the Ohio Valley Camera Club. He is presently writing a book about the Minox.

On a recent visit to Key West, the manager of our hotel, a Mr. Merriman, complained that he wasn't getting good pictures with his Minox. We sat down that afternoon and discussed the techniques for using the fine Minox. I told him, "If you will follow my Big Ten hints, I believe you'll be another Minox booster."

1. Carry your camera with you at all times, as you do your wallet. Soon you will feel uncomfortable if you do **not** have it with you. When you have a Minox in your pocket you don't **look** like a tourist, as you do when you wear a large camera on your chest.

2. Be alert for that good picture. Keep watching for it. Then, no matter when—or where—shoot!

3. Always keep your distance scale set on the red dot, the shutter at 1/100 second, ready for any pictures which may present themselves. This setting gives you a clear picture from six feet to infinity, under average light conditions. After your first exposure, try for greater accuracy.

4. Keep this important point in mind at all times. When you see a good picture possibility, don't shoot "all over the map," move in, move in closer, still closer to the close-up you want. Try a portrait set at exactly 24". The results on Minox will amaze you!

5. Watch those backgrounds, and don't let them be cluttered up. Move around your subject so that you have a plain blank wall or sky or simple dark foliage in the background. Avoid a mass of confusion.

6. Film costs very little. So, if you do get what you think might be a prize-winning shot, take three, or four, or even five more exposures at different fractions of a second. Remember, the satisfaction you will get from one outstanding picture—that can be enlarged to 8 x 10 or larger—will more than repay you for the cost of developing 49 run-of-the-mill shots.

7. Watch that finger! People will swear they never allow their fingers to get in front of the lens but many good pictures are lost this way. Body movement, too, can spoil a good shot. Think of your Minox as a pistol.

8. You cannot expect to be proficient in anything unless you read about it, or study it. Before you

could drive a car, you had to practice. Instead of becoming impatient, just try for improvement.

9. Don't believe everything that all the experts tell you, including me. Decide what you like. I was fortunate in winning the Minox First Prize. Dozens of my friends used to look down their noses at Minox: they use larger and clumsier cameras, but don't win prizes. (Last year I gave each of my two daughters a Minox. One daughter began ambitiously to use only color. She used up many rolls without even consulting a light meter. The result was that she obtained very few good pictures. Color is no easier to take with Minox than with any other camera. So, don't blame Minox if you do not get good color pictures at the start. Become proficient first with black and white. The other daughter decided that pictures of people standing in front of famous public places or hiding beautiful scenery are corny. She asked, "Why ruin the beauty of Niagara Falls by showing somebody in the foreground?" This may be a view point that others may share; I don't, if it's done in good taste. When you want a good picture of Niagara Falls, you can buy it on a penny postcard. A **good human interest** picture is something that is specifically your own. And, if you have good taste and can express yourself artistically, a Minox in your hands is a better tool than a paint brush in the hands of a bad artist.)

10. So, remember, many can take good pictures of the Swiss Alps, but a fleeting picture, a candid shot, a personal picture, such as you can capture with your Minox, is one that you will treasure forever, especially if it is of someone or something that you and others find humanly interesting.

TRY SHOOTING FROM THE AIR



Whether you fly on business or pleasure, it's fun to take Minox pictures from the air, but be sure to observe these few simple rules:

1. For finest detail, always use ASA 25 film.
2. Take your pictures on the side of the plane that's away from the sun.
3. To avoid the normal plane vibration, don't rest the Minox or your arms, elbows or hands against any part of the plane cabin.
4. Get as close to the window as possible without touching it; you'll avoid reflections in the glass this way.
5. When shooting cloud formations, mountains, or other large areas, try to include part of the plane's wing or an engine in your picture; this will give your photo a point of reference.
6. To reduce the effect of bluish haze, use the orange filter with black-and-white films.
7. Never shoot at less than 1/200 second.

PLASTIC SURGEON USES MINOX FOR PATIENT'S RECORDS



atient with Lop Ear deformity before plastic surgery.

by Alma Dea Morani, M.D.

I acquired a Minox camera last year expressly for quick use during a European travel tour. Even in Russia I successfully took hundreds of pictures that would have been difficult to obtain with conventional type conspicuous cameras. I was easily convinced that the quick "push-pull" action of the Minox is ideal for interesting pleasure shots taken hurriedly from moving taxis, trains or boats. No cheaper record of one's travels could be obtained than to bring back photographic reminders of wonderful scenery and art in other countries, and the joy one experiences in pleasurable travel.

Imagine my delight, therefore, when I discovered that I could also use the Minox in my professional work. As a plastic surgeon, it is customary to photograph all patients "before and after" their surgery. The "before" photos are used as permanent records of the defect or injury, while the "after" photos reveal the improvement achieved as a result of the surgical performance.



Post-operative view of the same patient with ear correction.

In addition, these before and after photos can be used for legal records, and for planning a particular reconstruction in cases that require several operations. They also serve to remind the patient of what he looked like before the surgeon's art produced the desired alteration.

Before the Minox entered my life, I was burdened with carrying flash equipment, tripod, bulky cameras, etc. to obtain my patient's photographs. Now I simply open my handbag, whip out the Minox and light meter, place the patient against a light colored wall, and presto—the light meter reading, and click—the photo. The Minox has saved me hours in time and countless steps, and I am grateful.

I have no hesitation in recommending Minox work to any physician that wants a record of his patient's appearance before, during or after treatment. I am even willing to suggest that the new Anscochrome 32 ASA color film will find its way into medical teaching, research records, demonstrations to medical students, nurses, etc. I find my Minox invaluable for both business and pleasure!

NEW MINOX ENLARGER HAS BUILT-IN LIGHT DIFFUSER CONTROL

The new, improved Minox Enlarger, Model III, is now available with a built-in light diffuser control which can be turned ON and OFF as desired. This feature has been designed by Minox to permit the photographer to reduce the effect of severe scratches or excessive grain during the enlarging process.

To facilitate cleaning of the condenser system, the lamp housing of the new Minox Enlarger Model III is hinged and can be tilted back, thus providing easier access. As additional protection when the enlarger is not being used, each Minox Enlarger III is also supplied with a heavy duty protective cover.

The enlarger has a f/3.5 Micro-Minox lens in helical focusing mount, a reversible head with mount for copying arm, and a dustless polished chrome film carrier for 8 x 11 mm Minox negatives. The light system is adjustable to 110-120-220-240 volts, with a high-low switch and double condensers.

The Minox Enlarger, Model III, complete with bulb, sells for \$189.50 and is available now from your authorized Minox dealer.

COMING . . . NEXT ISSUE

Starting next issue, the Minox Memo will begin a new section—a Minox Clinic—designed to answer any and all questions you might have concerning the Minox, its accessories, ultra-miniature photography, or photography in general. Send your questions to: Minox Memo, c/o Minox Processing Laboratories, 107-14 71st Road, Forest Hills 75, New York. We'll try to answer them all in future issues.

STOCK UP ON FILM BEFORE GOING ABROAD



If you are planning a trip abroad, it's a good idea to take along more than enough Minox film.

Although Minox dealers are all over the world—Copenhagen, Cambodia, and even the Congo—they may be temporarily out of the type of film you may want, when you want it. Don't run that risk. Stock up before you leave. Most foreign countries allow you to bring in a liberal supply of film: your travel agent can give you details. In any case, film for 100 Minox pictures takes up little more space than a couple of matchbooks, and remember, like everything in the Minox line, extra film weighs so little.

MINNEAPOLIS MINOX CLUB GROWS

The newly-formed Minox Camera Club of Minneapolis already has a total of 43 members and is growing rapidly, announced President Clarence Hill at the Club's March meeting. Mr. Hill also told of a monthly Minox Picture Contest for members, with a prize award offered each month.

Guest speaker at the Club's dinner meeting was Don O. Thayer, President of Minox Processing Laboratories, who told members the fascinating story behind the Minox camera. Mr. Thayer was made an Honorary Member of the Minneapolis Club.

Minneapolis Minox owners who wish to join this group may contact Mr. H. L. Craddick, Secretary, 800 Northwestern Bank Building, Minneapolis, Minnesota.

SUMMERTIME . . . AND THE COLOR IS EASY . . .

If you remember these few tips when your Minox is loaded with color film:

1. The best lighting for your subject is from the direction of the camera, over **your** shoulder.
2. The best pictures of people should be taken in mid-morning or mid-afternoon. Skin tone values are truer at these times.
3. Avoid dark shadows and never pose the subject partly in the sun, partly in the shade.
4. If you don't have a Minox B yet, use your Minox exposure meter or guide for the correct shutter setting.
5. Send your color film for processing promptly.

Summertime is color-time, the best season to take those wonderful transparencies of the outdoors.

MINOX CONTEST

(Continued from page 3)

RULES OF ANNUAL MINOX PHOTO CONTEST:

1. Prints must be Minox photographs taken between May 1, 1958 and January 31, 1959.
2. All entries must be postmarked prior to midnight, January 31, 1959.
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.
 - c. Type of film used.

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.

SUMMER HEAT CAN RUIN YOUR MINOX FILM

Watch those extreme temperatures this summer . . . film just can't take it. Although the fine emulsion on your film can stand a great deal of normal heat or cold, it cannot stand direct rays of the sun or being shut up inside your automobile's glove compartment or trunk. That wide shelf near your car's back window is pretty rough too.

The temperatures in these spots are enough to roast even a gila monster. So, keep your Minox beside you, or in your pocket or purse, while in your auto. Keep it handy. You won't want to miss those unexpected scenic shots out of the car window. On the beach, keep your Minox under a blanket or towel . . . not in the blazing sun.

Don't be disappointed. Take care of your Minox and film. It's no fun to lose a whole roll of fine pictures to the whims of ol' Sol.

A person who isn't neurotic these days is probably illiterate.

STARS SHOOT STARS



While on location for the shooting of Walt Disney's current picture, "The Light in the Forest," star Carol Lynley and promotional di-

rector Bob Dorfman took over a hundred pictures with their Minox cameras. These are but a few of them.

CAMERA MOVEMENT— CHIEF CAUSE OF BAD PICTURES



One of the chief causes of bad pictures with the Minox as well as any other camera is **camera movement**. Camera movement is an old photo bugaboo that causes what we politely call "soft focus" . . . but who are we kidding . . . in reality it's nothing but blur!

Because it's so very light, your Minox does not have the necessary inertia or weight to resist outside forces such as finger pressure on the exposure meter, body sway, extended arm's movement, heavy breathing or heartbeat. A high wind can also cause external vibrations.

But if you remember these eight points, you'll go a long way towards minimizing blur:

1. Shoot at the **highest** suitable shutter speed.
2. Hold your Minox right against your cheekbone or forehead.
3. Never hand-hold the Minox at very slow speeds. Use a tripod and a cable release.
4. Lean against something when shooting at slower speeds.
5. Crouch, sit down or rest on one knee to minimize body sway.
6. Use a pillow to cushion external vibrations (in a plane, for example).
7. **SQUEEZE** the shutter, don't jerk.

8. Make more than one exposure of your important pictures—just for insurance.

NEW MINOX CAMERA

(Continued from Page 1)

sharpness. It can be focused from infinity to 8 inches without the need of close-up accessories, additional lenses, or other attachments. The shutter—with speeds from 1/2 to 1/1000 second, plus B and Time settings for longer exposures—has built-in flash synchronization. In all other respects, the Minox B is identical with the Minox IIIS, and uses the same film magazines and most of the same accessories.

The Minox Automatic B is supplied in two finishes: satin chrome, including brown morocco leather case and chrome safety/measuring chain at \$169.95; the Minox "Private Eye" Model B, finished in unobtrusive anodized matte black, is \$186.95, including black case and chain.

The standard Minox IIIS, without exposure meter, will continue to be available at \$139.50 in satin chrome finish, and at \$154.50 in anodized black.

Complete information about Minox cameras and accessories is available through better camera stores, or from Kling Photo Corporation, 257 Fourth Avenue, New York 10, N. Y., sole U. S. distributor of the Minox and its ultra-miniature accessories.

These days you'd better think twice before promising a girl the moon.

The only time some families get together and talk is around the refrigerator during the television commercials.

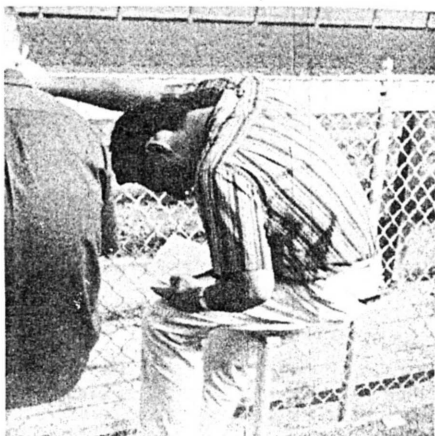
A smart wife is one who can manage any kind of household convenience—including her husband.

Memory is what enables you to call a man by a name that's vaguely like his.

MINOX CATCHES HORSE PLAYERS



Wants to be alone; even brings own chair



Real railbird; couldn't get any closer

William Ratner of the Newark News wrote an article recently describing some of the various idiosyncrasies of horse players — such as the man who would always buy a chocolate sundae before going to the window . . . thought it would bring him luck. Ditto for the bird who would take one bite of a hot dog and then throw the rest away before betting; and, of course, those who bet only on gray horses or black ones; or who play only the daily double; or who bet only to “show”, never to win or place.

“But,” he writes, “the birds who get me are those who assume those odd and most uncomfortable positions while doping their horses. We watched one man at Garden State Park, who throughout the afternoon sat on the sharp-edged back of the bench. Another at Monmouth Park would return to the same spot in back of the grandstand and get down in a crouching stance like a baseball catcher, though there were

many places he could sit comfortably.

“We watched a soldier at Atlantic City race course return race after race to the lawn at the end of the clubhouse, where he would stretch out full length and study the race coming up. Another man at Atlantic City who, like Greta Garbo, wanted to be alone, brought his own chair so he could pick the spot he wanted. He was a daily customer.

“Some bring their lunch and munch on their sandwiches as they study the charts. Others must get as close to the rail as possible, where they watch the board and also get a peek at the horses as they come out.

“But give me the fellow who stands on his own two feet all day, never sits down for a moment, and doesn't complain of being tired, even at the end of a losing day.”

We present here, for your amusement, two Minox shots Mr. Ratner was able to obtain during a recent outing at the track.

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.



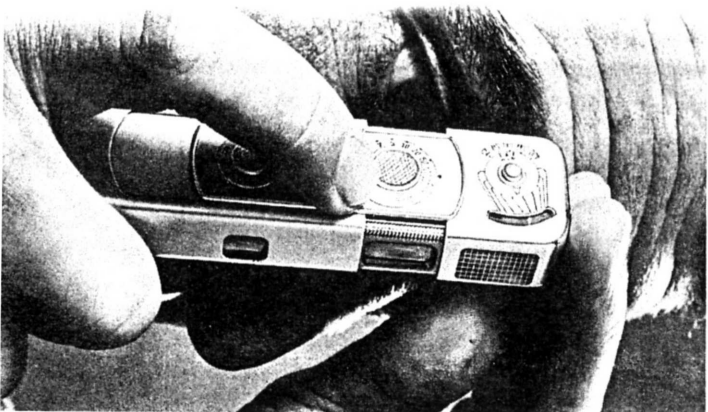
KLING HAS NO PHOTO FINISHING FACILITIES.





MINOX MEMO

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



MINOX B
camera has
built-in
exposure meter!

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