

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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SUMMER/1958

MAN AND MINOX

By Elmer Wheeler

Editor's Note: They call him Mr. Sizzle because he took a wisecrack, "Don't sell the steak—sell the sizzle," wrote 21 books on the subject, and saw his ideas become a sales part of 247 corporations during the past 19 years. His latest book, "How To Sell When Selling Is Tough," was published this month by Doubleday & Co. We asked Mr. Sizzle to tell you how he sells with a Minox.

I'm indeed "the man with the Minox." I've had one for several years now, and it helps me in selling myself to others. It does it by giving me "remembrance value." That's the hardest thing a salesman acquires, "remembrance value." If he leaves a business card, it is apt to end up in the waste basket. However, if he has a simple name like Elmer, he might have a chance at being remembered, for Elmer has been used importantly once or twice before . . . once for a cow, and the second time for hotel bootleggers when the convention slogan was, "Where's Elmer?"

MINOX GIVES ME REMEMBRANCE

I get my big "remembrance value" from the Minox B. Imagine getting "remembrance value" from 3¼ ounces in a sales kit! I do.

I take my Minox out, at a suitable time in my sales interview with a client or a customer, or at a social affair. Everyone gawks at me. Some even laugh.

"When will it grow up?" asks someone. "What'll it become?" asks



another. Everyone, you see, thinks I've a new toy gimmick. But their laughter soon changes to admiration when, a little later, I send them pictures in an assortment of unposed photos. (How could they pose? They thought I was joking!)

PEOPLE LIKE THEMSELVES

People like themselves, so they like to see pictures of themselves. They are first to say, "Hey, look at me. Boy, that camera really does a job, doesn't it? Watcha say the name of it was?"

Since the Minox is only about the size of a package of chewing gum, it isn't expected to produce results. So when it does, it affords me a lot of double attention.

"Say," they tell a friend, "remember that fellow Elmer Wheeler who was here lecturing a month ago? Well, look at the pictures he took of me. From a little pocket size camera, no less."

So they remember Elmer. What

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MINOX B CAMERA BOASTS MANY NEW IMPROVEMENTS

The new Minox B Camera, besides having a built-in exposure meter coupled to the shutter-speed mechanism, has, in addition, many other improvements. One of the most worthy is the replacement of the orange filter supplied with the Minox III-S by a neutral density (gray) filter, which permits using fast films, such as Kodak Tri-X, for outdoor photography in bright sunshine. The neutral density filter also allows you to take flash pictures as close as 2½ feet.

The filters of the Minox B do not retract automatically as they do in the Minox III-S, permitting sequence photography when either the neutral density filter or the green filter is in place.

A closer look at the markings on the built-in exposure meter shows that settings for intermediate ASA film speeds now or in the future can be made. This will allow the use of ASA film speeds, rated between ASA 16 and, in the future, ASA 640.

Correct Exposure Using Green Filter

The meter is also marked for the use of the green filter. When the green filter is in place, lining up the green dot gives correct exposure, automatically compensating for the filter factor.

Use of the Neutral Density Filter

As you know, outdoor exposures with ASA 25 and ASA 50 film are normally somewhere between 1/50 and 1/1000 second. With the faster films such as ASA 200 (Kodak Tri-X) and for very bright scenes, such as beach scenes in brilliant sun or glacier and high mountain areas, even 1/1000 second may produce over-exposures. The shutter speed scale of the Minox cannot be turned past the 1000 mark. However, with the neutral density filter before the lens, the exposure meter is automatically switched to enable you to shoot in brightest areas.

For close-up flash shots, the neutral density filter also works wonders. For example, below is a chart showing distances from camera to subject when using the neutral density filter for close-up flash shots.

“Individualizing” Your Exposure Meter

As with all exposure meters and cameras, varying tolerances, individual measuring methods, or preferences in picture quality may make it desirable to use other ASA numbers than those recommended by the film manufacturer. If your films are consistently over or

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Film Rating	Minox B/C Flash with M-2 bulb	Minox Electronic Flash Unit
	with fan reflector	
ASA 25	5 — 7 ft.	2½ — 3 ft.
50	8 — 10 ft.	3½ — 4½ ft.
100	10 — 12 ft.	5 — 7 ft.
200	14 — 18 ft.	7 — 9 ft.

These distances apply in rooms with light colored walls

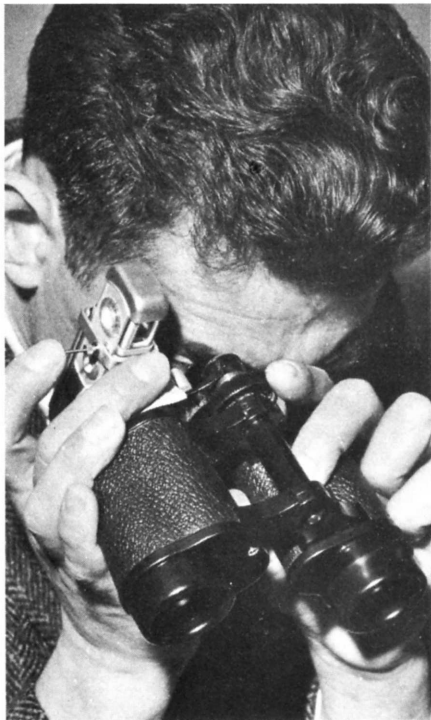
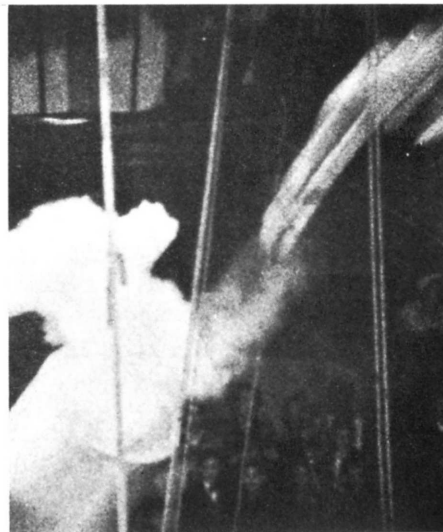
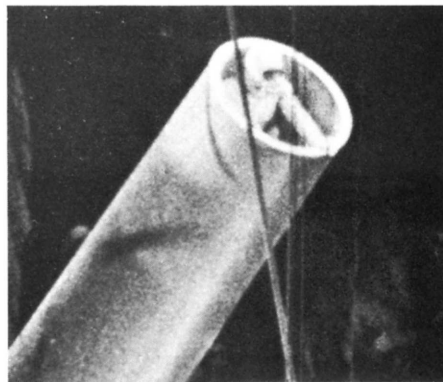
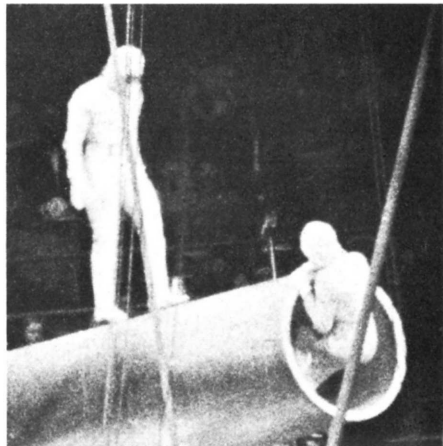


PHOTO CHIEF IS MINOX BOOSTER

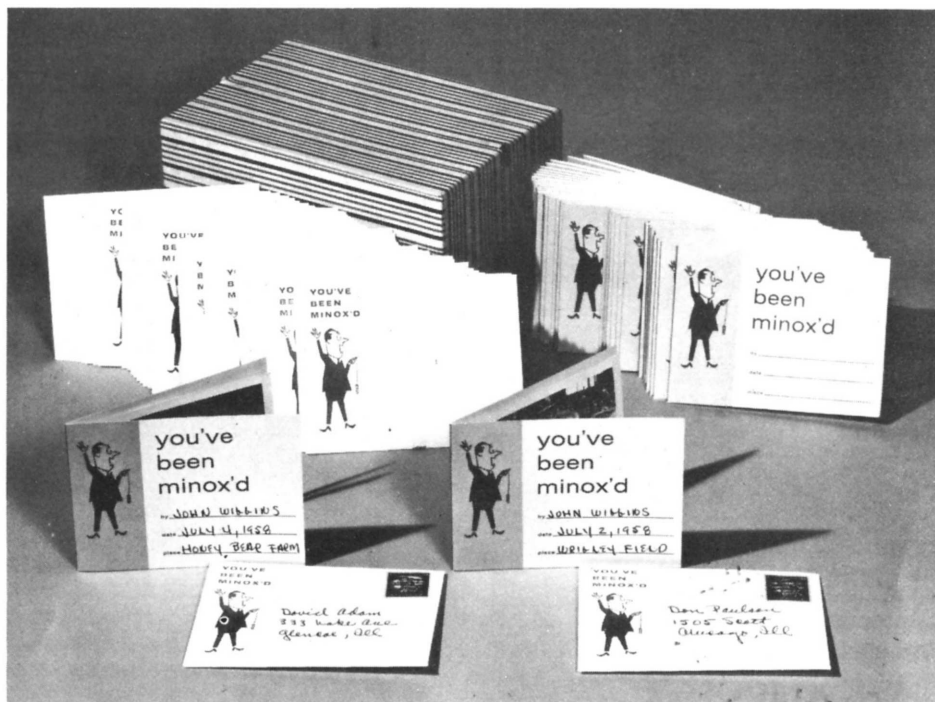
Minox photography is rapidly increasing in popularity with professional as well as amateur photographers who enjoy the camera's extreme portability, ease of operation, and ability to capture fast action.

The June 16th issue of NEWSWEEK emphasized the growing importance of ultra-miniature cameras by carrying a full page picture story, showing Minox prints taken by Ed Wergeles, NEWSWEEK'S Cover Director and Chief of Photography (above left) who took the circus pictures on this page from an arena seat with his Minox, using binoculars and Minox Tri-X film. We think his photo of the man being shot from the cannon is particularly spectacular . . . pointing up the tremendous speed with which Minox freezes action.



Reproduction Courtesy of Newsweek

NEW "YOU'VE BEEN MINOX'D" GIFT BOX AVAILABLE



"You've Been Minox'd" picture mounts, which were introduced last year, have proved so popular for public relations and personal use that Minox Processing Laboratories have produced the new gift box of mounts illustrated above. This handsome brown and gold-striped box contains 50 individual "You've Been Minox'd" folders and 50 matching envelopes. Folders provide space for your name, date the picture was taken and the place. Each gift box sells for \$2.95.

"You've Been Minox'd" mounts are ideal for business public relations and are used regularly by hundreds of executives who photograph business associates and clients and then present the photo to them at a later date, providing a permanent reminder of the meeting

and the firm. A "You've Been Minox'd" print is also a warm personal gift that is much appreciated by family and friends.

The standard "You've Been Minox'd" package, containing 25 photo mounts without envelopes, is still available at the price of \$1.00. Both assortments may be ordered from Minox Processing Laboratories, P.O. Box 94, Forest Hills 75, New York.

There are some women who do not like passing on gossip. They are content with inventing it.

—Juliette Greco

Censorship is like an appendix. When inert, it is useless; when active, it is extremely dangerous.

—Maurice Edelman

COOPER BOOK PROVES POPULAR WITH MINOX'ERS

Since we reviewed "Ultra-Miniature Photography" by Joseph D. Cooper in the Spring issue of the Minox Memo, we have literally been swamped with orders from both new and practiced Minox'ers who are interested in taking better Minox pictures.

Written by one of the country's leading authorities on the ultra-miniature field, this book serves as a complete one-volume guide to all phases of ultra-miniature photography by compiling data and instructions for using ultra-miniature cameras, with special emphasis given to the Minox and its accessories.

In simple, easily understandable language, Dr. Cooper's book covers 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 best results in color and black-and-white, telephotography, prints, enlargements and slides.

If you have not yet read "Ultra-Miniature Photography," you may order it direct from Minox Processing Laboratories at the price of \$3.95 or from your nearest authorized Minox dealer.

WE NEED YOUR HELP!

It is our desire to make every issue of the Minox Memo a worthwhile investment in reading time on your part. We are constantly on the lookout for good stories and material, both from our readers and from other sources . . . especially on industrial and professional uses of the Minox.

Any interesting comments or ideas from readers merit space in the Minox Memo, properly identi-



ARE YOU A TWO-MINOX FAMILY?

We didn't know what we started when we introduced the Minox B Automatic Camera a few months ago . . . for it uncovered a host of Minox'ers who wanted the new camera, but couldn't bear to part with their trusty Minox III-S. The result? Hundreds of Minox enthusiasts now own two Minox cameras . . . and from the letters we've received, we hear that neither one gets much rest.

Most "double Minox'ers" now carry both cameras with them, the standard Minox loaded with Tri-X film for indoor shots with available light, and the Minox B loaded with ASA 25 or color film for outdoor use.

From all indications, it will soon be just as fashionable to be a two-Minox family as it is to have a (filled) two-car garage.

fying the author. Wherever possible, send along pictures to illustrate your story. Problems are also welcome.

Remember, this is **your** Minox Memo . . . let us hear from you soon.

BE AN EARLY BIRD . . . ORDER YOUR PERSONALIZED CHRISTMAS CARDS NOW



Seems like we've just finished sweltering through the summer, and yet, if you check your calendar, you'll find that Christmas isn't too far off to make certain holiday plans now. For example, this year you'll undoubtedly want to send truly personal Christmas cards, made from your own favorite Minox prints.

Two striking cards are again available from Minox Processing Laboratories. Your black-and-white Minox shots will be shown to their best advantage with the attractive black-and-white card shown above . . . a "Season's Greetings" message with an overprint of contemporary pines. This card is designed to incorporate your family portrait, outdoor scene, home, pet or other shots of great appeal. Select your favorite Minox negative, return it to Minox Processing Laboratories, and we will process your order immediately. Twenty-five cards with their own sparkling Silverflake envelopes are available at a cost of \$6.95 per box of 25 cards. Either vertical or horizontal prints can be used.

Your best color shots will make an unusually beautiful Christmas greeting when mounted in the Silverflake folder shown at right. These ultra-modern greeting cards have been designed and illustrated in a gay holiday mood and appropriate holiday colors, and are boxed with 25 matching Silverflake envelopes for \$13.95 per box of 25. To order, simply submit your Minox color negative to the Laboratories. Only vertical Minox color prints can be used.



Hundreds of Minox'ers were disappointed last year because they placed their Christmas card orders too late for delivery. Don't let it happen to you. It's not too early to order your Minox Christmas cards now . . . and won't it be wonderful to get this "chore" of selecting your greeting card for 1958 over before the rush?



MINOX B BOASTS IMPROVEMENTS (Cont'd.)

under-exposed, the meter should be set to a higher or lower ASA number than the one shown on the film box.

For best results it is advisable to use the "professional" method of making a test film with different exposures of various subjects, which will establish the correct setting for your individual use once and for all.

Correct exposure measurement will give you the best photos, and here are a few basic rules you should always follow:

1. The front window (cell) of the meter must be completely unobstructed to give a correct reading. Don't let a finger cover the window—see the Minox Owners Manual for the correct camera hold.

2. Give the meter two or three seconds to measure the light while you hold down the meter button. Letting the button go too quickly may cause the needle to lock before it has reached the full reading.

3. **ALWAYS MEASURE THE IMPORTANT PART OF A SCENE.** In a landscape, for instance, the sky should not be included in the viewfinder while you are taking the meter reading. Point the viewfinder downward until most of the sky is no longer visible. Thus, you will get a correct reading for the trees, fields, houses, etc. which are important for the picture. Of course, when you actually **take** the picture, you may include the sky.

4. Similarly, if you take snapshots of people in the snow or in front of a light colored wall, remember that the people are important, not the background. To get correct exposure, approach with your camera until you see in the viewfinder only the person or group you want to snap. Only then do you press the meter button to get your reading. Of course, after you have deter-

mined the correct exposure, you may step back and include the background in the actual picture.

5. If it is inconvenient to make such a close-up measurement, you can use the so-called "substitution" method by measuring the brightness of your hand or some subject that is similar to, and receives the same light as the subject.

6. Close-up measurement is also used in back-lighted (against-the-light) shots. Measure only the important subjects which are actually in the shade! Where this is impractical—for mountain scenery, for instance—use this rule of thumb. Take the reading by pointing the camera at the full scene; however move the shutter speed scale one step to the right for taking the picture. (If the reading is 1/200, move the shutter scale to 1/100 second.)

7. The rules for back-lighted subjects also apply to color pictures. In fact, very judicious measuring is essential for all color pictures. Whenever possible, use the close-up measuring method for pictures of people. Where this is not possible, the following modifications will be found helpful:

PRINCIPAL SUBJECT IS IN THE SHADE—use one-half to full step **LONGER** exposure

SNOW—use full step **LONGER** exposure

SCENES WITH MUCH GREEN FOLIAGE (except open landscapes)—use one-half step **LONGER** exposure

DULL, OVERCAST DAY—use one-half to full step **LONGER** exposure

LET'S REVIEW BRIEFLY: Don't cover exposure meter cell window—Give the meter needle two to three seconds for correct measurement—Measure the important part of the picture—Use close-up measurement whenever possible—For color shots allow **LONGER** exposure under certain conditions.

A CAMERA IN THE HAND . . .

By Arthur C. Popham, Jr.



On this Wyoming moonscape an antelope 100 yards away . . .



looks like this to the Minox through your spotting scope . . .

Editor's Note: Mr. Popham, a Kansas City attorney, has long been interested in big game hunting and, as a result of his many hunts in this continent and in Africa, he has had several feature articles published in *Outdoor Life Magazine*. Since acquiring his Minox several years ago, he has used it constantly and feels that the camera is an invaluable companion on his hunting trips. This is his story on his use of the Minox for telephotography.

It has been a pleasant pack-trip into far-away game country, and at last you've spotted a ram with stove-pipe horns that make your pulses pound. There will be a long, hard stalk to reach him, and it's no time to be hampered by dangling cameras or any excess baggage that might jeopardize this great chance.

You spend several unforgettably exciting hours climbing to within range, and finish the stalk with joyous success. There lies your prize, magnificent even in death. It's the



and comes in closer to show off his eyelashes.

triumphant culmination to months of planning, days of travel, and hours of exhaustion. It will never quite be duplicated, and how much you want pictures of it! But the camera? Ah, yes—back at the foot of the mountain. Suffering a few such experiences has made me treasure my tiny Minox camera . . . it's always there when I need it.

Ordinary use of the Minox with its omnipresence is fun enough, but for me the real excitement comes in its telephoto role, when I can capture the picture of far-off game seen through binoculars or a powerful spotting scope. A simple, weightless, pocket-size mounting bracket makes this readily possible.

For this telephoto use, focus of the camera is set on infinity. Focus of the binocular for the camera in relation to the user's eye depends

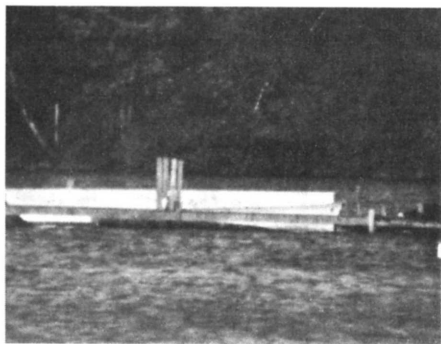


The docked boats $\frac{1}{4}$ mile away . . .

on the user's individual setting, and must be determined just once by trial and error. To do this, put the binocular or scope on a tripod and focus sharply for your eye through the 'scope on an object of approximately known distance. Affix the camera to the eyepiece and take the picture. Then take successive pictures with the eyepiece turned one "hour" and two "hours" respectively clockwise and counter-clockwise.

Make notations for each picture, noting the subject, number of the frame, and sequence of turning the eyepiece. Do this for several distances, say 20 yards, 50 yards, 100 yards and 300 yards. Use different subjects for each set of pictures. When they are processed, compare the numbered negatives with your notes. A regular pattern will appear, showing the setting at which you get the sharpest pictures. (If you have a strong eyeglass correction, shoot pictures farther around the clock when testing.)

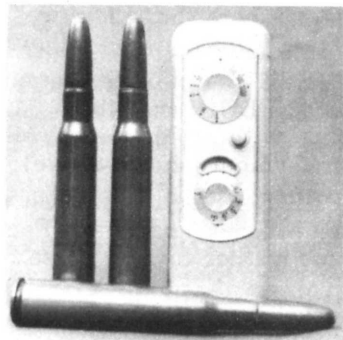
Exposure setting for the camera depends on the light transmission of the telescope used. On my 9x35 binocular, about $1\frac{1}{2}$ times the exposure for the scene without the scope works well. The 20X prismatic spotting scope takes twice the normal exposure. If the object in the field to be photographed is dark, expose longer.



show sharply through the 20X 'scope.

With binoculars you have the other tube as a perfect continuing viewfinder. If you don't use a tripod, make sure you are in a position to hold the glasses steady. The real thrill is in using a spotting scope of 20X or more. Results have been amazing to me . . . the pictures illustrated here will give some idea of the possibilities.

With the scope on a tripod, focus carefully on the subject and lock into position. Make the predetermined eyepiece correction to zero for the camera, clamp on the camera bracket (being sure neither scope nor subject has moved), and press the cable release. That's all. You'll catch that distant ram, buck or bull just the way you saw him. What's more, you can enjoy the thrill of it long after you get home, because your Minox was **with** you!



And you carry your Minox like a couple of extra .30-'06 cartridges.

YOUR NEXT SHOT COULD WIN SECOND MINOX PHOTO CONTEST!

The next time you open a box of newly processed Minox film, study your prints a little more carefully than usual . . . for one or more shots may be potential winners in the Second Minox Photo Contest, now in progress.

Because the Minox is widely used for both business and pleasure photography, entries will fall into either the "Business" or "Pleasure" division. Commercial, industrial or business photographs should be entered in the "Business" division; portraits, travel shots, family, animal, adventure shots, etc., will fall into the "Pleasure" classification.

THREE RENOWNED JUDGES

Entries will be judged by three famous photography experts: JOSEPH D. COOPER, author of "Ultra-Miniature Photography" and columnist for Modern Photography Magazine; DAVID B. EISENDRATH, JR., Technical Editor of Industrial Photography Magazine; and BOB SCHWALBERG, Technical Editor of Popular Photography Magazine.

TEN AWARDS IN EACH DIVISION

Duplicate prizes will be awarded winners of both the "Pleasure" and "Business" divisions, as follows:

1st PRIZE—Minox B Automatic Camera PLUS inscribed Minox Trophy with gold metal Minox camera symbol (shown above).

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—Mi-

nox 3 oz. 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.



CONTEST RULES

Following are the rules of the Second Minox Photo Contest:

1. Prints must be Minox photographs taken between May 1, 1958 and January 31, 1959.

2. All entries must be postmarked before midnight, January 31, 1959.

3. Print size must be $2\frac{1}{4}'' \times 3\frac{1}{4}''$ or larger. Negative must be available for future prize prints.

4. Enter as many prints as you wish in one or both divisions of contest.

5. Each print submitted must contain the following on back:

a. Classification of entry—either "Business" or "Pleasure."

b. Contestant's name, address, city.

c. Type of film used.

6. Minox photographs in "Pleasure" division will be judged on interest and artistic superiority.

7. Minox photographs in "Business" division 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, their advertising agencies and members of their families are not eligible.

MAN AND MINOX (Cont'd.)

public relations for me! What good will! What sales promotion! What "remembrance value" for Elmer!

ME AND MY MINOX

So I say, Minox sells me. I don't sell Minox. It sells me. In fact, it sells me twice . . . once when I take pictures of people; twice when they receive the prints. Each time they have Elmer on their minds, desks, or in their homes.

It's a great sales gimmick. Real showmanship in selling, and one any salesman who can point a camera and press a button can have for himself, his line, his business. No need to run around with a camera strapped over your neck; no need to say, "Wait until I get this tripod business set up." No need for any of this confusion that certainly won't make a friend of a customer. But when you snap him, between a sentence he is saying (yep, it works that fast), then you have created interest. "What's the gag?" he asks, and you say, "I'll send you a picture of yourself and you'll see." No gag. But business promotion.

WEAR A MINOX YOURSELF

I say you "wear" a Minox. Wear it like a cigar lighter or a pocket book. It's with me at all times, for when it isn't, I miss even the 3¼ ounces of weight in my right-hand pocket. I don't need a light meter now. This new Minox B has one built in, so I have even less to carry around in my business promotion.

As I say in my new book, *How to Sell When Selling Is Tough*, "Minox should be in every salesman's kit."

WELL WORTH WAITING FOR

The introduction of the Minox B just a few months ago has been remarkable from all sales statistics. There has been a literal rush of present Minox owners as well as new Minox-wanters to the photographic counters throughout the country . . . and the demand has, to date, far exceeded the supply. If your dealer is currently out of Minox B cameras, we hope that you will be patient.

Minox B cameras are arriving weekly in growing quantities from the factory in Germany, and although the factory has been producing on a double shift, 700 Minox craftsmen cannot immediately fill the world's pipelines to meet the demand for their outstanding new photographic achievement. The Minox B is precision-made with extremely critical tolerances. Each camera is subjected to hundreds of separate inspection controls and it is impossible to press a button and have Minox cameras come off the production line as quickly as mass-produced products of packaged foods.

We suggest that if you have been thinking about getting a new Minox B, or if you expect to give someone the Minox B for Christmas, it is certainly not too early to place your order with your dealer. Ask to see a demonstration. He may have one on hand for this purpose.

The Minox B is well worth waiting for.

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



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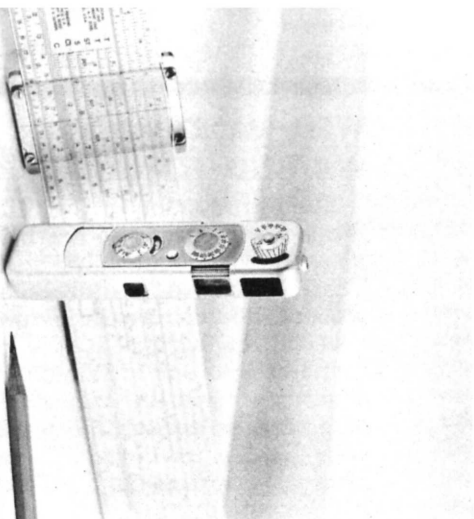
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PRECISION ENGINEERING UNSURPASSED

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