

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 8

WINTER/1958-1959

Don't Underrate Ultraminiature Cameras

By Ed Feingersh

Editor's Note: Ed Feingersh is famous for his 35-mm photojournalism, and just recently he broke the "ultraminiature barrier" by venturing into a new world of Minox photography. The following article originally appeared in the September issue of POPULAR PHOTOGRAPHY. We are reprinting it here because we feel his experience will be an invaluable aid to other Minox enthusiasts. All the superb photos accompanying this article are by the author. Reproduction courtesy of Popular Photography.

The picture at the right was made with a Minox camera. The negative is 8-mm wide and 11-mm long—about the size of the nail on your small finger. The original print is much bigger than our reproduction. Made on 16x20 paper, it's about a 35 times linear enlargement of the negative. If I had made the print from a 35-mm negative I'd consider the quality excellent. Because it came from a Minox I consider it little short of incredible.

When I showed this print to other photographers, they didn't believe me when I said it was made with a Minox. Frankly, I'm still a little amazed at the fine quality myself. However, this picture is the end result of an experiment which involved using a thin-emulsion film and UFG developer. The combination works.

Like many photographers, I had for some time considered the ultraminiature as a camera just a step above a toy. I knew that one or two quality instruments had been around for some time, but as a 35-



mm photographer I felt I had no real need for them. Some miniatures were exploited as sneak cameras by photographers who made pictures where cameras were not allowed. To me, these cameras seemed little more than expensive luxuries.

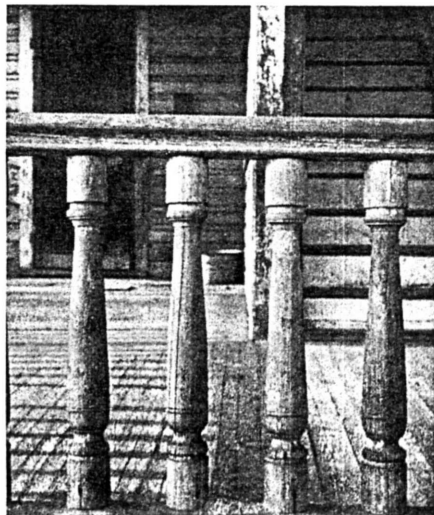
(Continued on Page 2)

Ultraminiature (Cont'd.)

Three reasons tempted me toward miniatures. First, I wanted a camera I could carry in my pocket at all times. Second, I wanted a really good viewfinder that would allow me to exercise my shooting eye, whether I took pictures or not. Third, I wanted a small negative because the smaller the negative area, the greater the demand for disciplined shooting and processing techniques.

Looking over the field I found a number of really good miniatures, but I fell in love with the Minox. I like the Minox (my camera is a black-finish Model III-S called the "Private Eye") because it's tiny, weighs almost nothing, is precision built, and has a beautifully bright viewfinder.

My first Minox shooting was with Tri-X high-speed film. The results were grainy but exciting. I enlarged every negative on the roll, and from this shooting I found that I could hand-hold the camera even at the slowest speeds. All the photographs in this story were made with a hand-held camera.



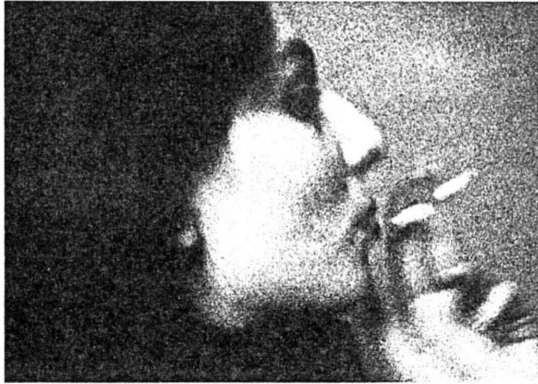
ASA 50 film holds middle tones over great detail.

From my experience, I feel that any good 35-mm photographer can learn to use an ultraminiature effectively in a very short time. There is no real trick to the technical side—just care and cleanliness, plus the right film and developer combination. For my work, I use UFG, as I stated before, for about 3 minutes at 60 degrees with slow, thin-emulsion films. I keep all of my solutions as clean as possible. A speck of dirt can ruin a print. I process with the Minox Daylight Loading tank.

As for choice of films, the thin-emulsion ASA 25 and ASA 50 Minox films are the ideal choice for most situations. Since the film magazine system that the Minox uses enables you to change emulsions in the middle of a roll (losing only 2 or 3 frames) it's a good idea to carry both slow and fast films in your pocket all the time. Before using Tri-X in ultraminiatures you should make some tests so you have a basis for judging exposures. I think close-ups are much more effective than long shots when using the "grainy technique."

On the shooting side, I restrict myself to light where I can use either the ASA 25 or the ASA 50 film. Ultraminiature film sizes just aren't as "pushable" as the larger 35. All the things that apply to 35-mm work—such as holding the camera steady, composing for full frame coverage, and correct developing—apply directly to good miniature technique.

Exposures must be critical! If you're going to be off in exposure, though, it's better to under rather than over-exposure. In fact, I find that if I slightly underexpose my shots I get better quality. Cleanliness is an absolute **must**. Dust and dirt must be kept out of your camera. Film must be handled with care.



To achieve desired pebble-like-grain quality, Feingersh shot from 12 inches away, using ASA 200 (TRI-X) with available light, exposing at 1/20 second.



Candle was sole illumination and camera was hand-held, using ASA 50 film, exposure at 1/5 second.

I believe the serious miniature photographer should process his own negatives, but, if for some reason he can't, there are labs like Don Thayer's Minox Lab which do high quality subminiature processing.

I'd like to pass on the following words of advice:

1. Start with the slow, thin-emulsion films and use them under good lighting conditions until you find your way. First learn how **good** miniature quality can be and not how far fast miniature films can be pushed.
2. Make up your mind that you will guard your negatives against

the specks of dust that can create calamity in ultraminiature work.

3. Don't be satisfied with just "images." Get the best quality you can out of each negative. This effort will pay off not only in subminiature work but in any other printing that you will do. If you can get **excellent** quality from ultraminiaures, you can get **superb** quality out of 35-mm.

4. Don't shoot first and think later. Whenever I hand my Minox to someone and tell them it's loaded, they start shooting pictures a mile a minute. They seem to forget all

(Continued on Page 15)

HARPER'S BAZAAR TO STAR MINOX

In perhaps the greatest advertising-public relations coup in camera history, the Minox will virtually take over the January 1959 issue of Harper's Bazaar!

Fascinated by the intricacies of a precision camera with built-in exposure meter that weighs mere ounces, the editors of this top fashion magazine have devoted a twelve page merchandising section to a clever picture story that follows the heroine through a series of adventures in Florida, as seen through the eyes of a private detective who captures her travels with his Minox B Private Eye. You'll want to see this issue of Harper's Bazaar . . . it should be great and go far in making those gals we love "Minox-sexed."

Although Minox B cameras are arriving by air on regular schedule from the factory in Germany, it is impossible to keep pace with the demand. The Minox B is made with extremely critical tolerances, and each camera is subjected to hundreds of separate inspection controls. The factory is producing on a double shift, but they refuse to sacrifice quality for quantity. This assures you that every Minox B will meet the same high standards that you have learned to expect from all Minox products.

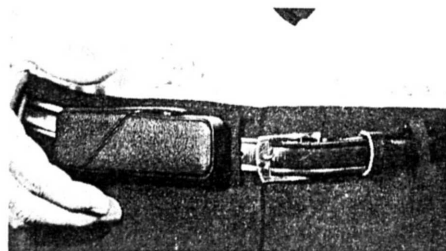
WANTED! MEMBERS FOR NEW BOSTON MINOX CLUB

Minox'ers in the Boston area will soon have an opportunity to meet and exchange ideas with other Minox owners, thanks to Arthur Frank, 40 Brookdale Road, Natick, Massachusetts. Mr. Frank has advised us that he is currently making plans

for the formation of a Boston Minox Club, and he's anxious to hear from Minox'ers in his area who would be interested in joining. You may contact him at the above address or by calling his home, Cedar 5-2265. Come on, all you Boston Minox'ers . . . we hope that the next issue of the Minox Memo will carry news of a big turnout at the first meeting of the new Boston Minox Club.

By the way, if any Minox'ers in other parts of the country would like to start their own Minox Club, just send us your name . . . and we'll publish the notice in the next issue of the Minox Memo.

NEW MINOX BELT CASE IN COLORS



For the ultimate in convenience, nothing can touch the new Minox Belt Case. Custom-crafted in hand-finished leather, this fashionable case actually lets you **wear** your Minox . . . and its choice of colors makes it equally suitable for men and women.

Now available in jet black, warm brown or chinese red leather, the Minox III-S belt case is priced at \$4.50, and the Minox B belt case at \$5.50. Both are now at your authorized Minox dealer.

They say that walking is a lost art . . . but one must still get to the garage some way.

MINOX ELECTRONIC FLASH CAPTURES MAGIC MOMENTS

Wintertime usually means the family spends more time indoors . . . you entertain at home more often . . . and the living room becomes a center of family gatherings. Capture those magic moments of the approaching holidays with the featherlight Minox Electronic Flash that allows you to carry your own private sun. The Electronic Flash eliminates the necessity of carrying a supply of flash bulbs—the flash tube will yield over 10,000 flashes.

The color quality of the light emitted by the Minox flash tube is similar to natural daylight, making it suitable for exposing daylight type Minox color film as well as black-and-white. The power pack recharges itself every 5 seconds.

Recommended shutter speed for flash exposure is 1/200; however, there are three variable factors to consider when selecting a shutter speed: light output, film speed and reflectance of your subject. Since the 1/200 shutter speed is recommended for rooms of average size and color, and subjects in a medium shade of clothing, you must adjust for non-average conditions.

High ceilings, large rooms or dark walls give very little reflectance; therefore, when shooting in a large room or auditorium, or a subject in dark colors, you may need more light or a faster film. On the other hand, in a very small or bright room, you may have to cut down on the amount of light from the flash.

Light from the Minox Electronic Flash may be regulated by pulling the reflector in or out. The flash tube gives maximum light when pulled out fully. If left inside the flash head, its effective light is considerably reduced. Intermediate positions yield intermediate amounts of light.

Two types of reflectors may be used with the Electronic Flash. One is the folding fan reflector which has a satin finish with a tiny textured pattern. The light is softer though less concentrated, making the fan reflector preferable for close shooting. The High Efficiency Color Reflector is a bowl-shaped design which concentrates its rays and, therefore, is preferred for distance or for shooting color.

The tables below give full exposure information for films of varying speeds. Remember that the slower film ratings have finer grain and will give you better pictures. Good shooting!

FOR MINOX ELECTRONIC FLASH WITH BATTERY

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.

FOR MINOX ELECTRONIC FLASH WITH AC POWER SUPPLY

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.

MARX'S MINOXOLOGY



Editor's Note: This is the second in a series of articles written for the Minox Memo by Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, and one of the world's most ardent Minox'ers. Mr. Marx, who won first prize in the Pleasure division in last year's Minox Contest, is also president of the Sub-Miniature Camera Society of Cincinnati. He recently returned from a two-month European trip on commission by an outdoor magazine to do a story on the fisherman's use of Minox.

Last time our Sub-Miniature Camera Society met, our discussion topic was "How to Get Better Pictures with Minox." Each member brought along examples of pictures that he thought were good and bad, and we each had a turn at offering compliments and criticisms.

Most of our members are men like me—fascinated with the simplicity and portability of Minox, but inexperienced in the technical side of photography. After the meeting, I made a list of twelve hints to help my fellow amateurs toward better Minox pictures. These suggestions are in addition to the ones which I gave in the Spring issue of the Minox Memo.

1. Visit your local camera club—there is one, perhaps several, in most cities. If you like the people you meet, join. This will give you an opportunity to exchange experiences and learn to apply other's ideas. If you have no camera club, find out the names of other Minox'ers from your local camera dealer and visit them to exchange ideas and know-how.

2. Get the habit of wearing your Minox every time you dress. Make it as important a piece of personal attire as your wristwatch. Then you will be ready when the picture opportunities come along.

3. Buy several scrap books or the new Minox Photo Album. Mark each book with a separate title. For instance, I have albums of Family, Friends, Famous Personalities, Fishing, Mood Shots, Key West and Europe. You might want to have have some entitled Children, Dogs, Sports or even Business.

4. Keep a large envelope handy for what I call "Culls and Bloopers." The undesirable pictures should be placed in this envelope. Be selective. Every few months go over your culls and bloopers. Remember that time changes ideas. What you think is a good picture today may look bad to you tomorrow . . . or vice-versa.

5. Shoot more pictures. The solution is to sew a button for attaching the leather tab of your Minox chain just inside the flap of your trouser pocket or under your lapel . . . or purchase one of the new Minox belt cases. In this way you will be more likely to take pictures frequently since you will have your camera with you at all times.

6. Some beginners are so critical of their early efforts that they give up too soon. It is good to be critical, as this makes for improvement. Perhaps your pictures are better than you think. However, don't be like some people who are simply enamoured of "their own children."

7. When you show your pictures to people, do not express your opinions, but listen carefully for theirs and especially watch the expression on their faces and see where their eyes travel.

8. If you find your interest lagging, go over your pictures that you and others think the best. Select one negative and have an enlarge-

ment made. Frame the picture and hang it where you can see it often. Now that you know that you are able to get good results with your Minox, you will be encouraged to take more pictures.

9. Save your negatives so you can find the one you want. The first thing I do when my negatives are ready for printing is to make a list of the pictures on the outside of a large envelope. I then carefully put the negatives inside the envelope for future reference—marking the year and the places at which the pictures in that roll of film were taken, and store them in a cool, dry place.

10. I am surprised at the number of Minox users who do not own a flash attachment. For those who like to use slow film (I use only ASA 25), it is extremely desirable to have a flash attachment for indoor shots or for fill-in flash where you are shooting against the sun and part of subject nearest you is in too much shade to show detail. If portability is what you want, the B-C Flash weighs only 3 ounces. If excellence of print is desired, I recommend the Minox Electronic Flash.

11. There is no better greeting card than a picture that you have taken of someone. The thoughtfulness of sending his or her picture is always appreciated. People forget just another greeting card, but they never stop enjoying pictures of themselves.

12. There is an inborn human desire to create. Right now while you think of it, why not go through your Minox shots and pick the best ten—then go out armed with the desire to take more of this same kind . . . but better.

The first taste of creating something beautiful is like the first taste of love. The world is full of lovely pictures. Create yours with a Minox.

NEW MINOX PHOTO ALBUM AVAILABLE



In answer to the growing demand of Minox'ers for a compact, expandable portfolio for Minox prints, a handsome new Minox Photo Album has been developed, containing transparent plastic pockets for 102 standard-size Minox prints.

The album, which measures 9 $\frac{3}{4}$ " x 6", is finished in smart brown simulated leather with padded cover. Its concealed binding posts can be extended to hold an unlimited number of Minox prints, through the addition of plastic refill packages which each hold 48 standard-size Minox prints.

The Minox Photo Album is priced at \$6.95; the refill, complete with extension posts, is priced at \$2.25. Both are now available from your authorized Minox dealer.

To err is human. To blame it on the other party is politics.

What it takes to make a house look lived-in is Sunday.

The biggest drawback to educational television is that most children want to major in cowboys and Indians.

EGGSHELL? GLOSSY? MAT WHITE?

You Can Now Specify The Paper Finish You Desire For Your Minox Prints.

For the last three years, Minox Processing Laboratories has been returning your finished prints on imported Leonar eggshell paper . . . most Minox'ers seem to prefer the fine quality that this sepia-toned paper affords. However, with the increase of Minox users and especially from the growing number of professionals who use the Minox in their work, we have been receiving more and more requests that we also return prints with a glossy finish that can be used for reproduction purposes, or a mat white finish.

It probably has not been clear to our customers that a choice of paper has always been available, and we are sorry that you were not aware of this. Therefore, from now on you may specify the type of paper you desire for your finished prints—either eggshell, glossy or mat white. Please don't ask for different papers on one cartridge, as this is impossible. Print price is the same in all finishes.

THE MEMO WANTS TO HEAR FROM YOU!

If you enjoyed reading this issue of the Minox Memo, credit is due, in part, to your fellow Minox'ers who took the time to drop us a note, explaining their Minox technique or personal use of the Minox. 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 identifying the author. Wherever possible,

your story. Problems are also welcome. Address your letters to Minox-Memo Editor, Minox Processing Laboratories, P. O. Box 94, Forest Hills 75, N. Y.

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

IMPORTANT NOTE . . . SEND INSTRUCTIONS WITH YOUR FILM

Help, help, help . . . occasionally a mix-up occurs on processing orders and one of the causes is that some customers send special instructions under separate cover, instead of including them in the mailing bag with their film. You can imagine how difficult it is to receive film to be processed on one day . . . and a few days later receive a letter with special instructions for developing and/or printing. It is virtually impossible to match the two, as you can well understand. So . . . **CAUTION! IF YOU ARE GOING TO SEND US SPECIAL INSTRUCTIONS FOR YOUR PROCESSING WORK, MAKE SURE THAT THEY ARE ENCLOSED WITH YOUR FILM, AND NOT SENT UNDER SEPARATE COVER.**

Thank you very much.



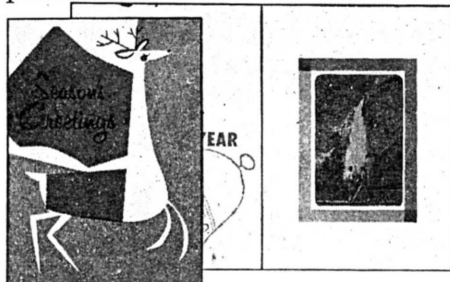
"He looks just the type to have a Minox

SEND PHOTO GREETINGS MADE FROM YOUR OWN MINOX PRINTS

Christmas is just around the corner, and if you haven't yet ordered your photo greeting cards, there's not a minute to lose. You'll certainly want to send truly personal Christmas cards this year—made from your own Minox prints.



Minox Processing Laboratories offers a choice of two striking Christmas cards to incorporate either black-and-white or color Minox prints. The attractive black-and-white card shown above was designed to show to best advantage a favorite scene of your entire family, children, home or pet. Boxes of 25 cards with Silverflake envelopes are available at a cost of \$6.95 per box. Either vertical or horizontal prints can be used.



An ultra-modern Seasons Greetings folder, designed in appropriate holiday colors and lithographed on sparkling Silverflake, is perfect for mounting your best Minox color print, which can later be removed and preserved in an album. Boxes of 25 folders with 25 mounted color prints and matching Silverflake en-

velopes are available for \$13.95 per box. Only vertical Minox color prints can be used.

In order to insure delivery in time for Christmas mailing, no orders can be accepted after December 10th. Don't miss out . . . send the black-and-white or color negative of your choice to Minox Processing Laboratories today!

MINOX "ON THE AIR" IN BOSTON



Although the ultra-miniature Minox is small, it plays a mighty big part at any show it attends. This was true recently when the Jordan Marsh Co. of Boston asked Kling Photo Corporation, exclusive importers of the Minox, to take part in a ten day Photographic Exhibition at their main Boston store.

Len Wickens, regional representative for Kling in the New England area, was on hand at the show to answer questions about the miniature marvel, and he also gave a 45-minute lecture on "The Ultra-Miniature Minox—Photography in the Palm of Your Hand 24 Hours a Day."

The new Minox B created such a sensation that noted interviewer Priscilla Fortescue of Radio Station WEEL, Boston, heard about it, and invited Len to appear on her show for an informal chat about the Minox and its many accessories.

EXCITING CHRISTMAS GIFT IDEAS



MINOX ELECTRONIC FLASH

Give the very special Minoxers on your list the world's smallest, lightest, easiest-to-use Electronic Flash. Weighs a mere 24 oz. . . . can be carried over the shoulder or in pocket or purse. Gives rapid succession flash exposures at less than 1¢ per flash. Includes genuine leather case, flash head and fan reflector.

#6510 (less battery) \$82.50

#6523 Eveready 491 Electronic Flash Battery \$7.95

#6521 Minox Electronic Flash A-C Power Supply \$4.95

#6522 Minox High Efficiency Color Reflector \$2.50

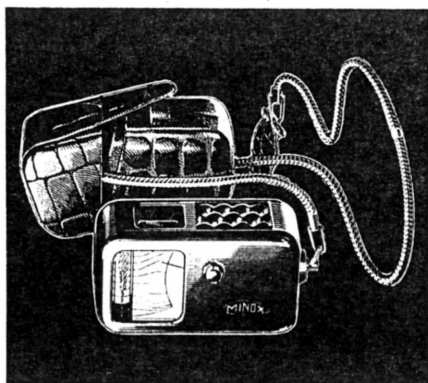


MINOX B-C FLASH

They'll all love this 3 oz. flash unit with collapsible fan reflector that folds to pocket size. Uses inexpensive M-2 bulbs.

#6541 (less battery) \$29.95

#6542 Minox B-C Flash Mercury Battery \$1.95



MINOX EXPOSURE METER

A "must" for accurate Minox photography with the Model III-S. World's smallest precision photoelectric instrument. Satin chrome finish meter and chain, complete with leather case. #6110 \$27.95

SEE INSERT FOR ADDITIONAL

FOR THE MINOX'ERS ON YOUR LIST



MINOX SLIDE PROJECTOR

Shows Minox color slides with exquisite new realism. Projects to a big 24"x30" at a mere 8 feet. Measures 8 x 6 x 3 1/2". Smart pearl-gray finish. Includes leather case.

#6300 \$79.95



MINOX QUARTET FILM PACK
Combines four boxes of most-wanted Minox film—ASA 25, 50 and 200 TRI-X black-and-white, and ASA 32 Anscochrome. Black and gold foil package with imprinted greeting card.

#6820 \$9.45



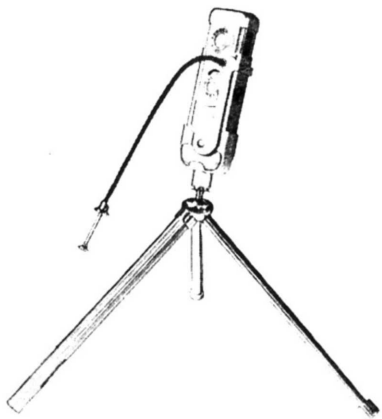
MINOX DIPLOMAT CASE

If he has everything, he should have the Diplomat too. Plush-lined interior has snug-fitting compartments for all Minox equipment plus 8 boxes of film. Measures 10x17 3/4 x 3".

#6420 \$39.95

MINOX GIFT SUGGESTIONS

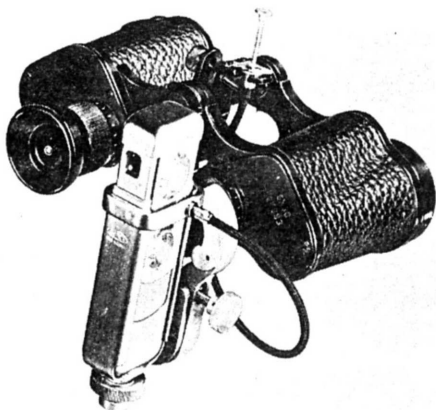
MORE CHRISTMAS GIFT IDEAS



MINOX POCKET TRIPOD

Hardly larger than a pencil, it sets up in 10 seconds, collapses into its own case. Has tilting head and cable release. 7 1/4" x 3/8" diam. Includes leather case.

#6621 \$21.50



TELEPHOTO-BINOCULAR CLAMP

Attaches Minox to binoculars for telephotography. Has built-in tripod and cable release sockets. Use also as camera-to-tripod clamp.

#6500 \$24.50



RIGHT-ANGLE FINDER MIRROR

Permits around-the-corner picture taking, shooting to the right or left while facing straight ahead. For the ultimate in candid photography.

#6200 for III-S \$9.95

#6202 for "B" \$9.95



REFLEX VIEWFINDER

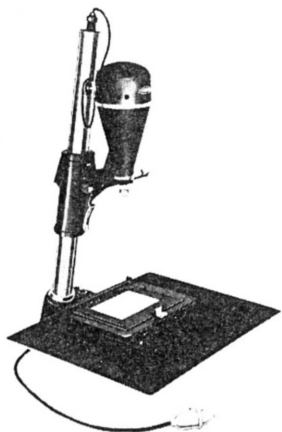
Permits using Minox at waist-level, near the ground for angle shots, or wherever eye-level position isn't desired.

#6201 for III-S \$14.95

#6203 for "B" \$9.95

SEE INSERT FOR ADDITIONAL

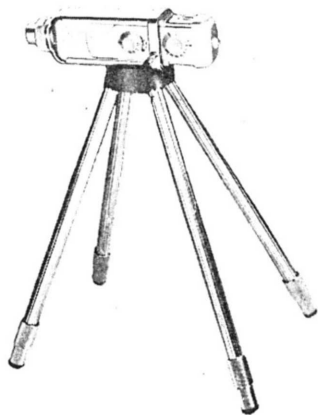
FOR MINOX ENTHUSIASTS



MINOX ENLARGER/COPY STAND

Enlarges up to 11x14". Has f/3.5 Micro-Minox lens, double condensers, tilt-back lamp housing, built-in light diffuser.

#6770 \$189.50



ADJUSTABLE COPYING STAND

Convenient, sturdy stand for copying letters, book pages, etc. Adjustable for distances from 8" to 18". Folds down to 1x1½x9".

#6602 \$29.50



MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710 \$12.50

MINOX FILM DEVELOPING KIT

15 sets of chemicals in pre-measured quantities. #6720 \$3.95



MINOX TRANSPARENCY VIEWER-CUTTER

Examine your color frames through its built-in magnifier . . . then cut frame neatly by thumb pressure. Facilitates speedy slide mounting.

#6901 \$14.95

MINOX GIFT SUGGESTIONS

LAST CHANCE TO ENTER 2ND MINOX PHOTO CONTEST !

Have you picked out your best Minox shots yet? Better hurry—because there's not much time left before the Second Minox Photo Contest closes on January 31st . . . and you may have a winning picture lying forgotten in your desk drawer! You'll never know "what might have been" unless you enter . . . so look through your Minox prints today, and send in the best ones immediately.

The Contest has two divisions, and 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.

THREE FAMOUS JUDGES

All entries will be judged by three renown 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 the "Pleasure" and "Business" division, as follows:

1st PRIZE—Minox B Automatic Camera PLUS inscribed Minox Trophy with gold metal Minox camera symbol (illustrated 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—Minox 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 the 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.

Ultraminiature (Cont'd.)

they know about handling a camera.

5. Press the shutter release button with great care. The slightest jiggle will produce an unuseable negative.

6. There is no one way of holding an ultraminiature camera. Everyone will find his own best grip. Since the instrument is so incredibly light, the slightest shake, especially at slow speeds, is tremendously noticeable in the enlargement. **I cannot overemphasize how important this is!** When using slow shutter speeds like 1/5 second, I take four or five frames (if possible) to insure that at least one of them will be sharp.

7. Focus carefully. Even though the miniature affords tremendous depth of field, care should be taken in focusing. At any distance under two feet (the minimum focusing range of the Minox is 8 inches), a measuring chain or tape should be used. At greater distances focus as carefully as you can, and it is not a bad idea to vary the distance scale on both sides of your guess on subsequent negatives.

I believe that miniature photography can do the same things for you that it did for me. It gave me a camera that could help keep my eye in practice. It gave me a camera that could be used on some special assignments. It gave me a chance to use the high technical standards and discipline that are so important in every phase of photography. These reasons make the ultraminiature a very attractive tool for me as a professional.

REGISTER YOUR MINOX FOR YOUR PROTECTION

From time to time, Minox Processing Laboratories has advised all Minox owners to register the serial numbers of their cameras as a protective measure in the event of loss or theft. The following story points up the value of this registration.

This summer, Harry Hood Bassett was vacationing in Colorado. Upon returning to his hotel room one evening, he found a Minox camera and exposure meter which, in some unexplainable manner, had found their way into his room. Unable to locate the owner, Mr. Bassett, who himself is a Minox owner, recalled that he had registered his own camera with Minox Processing Laboratories . . . and he wrote to us in the hope that we might be able to give him the name of the rightful owner. Unfortunately, the camera in question had never been registered . . . and some Minox'er is undoubtedly still bemoaning the loss of his equipment.

Don't let this happen to you. For your own protection, send the number of your Minox to Minox Processing Laboratories for registration. And, incidentally, if you are the missing Minox'er, you may contact Mr. Bassett at the First National Bank Building, 101 East Flagler Street, Miami 32, Florida.

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



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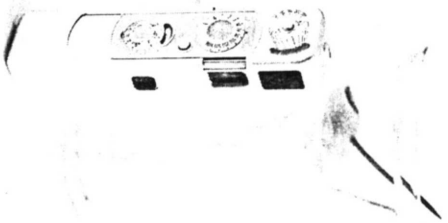




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