



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 2 number 1

SUMMER/1959

JOE MARX AND BRENT BAILEY WIN TOP HONORS IN 2ND MINOX PHOTO CONTEST

Don O. Thayer, President of Minox Processing Laboratories, has officially announced the first place winners of the Second Minox Photo Contest as Joe J. Marx, Loveland, Ohio, and Brent P. Bailey, Abilene, Texas, in the Pleasure and Business Divisions respectively.

This year's ultraminiature photography competition drew an overwhelming number of entries, with 5623 Minox photographs submitted by Minox'ers from coast to coast. The three contest judges—Joseph D. Cooper, author of "Ultra-Miniature Photography" and columnist for Modern Photography Magazine, David B. Eisendrath, Jr., Technical Editor of Photo Methods for Industry Magazine, and Bob Schwalberg, Technical Editor of Popular Photography Magazine—were greatly impressed with the photographs submitted. Here are the twenty award winning Minox'ers who were chosen by the judges.

PLEASURE DIVISION

- 1st GRANDFATHER'S DAY
Joe J. Marx, Loveland, Ohio
- 2nd NEW YORK AT NIGHT
Jack Gomberg, Brooklyn,
N. Y.
- 3rd WEB
C. Torrey Adams, Newport,
Mich.
- 4th KITTEN IN A CHAIR

Kenneth W. Keefe, Missoula,
Mont.

- 5th HARBOR SCENE
Norman J. Fitzgerald, Jr.,
Chicago, Ill.
- 6th LINES AND CURVES
Lou Bluestone, Detroit,
Mich.
- 7th MERCI, MADAME!
Joe J. Marx, Loveland, Ohio
- 8th FACADE OF BUILDING
J. Chandlee Ergood,
Philadelphia, Pa.
- 9th SNOW SCENE
Joseph S. Peacock, Park
Ridge, Ill.
- 10th LITTLE LADY
James A. Landis, San
Marino, Calif.

BUSINESS DIVISION

- 1st MONORAIL
Brent P. Bailey, Abilene,
Tex.
- 2nd MEN AT WORK
Bruno C. Kosack, St. Clair
Shores, Mich.
- 3rd GRAAFIAN FOLLICLE
Nathan Honen, Hempstead,
N. Y.
- 4th WELDED WIRE FABRIC
IN USE
Don Gehring, Arlington, Va.
- 5th CONSTRUCTION
WORKERS
C. R. Mather, Jr.,
Jeffersonville, Ind.

(Continued on Page 2)

CONTEST (Cont'd.)

- 6th WELDER
George R. Clark, Ft. Worth,
Tex.
- 7th CANNON WOUND
Dr. H. L. Chasserot, New
Rochelle, N. Y.
- 8th RIVER DOCK OF
CHEMICAL TERMINAL
Louis H. T. Dehmow,
Wilmette, Ill.
- 9th GIRL IN GREEN
Agnes Halsey Jones,
Cooperstown, N. Y.
- 10th THE BELAFONTES AND
MacRAES
Bernard L. Gluckman,
New York, N. Y.

In addition, two entries which were not selected for one of the first ten prizes were considered so outstanding that the judges awarded them a special Honorable Mention. The Honorable Mention winners are:

**ORATOR'S CORNER,
HYDE PARK**

Lou Schor, Sherman Oaks, Calif.

BRONX CHEER

C. Larry Unland, St. Louis, Mo.

What makes an award-winning photograph . . . and why did the Minox prints selected win the judges' nod of approval? We feel that a discussion of these winning prints can be of great value to other Minox owners, and this and subsequent Minox Memos will contain photographic reproductions and helpful information.

**JOE MARX TAKES TWO
AWARDS . . . TOPS COM-
PETITION FOR SECOND TIME**

For the second consecutive year, Joe J. Marx captured first prize in the Pleasure Division . . . and this year he even outdid himself by also placing seventh in the face of extremely heavy competition. One of the world's most ardent Minox'ers, Mr. Marx is a regular contributor

to the Minox Memo. In his "Marx's Minoxology" column, he has often advised other Minox enthusiasts to learn to recognize prize picture material when it presents itself. Mr. Marx himself has an educated eye indeed . . . is a great advocate of human interest shots. His first place photograph is an outstanding example of his theory in practice—capturing a warm, sensitive and memorable moment.

Mr. Marx's seventh place entry also exemplifies his practice of creating unforgettable pictures wherever and whenever the situation arises. "Merci, Madame!" was shot on his recent European vacation, while strolling down an obscure street in search of picture material. The relaxed, completely unposed attitude of the Frenchwoman and the interesting composition around her expresses with an eloquence beyond words the value of seizing every opportunity as it presents itself. As Mr. Marx has often stated, only the Minox enables you to do this . . . to capture out-of-the-ordinary shots anytime, anywhere.

**BRENT BAILEY MINOXES
FROM MEXICO TO ALASKA**

To Brent P. Bailey, District Manager for a construction equipment manufacturer, the Minox is a constantly-used tool of the trade . . . enabling him to develop a technique that captured first prize in the Business Division. In covering his territory, an important facet of Mr. Bailey's occupation is to take all advertising and publicity photographs for his firm. How well the Minox fills his requirements is best described by quoting Mr. Bailey directly: "In the past year and a half, my Minox has been from Mexico to Alaska and from the East Coast to the West Coast. I have had a number of Minox photographs published without the publishers even know-



First Prize in the Pleasure Division, "Grandfather's Day" by Joe J. Marx, Loveland, Ohio.

ing that they were done with an ultra-miniature camera . . . I have successfully recorded the Carlsbad Caverns from one end to the other; have taken portraits of miners 800 feet underground with only the light from the mining lamps on their hats. I have done human interest stories at International airports at 2 A.M. with dimly lit interiors to tell the true story of the man on the road, and have done aerial and industrial photography with the Minox. I carry a clamp-on tripod at all times in my briefcase to record documents and have used the Minox from well below zero to the heat and humidity of the Tropics.

My Minox camera has taken a terrific beating under all conditions and yet I am sure that if I pull it

out of my pocket right now, it will capture that once-in-a-lifetime photo that could not be gotten with any other camera."

MAGNIFICENT COLOR WINS AWARD FOR JACK GOMBERG

Commercial artist Jack Gomberg originally purchased his Minox solely to record material for future paintings, but after experimenting with Minox color photography, he has become an avid amateur photographer, using his Minox exclusively as a color camera. Mr. Gomberg believes that it's the photographer's point of view that makes the picture outstanding, and that Minox color photos can be as magnificent as photographs taken with larger cameras. He writes that

(Continued on Page 4)

CONTEST (Cont'd.)

"the factor of personal judgment makes the difference—not the size of the camera." From the samples of Mr. Gomberg's color photography submitted, the judges certainly agreed. Your editor only wishes that we could reproduce Mr. Gomberg's inspiring "New York at Night" in its full beauty. Other Minox color photographers will gain a valued insight into Minox color photography through Mr. Gomberg's article on page 13 of this Minox Memo.

**SPUR-OF-THE-MOMENT
SHOT PAYS OFF FOR
GEORGE CLARK**

As Air Safety Investigator for the Civil Aeronautics Board, George R. Clark must constantly obtain photographs of all conditions or practices potentially hazardous to aviation safety—and they must usually be

secured under adverse conditions. Naturally, most of his shots are spur-of-the-moment type, with little opportunity to plan for lighting or camera angles. They must be taken rapidly, with a minimum of preparation and using available light, which is often none too good, as in the case of his prize-winning "Welder." However, Mr. Clark states that he has taken many useful shots with his Minox that would have been unobtainable with any other camera. His Minox photos have been used as evidence in technical reports and accepted as documentary evidence for exhibits in the official records of the Civil Aeronautics Board. Mr. Clark uses three guides for clear, precise Minox photography: the best results are obtained with lower speed films; always steady the Minox for shots at slow shutter speeds; and focus is critical on extreme close-ups.



First Prize in the Business Division, "Monorail" by Brent P. Bailey, Abilene, Texas.



Second Prize in the Pleasure Division, "New York at Night" by Jack Gomberg.

AD MAN NORMAN FITZGERALD SHOOTS FOR FUN . . . AND WINS

Norman J. Fitzgerald, Jr. became interested in the Minox about ten years ago, when a friend of his proudly displayed his new ultra-miniature camera and made Mr. Fitzgerald vow that someday he too would own a Minox. Shortly after the Minox B was introduced last year, he purchased one . . . and

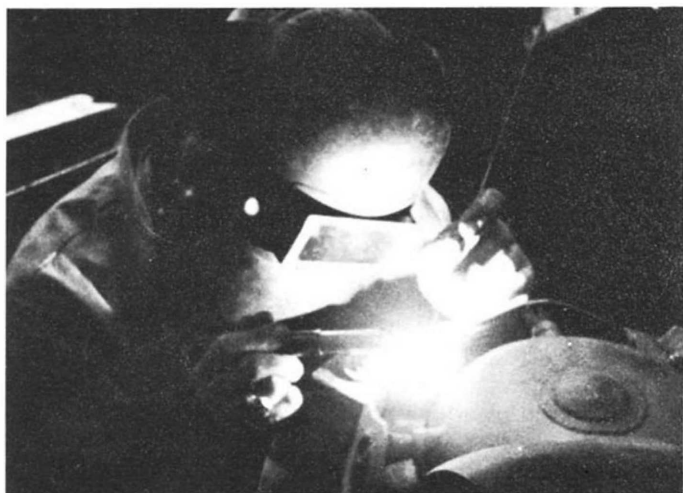


Seventh Prize in the Pleasure Division, "Merci, Madame!" by Joe J. Marx, Loveland, Ohio.

during his first year as a Minox'er he took his prize-winning "Harbor Scene." This young advertising production manager professes no exceptional ability as far as picture-taking is concerned, but his excellent Minox print shows an unusually good natural feeling for composition and superior choice of subject matter that makes an interesting picture.

(Continued on Page 6)

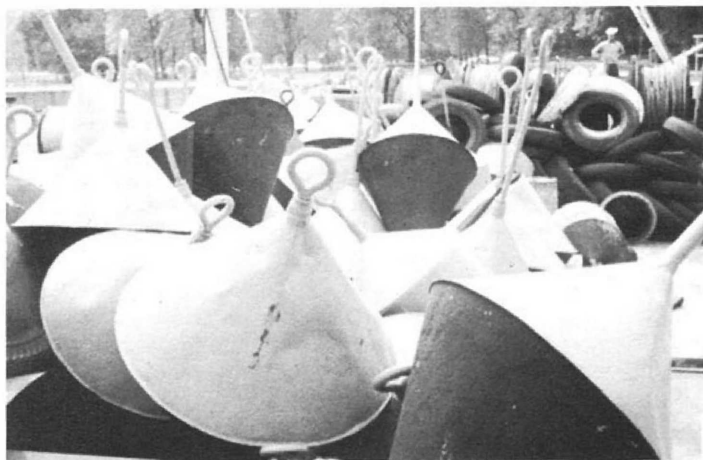
Sixth Prize in the Business Division, "Welder" by George R. Clark, Fort Worth, Texas.





Ninth Prize in the Pleasure Division,
"Snow Scene" by Joseph S. Peacock, Park Ridge, Illinois.

Fifth Prize in the Pleasure Division,
"Harbor Scene" by Norman J. Fitzgerald, Jr., Chicago, Illinois.



CONTEST (Cont'd.)

JOSEPH PEACOCK REPEATS LAST YEAR'S FEAT

Another second-time Minox Photo Contest winner is Joseph S. Peacock, magazine publishing executive, who is a relatively recent Minox booster. His winning photograph in the First Minox Photo Contest was taken with the first cartridge of Minox film he ever shot . . . and he now repeats his feat with another prize-winning shot in his second year as a Minox'er. Mr. Peacock's "Snow Scene" was taken during his recent European vaca-

tion, shot high in the Alps at the top of the Jungfrau in Switzerland!

Mr. Don Thayer and the editors wish to express sincere appreciation to all of you who helped make the Second Minox Photo Contest an overwhelming success . . . even beyond our high expectations. We hope that this article and the others to follow will be helpful to you who wish to become better Minox photographers, and will stimulate your thinking and aid your technique in the world of ultra-miniature Minox photography.

"SMALL MINOX—BIG PICTURES" IS HELPFUL NEW BOOK



Minox'ers everywhere will welcome a valuable new book entitled "Small Minox—Big Pictures," written by Rolf Kasemeier, an executive at the Minox factory in West Germany. In clear, easy-to-understand language, Mr. Kasemeier shares his vast knowledge, experience and photographic techniques in a book that requires no advance knowledge on the part of the reader . . . but rather is intended to turn amateurs into semi-professional Minox photographers.

Mr. Kasemeier's book is not only a complete one-volume guide to the Minox III-S Camera, but it also covers, for the first time, the complete workings of the new Minox B Camera with built-in exposure meter.

Among the subjects covered are: controls, picture-taking, technical data, the lens, distance scale, depth of field, light transmission, shutter and exposure, viewfinder, filters, loading and unloading the camera, changing and cutting partly exposed film, and care of the camera; the Minox B—operation, exposure setting, shooting at slow speeds, filters, flash and flash exposure. "Small Minox—Big Pictures" also explains in detail film developing, enlarging, slide projection and usage of all Minox accessories.

The amateur Minox'er will gain a new insight into the capabilities

of his camera. There are chapters on what to photograph and how, composition, background, shooting fast-moving objects and color photography. The complete, concise text is fully illustrated with over 70 actual photographs with detailed explanations . . . plus more than one hundred pictures, tables and diagrams explaining working and use of the Minox and its accessories.

Priced at \$2.95, "Small Minox—Big Pictures" is available through your authorized Minox dealer.

TWO NEW MINOX CLUBS LOOKING FOR MEMBERS

With Minox Clubs on the move and bigger than ever, two more Minox'ers—both in New York State—have requested that we give them a helping hand in contacting new members.

Miss F. V. Harten, 120 West 183rd Street, New York 53, New York, would like to hear from other Minox enthusiasts in the Queens-Manhattan-Bronx area regarding the formation of a Minox Club for mutually helpful discussion and exchange of ideas. Minox'ers in this area may contact Miss Harten at the above address or by calling her home, CY 8-2085.

Mr. Harry C. Copeland, 101 Lincoln Avenue, Syracuse 4, New York, is also anxious to get together with other Minox owners in the Syracuse area. If you are interested in joining this Syracuse Minox Club, just drop a note to Mr. Copeland at the above address.

If you would like to start your own Minox Club, send us your name and we'll publish the notice in the next issue of the Minox Memo. And Minox Clubs, wherever you are—be sure to let us in on news of your meetings, the subjects you discussed, and any other information that would be of interest to other Minox owners.

THE THREE-LEGGED CHIPMUNK AND I

By O. E. Johnson



Editor's Note: Mr. Johnson's pictures of this unusual little animal aroused so much curiosity that we asked him to tell us the story behind the photos . . . with these delightful results.

First you find a wild three-legged chipmunk. This is rather hard to do as there are not many around. (This one has only the stub of his left front leg.) Then for the next couple of years you buy about 25 pounds of peanuts, and over that period, you keep throwing the peanuts less and less distant from you . . . thereby getting the chipmunk nearer and nearer to you. The last several months are spent trying to get the chipmunk to run up your leg into your lap. At last you are rewarded and actually get him into your lap for peanuts.

About this time you begin to think about taking his picture, but you find that although you have several expensive cameras and



lenses, they don't focus to approximately 18 inches, which is the distance from your eye to the chipmunk in your lap . . . so what to do? You think of the Minox which you have read will focus down to 8 inches. You investigate and find it is true. The more you have the Minox in your hands, the more it appeals to you. It is so compact it would be easy to carry at all times. So you buy one. You next shoot a roll or two of black-and-white ASA 25 film to see if what they say about it is true. You are really amazed at what it will do. You find everything they say about it, and more, is true—you are delighted.

You are now low on peanuts so you buy another 4 or 5 pounds, load your new Minox with more ASA 25 film, locate your three-legged chipmunk, sit down in a chair with the Minox and the peanuts, start making a noise like a chipmunk—and here he comes up your leg.

It's easy with a Minox.

NEW MINOX MAILING BAGS ALLOW YOU TO SPECIFY PRINT FINISH

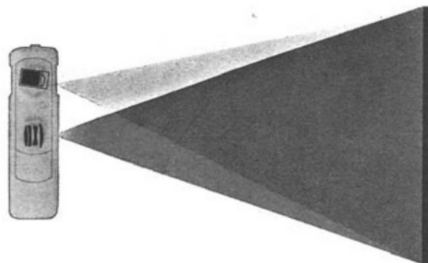
With the Minox growing in popularity as a professional tool of the trade as well as an ideal pleasure camera, Minox Processing Laboratories has been receiving more and more requests for prints with a mat white finish or a glossy finish that can be used for reproduction. As you know, unless we received specific instruction to the contrary, for the past three years we have been returning your finished prints on imported Leonar eggshell paper, since most Minox'ers seem to prefer the fine quality that this sepia-toned paper affords. However, in order to facilitate processing and eliminate the necessity of your writing out special processing instructions, a new Minox mailing bag has been designed and is now being distributed for our customers' use.

The new mailing bags carry a listing of the types of paper available for finished prints—either eggshell, glossy or mat white. You need only check the desired finish on the mailing bag. Incidentally, all prints in one cartridge must be printed on the same paper as it is impossible to split the processing procedure on a single strip of film. The print price is the same for all finishes.

PARDON OUR ERROR

In the last issue of the Minox Memo, the price of the Reflex Viewfinder for the Minox B was incorrectly listed as \$9.95. The price of this accessory is actually \$14.95. We hope this has not caused any inconvenience, and apologize for this error.

WHAT'S ALL THIS ABOUT PARALLAX?



If you've read your Minox Owner's Manual as carefully as you should, you know that the Minox Viewfinder corrects automatically for parallax. Now that's pretty exciting stuff in **any** camera—but in the tiny Minox it is downright fabulous! But, you may ask, what IS it?

It all started with the Greeks who said "parallaxis" when they meant "deviation." Applied to photography parallax is the difference between the view seen through the finder and the view seen by the camera lens. The usual camera finder always looks straight ahead, and because it is not in the same place as the lens, it cannot see exactly the same view as the lens; the difference can be considerable, particularly when the subject is close to the camera. (You've seen lots of pictures—not taken with a Minox—with missing heads or feet!)

The Minox corrects the difference automatically . . . the Viewfinder changes to the correct viewing angle whenever the distance scale is turned. It takes an intricate mechanism to do it, but think of the wonderful advantage of the Minox Viewfinder: it shows you exactly what you'll get on the film—even at close distance!

CONFERENCE LEADERS USE MINOX FOR PERMANENT RECORDS



Laurence J. Taylor

If you covered approximately 30 states each year—and worked with 50,000 business executives in so doing—how would you remember important names and faces when you returned to the same company a second and third time? Conference leaders J. Donald Phillips, President of Hillsdale College in Hillsdale, Michigan, and Laurence J. Taylor, Vice-President in Charge of Off-Campus Relationships, are constantly faced with just such a problem . . . and their solution lies in recording events with a Minox.

Both men travel extensively, setting up conferences for trade associations, chambers of commerce, business, industrial, educational and volunteer groups. They also specialize in training executives of major corporations in Human Relations, Communications, and Conference Leadership. Because their "students" participate in discussions during training, both men unobtrusively record the faces they want to remember with their Minoxes . . . and, at the same time, chronicle the entire conference in pictures for their clients. They use ASA 200 (Tri-X) exclusively in their work as this film can be used under all lighting conditions without the need for sometimes distracting flash equipment.



J. Donald Phillips



MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, President of So-Lo Marx Rubber Company of Loveland, Ohio, is one of the world's most enthusiastic Minox'ers, having won first prize in the Pleasure Division in both the First and Second Minox Photo Contests. He wrote this column while vacationing in Key West.

In this issue of the Minox Memo, I want to talk to the sportsman—the man who has practiced his golf swing, or with his fly rod, or followed the clay bird at skeet. You didn't give up the first few tries, did you, Mr. Sportsman? No, instead you weighed the advantages of improvement through self-discipline, you devoted hours to studying and practicing, and then it came—the first reward of success. So it is with Minox, and I am sure that you will find that Minox is the ideal sportsman's camera for the many reasons which I have discovered too—the greatest, of course, being portability.

THE FISHERMAN

As an avid fishing fan myself, I know what a perfect fishing companion my Minox is. Because it's always in my pocket, it's ready at that split second when the line grows taut, or the fish emerges from the water or flops into the boat. It's important that your camera is not

in the other end of the boat when you need it to capture a shot that lasts only a few seconds, at most. Also, a camera lens may be spotted or even ruined by salt water spray. You can protect the lens more easily when it's a Minox.

THE HUNTER

Whether or not you take your limit of game, there are pictures to take of pals or places to remind you of pleasant moments in years to come. Because the Minox weighs far less than your shells, you carry it next to the warmth of your body on those freezing days when the hunter goes forth. The shutters of other cameras often freeze, but not the Minox. It's always ready when you bag that first bird of the season . . . always ready to capture the memorable panorama of a graceful flight of geese against the sky.

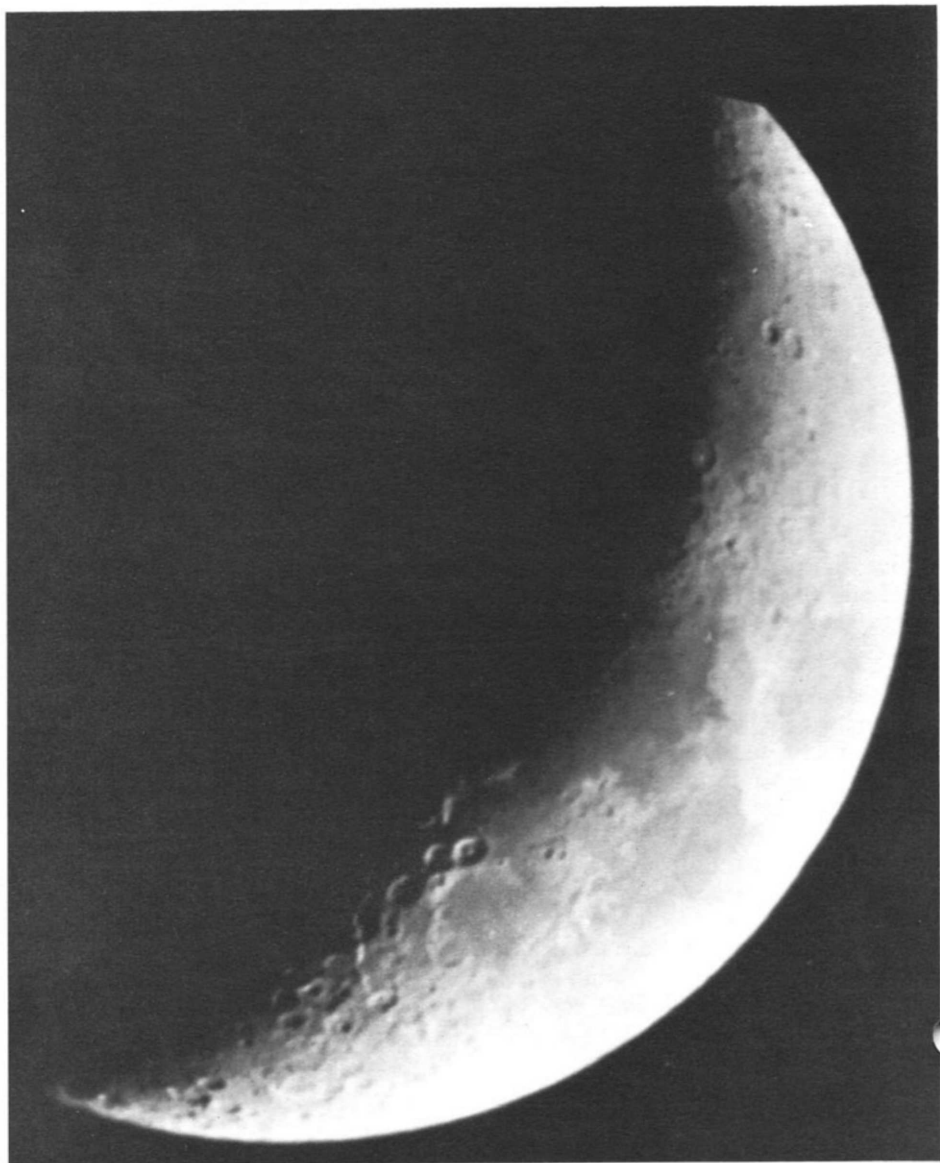
THE GOLFER

Nothing will help your game more than pictures of your swing and stance. Have your caddy take pictures of you when you least suspect it. (Because your Minox is so small and lightweight, he won't feel burdened with excess equipment in addition to heavy clubs.) Study these Minox shots and discuss them with expert golfers . . . you'll be amazed what a still photo will reveal. Also, try color in the new Minox B. Golf course shots can be very colorful, but be sure to move in close—3 to 6 feet for best results.

THE WATER SPORTSMAN

Swimmers, divers and water skiers all can see themselves in action through the Minox. Because water is an excellent natural light reflector, these shots can usually be taken at 1/500 or 1/1000 second—the best speeds for capturing movement and freezing the action without blur. Incidentally, the Minox binocular attachment will give you

(Continued on Page 15)



Mr. Bernard Levin, Vice-President of New York's Hotel Delmonico, took this spectacular Minox shot of the quarter moon through a three inch telescope, using ASA 25 film with exposure set at 1/20 second. He attached the Minox binocular clamp to his camera and, after focusing through his telescope in normal fashion, he merely slipped

the clamp over the eyepiece and set off the cable release.

This magnificent shot gives you just an idea of the tremendous capabilities of the Minox. Through experimentation, you too will find that your Minox can capture extraordinary detail and reward you with photographs worthy of a professional.

TRY SHOOTING IN COLOR

By Jack Gomberg

Editor's Note: Mr. Gomberg, a New York commercial artist, has been awarded Second Place in the Minox Photo Contest for his outstanding color shot of "New York at Night." His unusually beautiful color work with the Minox prompted your Editor to inquire about his technique . . . resulting in the following story.

Being a commercial artist, I'm vitally concerned with color and composition. I use the Minox as an implement of my craft . . . shooting as I might paint a particularly moving scene; therefore, the Minox has become a color camera for me. I carry it with me at all times, and, in the 2½ years that I've been a Minox'er, I have exposed some 100 rolls of color film, with truly inspiring results. If you haven't yet experienced the thrill of using color film in your Minox because you're leery of the possible results, the following tips may be of help.

The shutter setting for a shot is derived from a meter reading. I find that ASA 32 (Anscochrome) gives best results on a direct reading of the ASA 50 scale—no half-stop backwards. In addition, the faster speed gives a fuller color rendition to the projected slide.

When shooting outdoor color, be aware of the following factors:

1. The slightest amount of haze will dilute color.
2. A sunny day should have a clean, sharp blue sky.
3. High noon sun will flatten whites and "blue" the reds and yellows.

The most important point to remember when working with color film is that nothing should be taken for granted. The camera can't create what isn't there and the impact of a slide must be built-in or it won't come across. For maximum

effect, the original color should be full and vibrant. The hits and misses that go hand-in-hand with trying will sharpen your judgment in discerning what is truly good color.

For night shooting, the Minox exposure meter will not show a reading, so experienced guesswork is the best guide. Three to five seconds is a safe margin, but watch out for over-exposure—the results are grainy.

Another important factor in scenic shooting is the wide angle effect of the Minox short focal length. When choosing a scene, keep in mind how much more the lens takes in. Check the sight through the viewfinder—that will tell you if it's worth shooting.

The ultimate in dramatic impact is the frame-filling close-up. When shooting flowers or faces, the closer the better. Flash is ideal for capturing the directness and spontaneity of children. On the screen, it's a moving sight to behold . . . and if focused accurately, even the skin texture stands out.

Try for the struggle-proof shot! Keep your backgrounds simple and uncluttered. Too many chopped-up pieces in a picture demand too much attention, and the eye tires in not knowing what to see first and the main point of concentration. Of course, the best way to isolate a distant subject is with a telephoto shot through binoculars.

The problem of selectivity is not an easy one, but it improves with experience. There are no formula shortcuts. Constant trying will eventually produce the best results . . . and give you color slides that you'll be proud to show.

Most girls know what kind of man they want to marry. The trouble is, there aren't enough rich men to go around.

TODAY'S WOMAN READY FOR ANYTHING WITH GIANT HANDBAGS

Today's woman, emancipated—free to roam the world wide—is no longer a few steps from her boudoir closet. In the mid-20th Century, she shifts her closet into Gargantuan handbags, some as big as horses' feed bags.

What about this trend away from the neat change purse to the massive leather or plastic catch-all m'lady lugs with her everywhere? What makes career girls and housewives alike tote walking vanity tables, beauty parlors, medicine cabinets, libraries and even snack counters? What has become of the simple handbag?

Some suggest deep psychological motivation. One psychologist, for instance, guessed that purse-stuffing may be one symptom of the compulsive worrier; the modern woman carries every possible item to meet every contingency from hail storms to hurricanes.

Another psychologist thought that the overstuffed purse was a happy, healthy adjustment to the demands of complex living; but a distinguished male psychologist attributed the whole business to Paris fashion decrees.

Whatever the cause, the overgrown handbag fad is here, and the handbag manufacturers are as pleased as punch.

Just to see what purses sometimes contain, singer Rosemary Clooney and TV actress Gale Storm were asked to dump the contents of their handbags on a table. And what an eye-opening, womanly melange it was!

Miss Clooney's purse included such items as a box of raisins, a miniature chess set, a pair of glass-heeled dress shoes, a transistor portable radio and an ultra-miniature Minox camera. All these, in



addition to clocks and sunglasses, notepads, cosmetics, a manicure set, billfold, a mirror, brush, scarf, family pictures and a set of keys.

Actress Storm's handbag also had the world's smallest precision camera—the Minox, a portable radio, various cosmetics (including her sponsor's products) a manicure set, a mirror, clock, family pictures, a brush, mad money, notepads and a pair of shoes—lounging type. But she also had a portable fan, miniature opera glasses, a few letters, lots of scarves, books by Dr. Spock and Emerson, pills, baby's bottles and cough drops.

Research has shown that there are 30 separate items American women consider indispensable. You know what should be in your medicine cabinet, but do you know what should be in your handbag? Take this test and see how you rate.

HANDBAG CONTENTS TABULATION

1. Lipstick
2. Powder
3. Eyebrow pencil



4. Eye shadow
5. Cleansing tissues or hanky
6. Rouge
7. Perfume or cologne
8. Comb
9. Mirror
10. Brush
11. Keys
12. Coin purse or wallet
13. Emery board
14. Pen and/or pencil
15. Stamps
16. Identification cards (including licenses)
17. Pictures
18. Aspirins or other pills
19. Calendar
20. Address book
21. Note pad or appointment book
22. Needle and thread
23. Gloves
24. Soft cover reading material
25. Safety pins
26. Sun glasses
27. Checkbook
28. Charge plates
29. Cigarettes and lighter
30. And, of course a Minox to take pictures anywhere, any time.

Score yourself the following points for each item you carry: 5 points each for items 1, 2, 5, 8, 9, 11, 12, 13, 14, 16, 21, 28, 30. 4 points each for items 3, 7, 20, 26, 27. 3 points each for items 10, 17, 18, 25, 29. 2 points each for items 4, 6, 15, 19, 22, 23, 24.

If you scored 114 points, you're a compulsive worrier and should probably see an analyst.

If you scored between 90 and 113 points, you're truly an emancipated American woman who can stay away from home for days on end. Your handbag must be large enough to hold a whale.

If you scored between 75 and 89 points, you're still above average, but you might be caught short.

If you scored between 60 and 74 points, you're still quite feminine.

However, if you scored 59 points or less . . . you're a real old-fashioned gal.

MINOXOLOGY (Cont'd.)

wonderful close-ups . . . always dramatic and loaded with action.

INDOOR SPORTS

The opportunity for sport shots indoors, such as at basketball games or boxing matches, is unlimited. While Tri-X film (ASA 200) may be used successfully, for best results I recommend a slower film such as ASA 25 and the use of the Minox Electronic Flash. If you're using the flash attachment, you'll need a bit of study . . . but it's worth 30 minutes, isn't it, to get fine indoor pictures — the kind that you really want? If you're the least bit serious about taking better Minox pictures, get one of the excellent Minox instruction books available, such as Joseph Cooper's "Ultra-Miniature Photography" or Rolf Kasemeier's "Small Minox — Big Pictures." All the answers, or nearly all of them, can be found in these two superior volumes. The one missing element is that bit of self-discipline that comes from study and practice . . . so, Mr. Sportsman, how about it? Shall we give Minox a sporting chance so it, in turn, can give you the wonderful pictures that you have a right to expect?

HARPER'S BAZAAR STARS MINOX



Boldly displayed against a beautiful four color cover, the Minox camera was truly the star of the January 1959 issue of Harper's Bazaar—and its full size cover reproduction was merely advance news of the 12 page merchandising section inside in which the Minox B was prominently featured. Plans for the Minox "star treatment" were laid when Herbert Baker Advertising, Inc., national public relations and advertising counsel for the Minox, and the editors of Harper's Bazaar discussed a new dimension in fashion photography . . . creating interest through a continued story line. The Minox B was chosen as focal point because the editors felt that its amazing capabilities and ultra-miniature size would appeal to their exclusive readership.

The special section offered a clever picture story that followed its heroine through her travels in

ON COVER AND INSIDE SPREAD



Florida, documented by a private detective who recorded the evidence with his Minox B. It showed how the Minox can capture any situation regardless of shooting conditions, and utilized such accessories as the Minox electronic flash, underwater housing, pocket tripod and right angle finder mirror. If you missed seeing this issue, the magnificent photos on this page will give you a sample of this unique merchandising/public relations/advertising story.



I MINOX WHEREVER I GO

By Dan G. Stevens, *FORTUNE Magazine Representative*



As far as my love affair with Minox is concerned, it couldn't be stronger. Like many camera bugs, I have others at home—four to be precise—and they all serve their purposes admirably, but when it comes to my Minox, I have to admit it's my favorite. Not only is it beautifully engineered, but I find the variety of film available is fast and versatile for practically every use to which I put it. For better than a year now, I have carried one with me wherever I go. As a matter of fact, my wife has sewn a button on the inside of the handkerchief pocket of all my suits so I can carry my Minox on its chain without fear of losing it.

For my money there isn't a better camera on the market for taking candid shots—a fact that was brought home to me at our *FORTUNE* convention last year. With me, the convention pictures I took were a labor of love, made even more so when you consider the cost of hiring a professional photographer—which is usually a necessity if management wants a film report of a sales meeting, convention, company outing or the like.

After seeing the finished booklet, two of our salesmen were so impressed that they went right out and bought a Minox themselves, and they have been raving about them ever since.

Aside from the convention, I make full use of my Minox on my sales calls. Frequently, at the end

(Continued on Page 19)



BOSTON MINOX CLUB HOLDS FIRST MEETING

The first meeting of the new Boston Minox Club was held on February 25th, and was a rousing success! Seventeen Minox'ers in the Boston area attended, and several others have become interested in joining the Club and plan to be at future meetings.

Mr. Wylie Van Wort was elected Temporary President and Mr. Arthur E. Frank was appointed Temporary Secretary. They have planned an ambitious program for the coming year, designed to make every member a better Minox photographer.

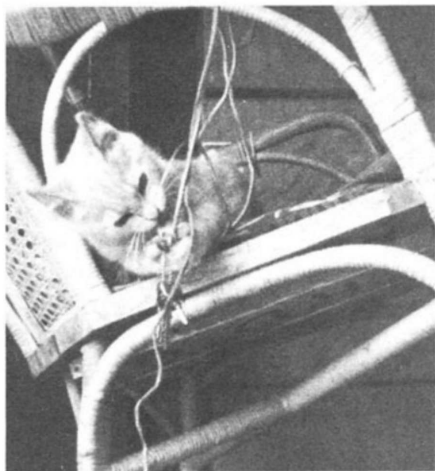
If you are interested in joining the Boston Minox Club, you may contact Mr. Frank at 40 Brookdale Road, Natick, Massachusetts, Cedar 5-2265.

I MINOX (Cont'd.)

of a call, I will snap a picture of the person I have been calling on and then include a finished print in the follow-up letter I send to him. It is always most appreciated by the recipient and has certainly succeeded in opening many doors for me. Obviously, this couldn't be done if bigger cameras and cumbersome flash attachments were required. Minox has become a valued part of my ales kit.

This year our sales convention will again be held in Ponte Vedra, Florida. Since the pictures I took last year were so enthusiastically received by the entire staff, I have been asked to act again as photographer "without portfolio."

MORE PRIZE-WINNING MINOX PHOTOS



This interesting angle shot of "Kitten in a Chair" won Fourth Prize in the Pleasure Division for Kenneth W. Keefe, Missoula, Montana. Note the sensitivity and excellent composition of this human interest shot.



Eighth Prize in the Pleasure Division was awarded to J. Chandlee Ergood, Philadelphia, Pa., for his striking "Facade of Building," a bold contrast of lights and darks.

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.

PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.





MINOX MEMO

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

HARPER'S BAZAAR STARS MINOX

BAZAAR

See
Page 16



SUBJECT

Begina Llanos-Hawaii

EXPOSED

Begina Sun

FORBIDDEN

Robert Clarke

BAKING

Forest Hills

MINI USA 1979
99 CENTS

Form 3547 requested

Bulk Rate
U. S. POSTAGE
PAID
Flushing, New York
Permit No. 232