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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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ARCHEOLOGICAL USE OF MINOX FEATURED IN NATIONAL GEOGRAPHIC

The September issue of the National Geographic Magazine unveils a unique new use of the Minox camera in Carlo M. Lerici's article entitled "Periscope on the Etruscan Past," in which Mr. Lerici tells how the Minox pierced ancient tombs to discover 2500-year-old treasures. In the event you missed this fascinating article, quoted below are excerpts from Mr. Lerici's account.

"For more than two months our geophysical prospecting team had been exploring the ancient Etruscan cemetery of Monterozzi, 40 miles northwest of Rome near Tarquinia. There, on a gentle hillside, the predecessors of the Romans buried their dead, decorating the underground tombs in rare instances with painted scenes of a luxurious life that vanished about the time Christ was born.

"For long weeks the daily reports to my office had told the same story: more tombs located by our new electrical probing techniques; more borings with our special "photographic drill." But nothing unusual — no valuable furnishings, no wall paintings.

"Now Franco Brancaleoni, leader of our field party, was on the wire 'It looks as if we've done it,' I heard him say. 'The film of tomb 53 . . . please come as soon as possible.'

"Early next morning, in Tarquinia, I eagerly examined a strip of miniature photographic film. I can

scarcely convey the tremendous emotion these tiny photographs of a buried room gave me. Tarquinia is famous for its painted crypts . . . all discovered in the 18th and 19th centuries. Now we had found another—the first important painted sepulcher since the classic Tomb of the Bulls was opened in 1892.

"We arranged to excavate the tomb. Our film even showed its entrance, so that opening it would require a minimum of digging. I was elated, not only because our discovery surely would add to the treasury of knowledge of the early Etruscans, but also because it was the first real victory for the revolutionary new methods we were bringing to archeological exploration.

"In our work we are making use of aerial photography, electrical 'tomb detectors,' and special underground photographic apparatus, as well as a periscope, by which to see into the earth and record the interiors of buried chambers.

"Our photographic drill consists of a three-inch tube fitted with a tiny Minox camera . . . a high-intensity photoflash unit behind another window in the tube provides light. The tube is lowered through soil, rock and the roof of the tomb itself. By remote control we can then trigger the light and camera, advancing the film after each ex-

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ENDLESS TIE-IN



Editor's Note: The following article by Joseph Kaselow, which appeared in the New York Herald Tribune under the title "Of Shoes and Hose and Minox Cameras," gave us such a chuckle that we are passing it on for the amusement of other Minoxers. The above photos are the ones described in Mr. Kaselow's story.

"We're constantly fascinated by the convolutions public relations men go through in effecting tie-ins for their various clients. Recently, you may recall, there was one involving bourbon, cranberry juice and 'The Saturday Evening Post.' Well, yesterday afternoon came another breathless call. "Joe," said the voice on the other end, 'today will tell whether you're a pal of mine or a no-good. If you don't think this is good—!' Yes, go on, we said. 'Well,' said the voice, 'you know my Minox camera account. Well, Mary Gray hosiery has built a pocket into the top of the stockings so the camera-conscious girl can carry it around



with her and they're shooting pictures of it now for ads. Betty McGuire, who starred opposite Wally Cox at the Westbury Music Fair, which I handle, is modeling the stockings.' Why tell this to me now? we asked. 'You were out on an interview when I called this morning, you fool,' he replied.

'The Minox, you know, measures only three and an eighth by one and an eighth,' he went on, 'so it's easy to fit in little places. My After 5 formal wear account has built a pocket for it in its cummerbunds and Freeman shoes is making a pocket on the back of the shoes. Hey, you know, I just took on the American Kosher account. Maybe they'll build a pocket in a salami.' Thank you, son, I got things to do, we cut in. 'Come to think of it,' he went on unheeding, 'the gal shooting the pictures here is named Castro. Should be a Cuban tie-in somewhere...'

We hung up quietly, but that voice, undoubtedly, is still going on and on."

THIRD MINOX PHOTO CONTEST NOW OPEN

"The third big national awards contest for outstanding Minox photographs will begin September 1, 1959," announced Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York. "We have really been overwhelmed with the success of the first two national competitions, and expect this third contest again to reveal the outstanding talents of Minoxers from coast to coast."

The Third Minox Contest will again have two divisions: a "Pleasure" division for portraits, travel shots, family, animal, adventure shots, etc., and a "Business" division for commercial, industrial or business photographs. Ten duplicate prizes will be awarded to the winners of each division.

All entries will be judged by three famed photographic experts: HUGH EDWARDS, Curator of Photographs of the Art Institute of Chicago; AL MADSEN, Photo Editor and Chief of Photography of the Chicago Tribune; and JOE J. MARX, two-time First Prize winner of the Minox Photo Contest.

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

1st PRIZE—Minox B Automatic Camera plus a year's supply of film 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. Carrying case included.

4th, 5th and 6th PRIZES—Minox Adjustable Copying Stand for copying letters, book pages, etc.

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 Third Minox Photo Contest:

1. Prints must be Minox photographs taken between September 1, 1959 and August 31, 1960.

2. Entries should be mailed to the

Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Third Minox Photo Contest."

3. All entries must be postmarked before midnight, August 31, 1960.

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

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

6. 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.

7. Minox photography in "Pleasure" division will be judged on interest and artistic superiority.

8. Minox photographs in "Business" division will be judged on useful application of Minox to business or industry.

9. Prize-winning pictures become the property of Minox Processing Laboratories and must be released for publicity purposes.

10. 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.



"77 SUNSET STRIP" TO STAR MINOX

It was bound to happen . . . that the "private eyes" of television would team up with the most compact "private eye" of all—the ultra miniature Minox camera.

Pictured above is Efrem Zimbalist, Jr., star of the highly rated Warner Brothers television production "77 Sunset Strip," shown Minoxing evidence in a forthcoming episode entitled "Out of the Past," which will be telecast sometime in fall.

You'll want to see this episode of "77 Sunset Strip" . . . it should be great and will add another impressive credit to the personal appearance record of the magnificent Minox!

ATTENTION LONG BEACH MINOX'ERS!

Here's great news for Minox'ers in the Long Beach area—you will soon have an opportunity to meet and exchange ideas with other Minox owners, thanks to Bob Pierce, President of the Hammond Organ Studios of Long Beach, 2188 Lakewood Blvd., Long Beach 15, California. Mr. Pierce is currently in the process of forming a Long Beach Minox Club, and he has advised us that he is planning to use

his modern 10,000 foot studio show-rooms as a launching ramp to get this club off the ground.

Mr. Pierce is anxious to hear from Minox'ers in the Long Beach area who would be interested in joining. You may contact him at the above address or by calling Geneva 9-0918. With the many Minox'ers in the Long Beach area, this should be an outstanding club, and we're eager to start running news of its progress . . . so come on, all you Long Beach Minox'ers—help Bob Pierce boast of a big turnout at the first meeting!

NEW MINOX CASE HISTORY BROCHURE



An exciting new study of how some of your fellow Minox'ers employ their ultra-miniature Minox is just off the press in an attractive 16-page brochure entitled "They Minox For Business . . . For Pleasure."

Illustrated with Minox photos by prize-winners and professionals, amateur photographers and hobbyists, the case history study tells of a wide variety of unusual uses of the Minox that will stimulate your imagination and may lead to helpful new avenues that will benefit you in your business life as well as in your pleasure photography.

This brochure is available free of charge through your authorized Minox dealer.

MINOXING WITH A MODERN TOUCH



Modern Minox photography is original, informal, dramatic . . . and the good pictures come to those who keep a fresh viewpoint and see the world with a venturesome eye. For outstanding shots that could be prize picture material in the Third Minox Photo Contest, try using some of these new approaches.

1. Try anything. Don't be afraid of the new angle, the unusual point of view. Look up, look down. Stand at the base of a tall building and angle your Minox upward. Sit in the gallery at a sports event and angle your camera down. Just because your Minox has an eye-level viewfinder, it doesn't mean you must stand up to your full height for every shot. "Eyelevel" is wherever your eye happens to be. If a worm's-eye view of a subject is most interesting, lie down on the grass (or the floor) to shoot it. If a bird's-eye view is best, climb up on a chair or a step-ladder or the roof. Be new and different—don't take the pictures everybody took **last year**.

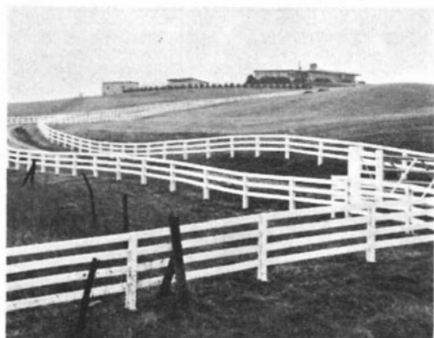
2. Keep it simple. A good picture

can't cope with a lot of unnecessary detail. Go for simple backgrounds, simple arrangements. Don't line up your subject against a background that's full of hash—bright spots, dark spots, objects that have nothing to do with the picture. For modern Minoxing, you want clean lines, interesting textures, broad surfaces, no dust. A smooth lawn, a brick or concrete wall, the broad sweep of open sky—these are the backgrounds that fit into modern pictures. Limit your material, move closer if you feel it necessary to cut out things that don't belong, and make everything in the picture count.

3. Keep it natural. Avoid "posey" pictures. Shoot people in a natural setting, doing something that's natural to them—not looking at the camera because that merely says, "I'm standing still to have my picture taken." Your subjects don't have to be doing something big and important. It's the little everyday acts and gestures that make good pictures. The small boy laboring

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MODERN TOUCH (Cont'd.)



over his first pencil pad, learning how to letter C-A-T, the boy and girl plucking petals off a daisy, your wife concentrating on threading a needle, someone hanging out laundry on a breezy day . . . these are the unpretentious "bits of life" that make fresh, appealing pictures.

4. **Arrange it nicely.** Throw the old rule-book out the window and forget the two-dollar words like "pictorial composition." Just frame the subject matter you want within the borders of the viewfinder, the way it pleases your eye. The more pictures you take, the more you'll learn about making a pleasing arrangement within that space. And learn to move—left or right, higher or lower, closer or farther away. This is how you find the just-right point of view for each picture—whatever the subject may be.

5. **Think stories.** A good picture always has something to say. When you pick a subject, think about the story it has to tell because that's where the good pictures are. Maybe the story is what a small boy does when playing with a new toy. Maybe it's the making of a new dress. Maybe it's a puppy trying to retrieve a ball from a deep puddle of water. Don't be stingy with film.



Many situations have a story to tell that calls for several pictures in sequence. Your Minox is ideal for sequence photography . . . use it to full advantage.

6. Above all, **keep your eyes open.** Look for patterns, designs—the curve of white rail fences across a pasture, the pattern of surf on a sandy beach, the lacework of a bridge against the sky. Look for color—you can shoot full color Minox film as easily as black and white . . . and some subjects demand it. Look for interesting lighting. Shoot with the sun **behind** your subject, to halo the hair, and fill in the shadow side with the Minox Electronic Flash. Don't be afraid "unusual" light situations—experience, your light meter, and flash will always take care of them. Load up with fast film and tackle fast-action subjects . . . they'll bring you new and exciting pictures. Practice until picture-taking is second nature to you—and always carry your Minox with you because some of the finest picture opportunities arise unexpectedly. And keep your outlook fresh—the world is full of wonderful pictures for the eye that's youthful enough to find them!

PICTURE POINTERS

The next time you look at your crop of Minox pictures, give them a critical going-over. You will probably find that the long distance shot of the Grand Tetons which was so tempting when you took it, the pictures of San Francisco Bay from the Top of the Mark, the sweeping view of St. Mark's Square in Venice—all lack real punch. Do you know why? Because the foreground is hissing!

On the other hand, you're probably thrilled with the close-ups you took of family, friends, monuments, people you shot along the way. That's where the Minox scores high and where you can count on a hit every time: with an interesting foreground! It holds the eye and leads it into the picture; it makes the whole picture stay together.

Next time you go on a weekend trip, a vacation, or just a Sunday stroll, include a tree, a boat, a person or even your car in the foreground of your scenic shots. (The "red dot" setting of the distance scale brings everything from 6 feet to the farthest distance into focus.) Suddenly your scenic shots will be more interesting, more dramatic.

On the other hand, be just as conscious of getting the right viewpoint for pictures at close range. It's usually a waste of film to shoot pictures of people from a distance greater than 6 feet—they'll get lost in the picture area. Remember, the Minox viewfinder shows you **exactly** what is included in your picture. Fill the viewfinder with the important subject and you can't miss!

Follow these two simple rules and we guarantee you'll have more fun with your Minox!

Archeological Use (Cont'd.)

posure. In 12 shots, turning the tube 30 degrees after each, we can photograph the entire interior of the tomb.

EYE OF MINOS

"With our 'Eye of Minos,' as it has been dubbed, we thus not only can tell if a tomb is empty or hopelessly disintegrated, forestalling useless excavation, but also can make an exact photographic record of a sealed chamber before it is opened to the light of modern day."

Because 99 Etruscan crypts in every hundred were looted long ago by clandestine diggers, the discovery of the existence of a crypt does not necessarily mean the discovery of archeological material. Mr. Lerici explains, "From our beginning we needed an easier means than digging to explore the underground structures revealed by our geophysical instruments. With a portable power drill, we could quickly bore a small test hole 15 to 20 feet deep, sufficient to reach any buried tomb.

"In our workshops we then built our camera probe . . . we had a specially designed periscope built for us, equipped with a powerful light by which we could inspect tomb interiors. With a camera attachment (the Minox) we could take pictures directly through this periscope as well."

In recounting one of the most important archeological discoveries of the past century, this condensation will give you only an idea of the impact of Mr. Lerici's thrilling account. For the entire amazing story, we suggest you see the September issue of the National Geographic Magazine. Limited copies are available at \$1.00 each from the National Geographic Society, 16th and "M" St., N. W., Washington 6, D. C.

MINOX IN THE NEWS



Stage star Constance Bennett, an avid Minoxer snaps people, places and things wherever she goes. Here she is caught in the act of capturing another treasure for her ever-growing Minox album.



↑ Governor Luther Hodges of North Carolina behaved like any tourist during his recent sojourn in Russia with fellow governors. Upon his return to Raleigh, he demonstrated the Minox technique that gave him a memorable record of his Russian trip.



◀ When Julie Wilson starred in summer stock at the Westbury, L. I. Music Fair, she captured members of the cast with her ultra-miniature Minox.

LET MINOX RECORD BABY GROWING UP



Babies grow up so fast that at certain stages they are changing practically every day. And with time rushing by for busy parents, it's easy to wait too long between pictures and suddenly discover that you've failed to record one of his cutest stages.

This can be easily avoided if you set aside the first weekend of every month to take pictures of baby—at home or on vacation. Plan to shoot a cartridge of film, picturing baby's normal activities plus any high points. Of course, you'll still continue to take unplanned pictures when baby is doing something unusual, but the planned picture taking will insure there are no gaps in the picture record. Just think what a wonderful album you could make in the course of a year!

Eating, sleeping, bathing, playing are the big things in a baby's life—and they should be a part of the snapshot weekend shooting. The Minox Electronic Flash will enable you to take these pictures wherever baby happens to be. You can shoot fast and easily, without special set-ups. And don't worry about the flash bothering baby's eyes . . . it won't hurt even the very young.

The sleeping baby is usually best pictured from a high angle, with you looking down. In this way,



baby takes up almost the entire picture area and the bed provides an ideal background.

Bathtime can be sheer adventure for the older baby, and you'll want to capture his happy splashing or tearful face. The sink, bathinette or tub are equally good places for these pictures, but the background should be plain. If the bathinette has to be out in the middle of the room, look through the viewfinder to see what else may show up in the pictures. In this case, a plain, light-colored wall makes the best background.

Lunchtime will provide material for a whole series of pictures, beginning when baby is really hungry and wading in, going on through eating (even though it may be on the messy side) and finishing up with your tot in a happy, playful mood.

Pictures of baby at play can be taken almost anywhere. And if play includes another member of your family, be sure to include them in your pictures. The more realistic a picture record, the more fun it will be to reminisce over in later years.

Your Minox photos are magic windows through which you can look back into the past . . . but your looking back depends on your taking the pictures today.

FOCUSING TRICKS

The difference between fair or average Minox photographs and those of outstanding clarity and interest often lies in the photographer's care in focusing. The Minox distance scale takes the guesswork out of focusing and, at the same time, offers sufficient latitude of measurement to enable you to obtain sharply focused pictures with experienced guesswork of distances.

For example, when you set the Minox distance scale at 3 feet, the lens gives you a sharp picture of everything from $2\frac{1}{2}$ to $3\frac{3}{4}$ feet; with the distance scale set at 6 feet, the Minox takes in everything from 4 feet to 11 feet 4 inches! This "sharpness insurance" with the lens at full $f/3.5$ opening is a built-in bonus that only the Minox offers . . . and you should make the most of it.

Got your Minox handy? Good—take a look at the distance dial and

the small bracket next to it. That little curved line with the dot in the middle is the key to sharp pictures with your Minox! **It literally brackets the near and far distances that will come out sharp in your pictures.**

Want to take in everything from 6 feet to the farthest distance (infinity)? Just place the infinity mark (oo) at the left end of the bracket; it now reaches from infinity to the 6 foot mark. (Incidentally, the red dot set opposite the dot of the bracket gives you this "snapshot setting" at a glance.) If your subject is somewhere between 3 and 6 feet from the camera, just bracket these two distances and you're sure to get a sharp picture. Isn't it simple?

You can work this system all the way up and down the distance scale, but between 8 inches and 2 feet the zone of sharpness narrows

(Continued on Page 11)

Distance Focused On	Subject/Field Size in inches	Depth of Field
oo Infinity	—	12'8" to oo
* 12'	105 x 77	6'1½" to oo
6'	53 x 38	4' to 11'4"
* 4'	35 x 25½"	3'½" to 5'11"
3'	26 x 19	2'5⅞" to 3'9½"
* 2'4⅞"	20¾ x 15	1'11⅞" to 2'11¼"
2'	17⅞ x 12½"	1'8¾" to 2'4½"
* 1'8¾"	14⅞ x 10⅞"	1'6⅜" to 2'
1'6"	12¾ x 9¾"	1'4⅞" to 1'8½"
* 1'2⅜"	10½ x 7½"	1'1⅞" to 1'3⅞"
1'	8⅞ x 6	11⅞" to 1'1"
* 10⅞"	7½ x 5⅜"	10⅞" to 11¾"
10"	6¾ x 4⅞"	9¼" to 10¾"
* 8⅞"	6 x 4⅜"	8⅜" to 9½"
8"	5⅜ x 3⅞"	7⅞" to 8½"

FOCUSING TRICKS (Cont'd.)

down quite a bit and accurate focusing is more critical. Always use your measuring chain when focusing on subjects at this close range.

Now let's consider another way to make the distance scale give you better pictures. Portraits or pictures of people are most striking if the entire background is soft, i.e., out of focus. This presents no problem in extreme close-ups (2 or 3 feet), but if you want to take in two people you may have to shoot at a 6 foot distance to get them both into the picture. For a completely soft background, set the 6 foot mark of the distance scale **slightly to the left** of the dot on the bracket. You'll be surprised what a difference it will make!

Generally speaking, it is best to focus the camera for the distance which is most important to the overall picture. If there is no important foreground, in a landscape photo, use the infinity setting, but if you are most interested in shooting someone (or something) 6 feet in front of the camera, use the 6 foot setting.

At left is reprinted a complete table from Rolf Kasemeier's new book, "Small Minox—Big Pictures," which shows the depth of field (zone of sharpness) at all distances, as well as the areas covered. Distances are measured from the **front** of the camera. The starred distance settings are obtained by setting the distance scale exactly half-way between two adjacent engraved distance markings.

**MINOX SERVES AS GARDEN TOOL**

Add to the trowel, the spade, the hoe and the rake the Minox as a most helpful garden tool. In the increasingly popular field of flower arrangements, it has already arrived.

One winner of a coveted blue ribbon at last spring's New York Flower Show is a leading advocate of the camera's garden worth. Mrs. Ann Richman of Hartsdale, N. Y. uses her ultra-miniature Minox to capture scenes of her arrangements. At a mere eight inch distance, the camera's extra sensitive eye can reveal the slightest flaws in arrangements that mean the difference between blue ribbons and "also-rans."

Aside from studying the photos to spot possible flaws or improve future arrangements, Mrs. Richman enjoys taking garden shots in color to look over in winter for both practical and sentimental purposes.

Mrs. Richman says, "Other tools help create gardens and arrangements, but my Minox records the results that enrich my hobby."

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



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MINOX MEMO

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ARCHEOLOGICAL TRIUMPH

THROUGH
"EYE OF
MINOX"

See
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