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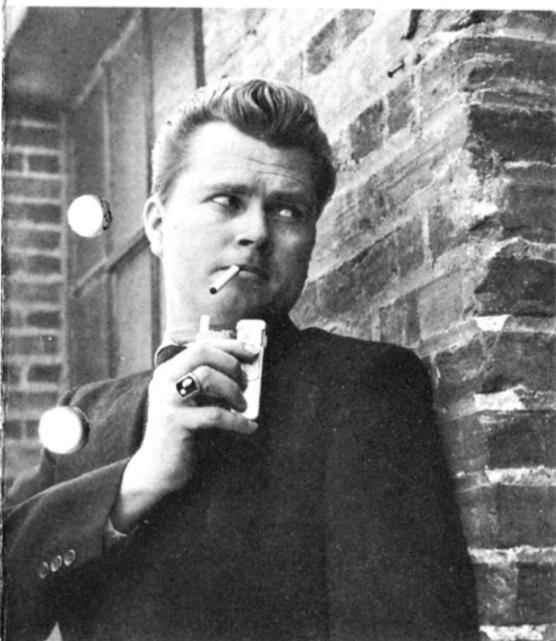
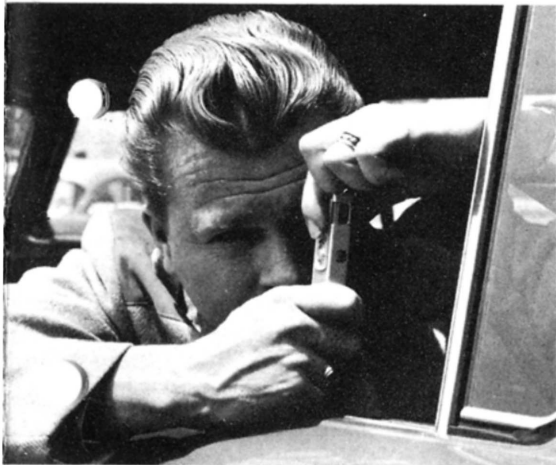
MINOX MEMO

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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SPRING/1960

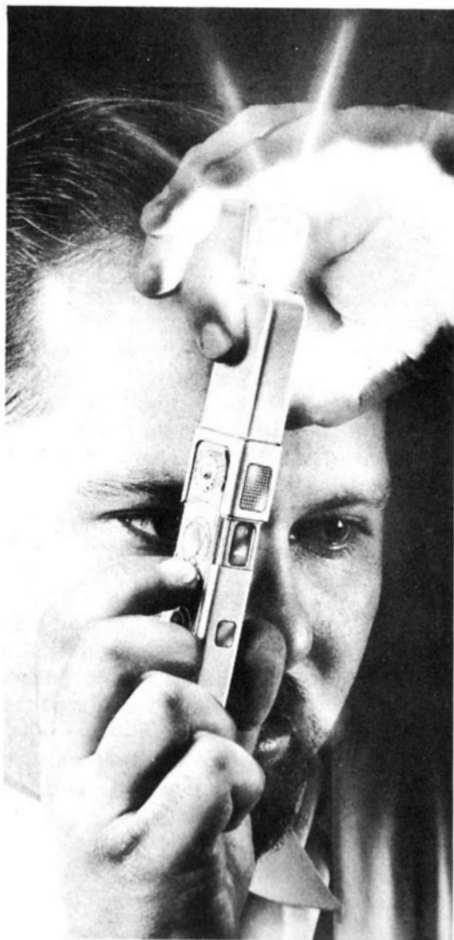
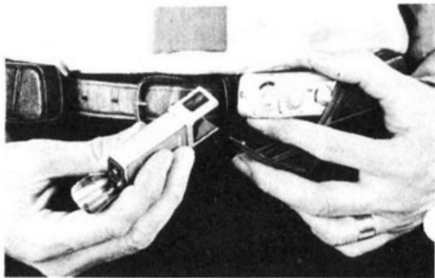
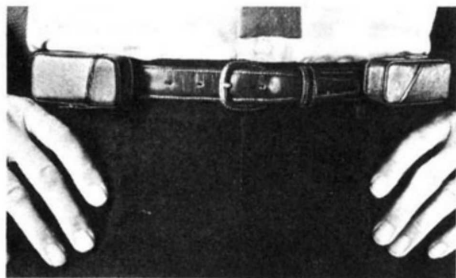
TV SERIES FEATURES MINOX



The ultra-miniature Minox camera played an exciting role during the recent filming of Bill Burrud Productions "Treasure" television series. The "Treasure" series is based on actual adventurous searches for hidden, buried or lost treasures . . . and the episode featuring the Minox involved the exposure of opium traffic in San Francisco's Chinatown. The Minox was used by the cast as an aid to their undercover operations, and by newspaper men and members of the Narcotics Bureau who obtained photographic evidence without being detected.

This series will be telecast in many cities throughout the country in the near future. It is titled "Curse of the Poppy Drug," produced by and starring Leland W. Hansen. Photos by Jeanne Hansen.

WEAR COMPLETE MINOX PHOTOGRAPHY SYSTEM ON YOUR BELT



Minoxers everywhere can now travel the city or world . . . and wear both their Minox camera and **flash-gun** on their belt! The development of the revolutionary new Minox B/C Flash, weighing a mere 1½ ounces, has made this possible.

The exciting new Minox B/C Flash measures just 2 x 1 x ½", but it's small only in size. It is a compact, self-contained, highly efficient unit that houses a built-in telescoping reflector . . . assuring full illumination without the need of cumbersome fan reflectors. Designed for use with tiny all-glass AG-1 "jellybean" flashbulbs, the Minox B/C Flash allows its owner to carry several dozen flashbulbs in no more space than a package of cigarettes. The B/C Flash comes complete with an attractive genuine leather belt case.

Available in models to fit all cameras, the Flash Model B attaches directly to the Minox B, the Flash Model A directly to the Minox IIIS, and the Flash Model U fits the accessory shoe of 35 mm and larger cameras by connecting to the flash nipple. All models are priced at \$19.95, including case. See this thrilling new accessory at any of the Minox dealers listed on pages 11 through 15.

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 Minoxers. He was first prize winner of the Pleasure Division in both the First and Second Minox Photo Contests, and is serving as a judge for the Third Contest.

The strangest places provide some of the best opportunities for unusual Minox pictures. There is nothing like having friends in high places to provide a picture like the above. The Chief of Detectives here in Key West took this shot as a special "favor."

The best shots in my experience are of people—people whom you find sitting in the park, working, shopping, at a party . . . almost everywhere. For example, on the train yesterday I spied a fat man asleep with a book under his chin. What was the title of the book? "Sleep Till Noon."

When the train came to a stop, I captured a close-up of him and, as far as I know, the gentleman is still sleeping . . . peacefully unaware that his picture was taken. That's the most wonderful thing about Minox . . . it's always with you. I could have cried if that opportunity had presented itself, and I had no camera with me.

I am on my way home to Cincinnati where our sub-Miniature Camera Society is having another meeting. This time we will have a model, and a friend, who owns a studio and studio lights, will give us a lecture and demonstration.

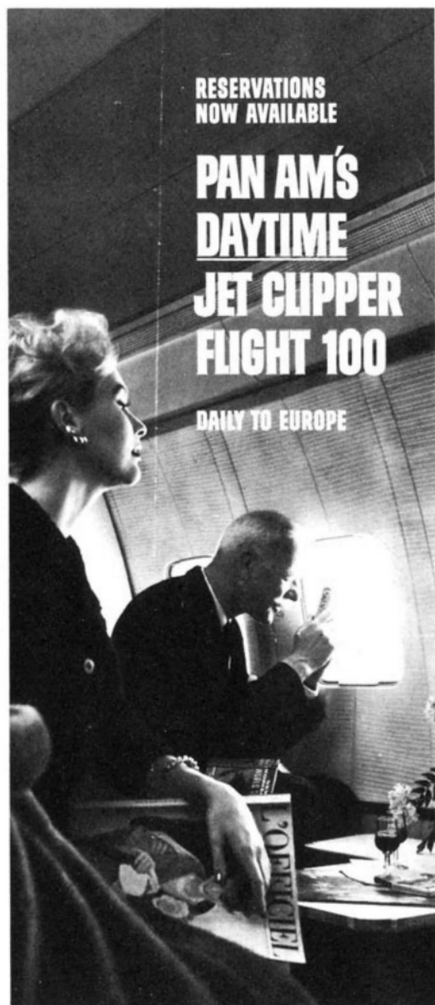
I strongly urge other Minox owners to get together and compare results, just as we do. Even if there are not enough of you to form an organized Minox Club, a regular informal discussion between two or three interested Minoxers can be very valuable. Making a mistake once can cost you a good picture, but it is folly to make the same mistakes over and over again—particularly when your fellow Minoxers may have an insight into your problem.

Here are seven reasons why a Minox user may fail to get results:

1. He has not read and followed instructions. This is the hardest medicine of all to take, but it is the most beneficial for those who really want success. You must know the capabilities of your camera and be well versed in its use before it is possible to take acceptable pictures.
2. Move in closer—to six feet or less on most pictures that you take.
3. Instead of trying to cover the waterfront, select one important person, thing or detail and concentrate on that.
4. Visit an art gallery or examine prize-winning pictures in the photography journals. All too many Minoxers do not grow in their knowledge and appreciation of the elements that make a good picture.
5. Read "Ultra-Miniature Photography" by Joseph Cooper and "Small Minox—Big Pictures" by Rolf Kasemeier. It is well worth

(Continued on Page 15)

MINOX IN THE NEWS



King Frederik IX of Denmark demonstrates his Minox to his daughters, Princess Margarethe and Princess Anne-Marie, who share their father's interest in ultra-miniature photography.



▲ Pan American recently selected a "man with a Minox" to illustrate the sophisticated, worldly type of passenger who selects Pan Am's luxurious Jet Clipper Flight to Europe. Used as a full page newspaper ad, this was a striking advertisement that gave Minox a pat on the back as well. Photo by Chester Kronfeld, Pan Am's well-known travel photographer.

Furniture designer Lawrence Peabody of Boston captured on-the-spot candid shots of his contemporary designs for Richardson Bros. Company and Nemschoff Chairs, Inc. at a recent Chicago Furniture Show. ➡

NEW HIGH SPEED MINOX FILM WILL SOON BE AVAILABLE



If you do your Minox picture-taking from dawn till dusk, and indoors without flash, you'll be delighted with the newest film being packaged by Minox in 36-exposure cassettes: KODAK PLUS-X! This amazing new film is almost as fast as Tri-X, yet it gives sharp, sparkling prints with a fine grain approaching that of ASA 25 film.

An outstanding achievement of modern film emulsion chemistry, Plus-X combines most of the important qualities demanded of an all-around film. If you have a Minox B camera, you can use Plus-X even for the most brilliant beach and snow scenes by using the neutral density filter of your camera. For other Minox cameras, the exposure in bright sunlight is 1/1000 second with the green filter.

But Plus-X shows up to best advantage under light conditions which could formerly be tackled only with grainy films. That's when its extra speed and fine grain will really surprise you!

The exposure meter setting for Plus-X packaged by Minox is 160 to 200 in daylight, or 130 to 160 in tungsten light. Since you can easily switch from one film to another with your Minox, you can always load up with the film best suited to the picture at hand.

For ultra-fine grain with maxi-

mum sharpness, and for all flash shots, use ASA 25. For extremely poor light conditions, and if grainy prints are acceptable in exceptional cases, use ultra-speed Tri-X film. And now, for all-round picture taking with high speed and fine grain, enjoy the exciting new Plus-X film! Your dealer will soon have it in stock. Ask him.

KEEP IT CLEAN!

Your Minox was ingeniously designed to require a minimum of maintenance. Notice how completely such vital parts as the lens and viewfinder are enclosed and protected when the camera is not in use. Also, how precisely the camera body is made to exclude dust. Even the socket for the measuring chain automatically closes tight when you detach the chain!

Everything has been done to reduce the chance of dust getting into your Minox. Dust and grit are the worst enemies of a precision mechanism and of fine films. To completely protect your camera and keep it operating at top efficiency, follow these simple tips:

1. Always keep your Minox in its case when not in use.
2. Occasionally, or whenever necessary, gently clean the lens window, viewfinder lens and viewfinder eyepiece with a Q-Tip or similar soft cotton swab.
3. If you own a Minox B, remove smudges or finger prints from the exposure meter window with a soft linen handkerchief.
4. Never use liquids of any kind to clean your Minox.
5. Before inserting a fresh film cassette, blow out the film chamber

(Continued on Page 15)

SO FAR AND YET SO NEAR



If you own a pair of good binoculars in addition to your Minox camera, you have the basic ingredients for exciting new adventures in Minox picture-taking: long-distance shooting!

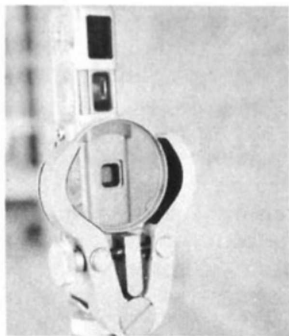
Whether it's a lion during an African safari, a racing sloop half a mile off, or the decisive putt on a tournament green . . . you can bring them close and take them home with your Minox.

The Telephoto/Binocular Clamp which connects the Minox to the binoculars is barely larger than the Minox itself, and is adjustable for oculars from 1" to 2". You simply remove one binocular eyepiece, attach the Minox and clamp flush against that ocular, and use the other eyepiece as a viewfinder and for focusing—it's as easy as that!

Compare the two photographs above which were taken from the same spot, shooting across New York's East River. The straight shot barely shows the opposite shore. However, the picture taken through an 8 x 30 binocular reveals amazing details—including the name of the vessel on the right, which is clearly legible in the actual Minox print, although the ship is almost a mile distant!

Mr. Theodore P. Afflerbach of Dayton, Ohio, also passes along a helpful tip on long-distance shooting. He writes, "With the Minox Telephoto/Binocular clamp, it becomes possible to use series 5 or 6 filters for correction (as illustrated) or for situations where the built-in filters in the Minox do not sufficiently cut down the amount of light." Mr. Afflerbach's photo clearly illustrates this usage. Incidentally, the Telephoto/Binocular clamp also attaches your Minox to any tripod.

You'll find endless new picture possibilities with your Minox for travel, sports or business use once you employ the Telephoto/Binocular clamp. Try it and see!



BEWARE OF FILMS SUPPLIED IN RE-LOADED MINOX CASSETTES

In recent weeks, we have learned that several unscrupulous dealers and finishers were selling, or giving free, films loaded into used Minox cassettes.

Unsuspecting Minoxers who used such "bargain" films, report shorter-than-standard film lengths, fogged and scratched films, and cameras damaged by mutilated and bent cassettes.

Used and re-loaded cassettes never have the proper alignment that your precision-made Minox requires. Because of its ultra-miniature size, Minox film must be cut, spooled, and loaded with infinite care under controlled dust-free conditions. The ten separate parts of each Minox cassette must be critically aligned to assure trouble free film transport in the Minox without jamming, fogging, or scratching.

Only by using original factory-loaded Minox cassettes can you be sure of getting film which will give you the fine results of which your Minox is capable.

Make certain that every Minox film you buy is packaged in the original factory-sealed Minox box!

PARDON OUR ERROR!

When we wrote about the amazing thinness of Minox shutter blades in the last issue of the Minox Memo, an extra zero somehow sneaked into the type.

Each Minox shutter blade is .04 mm thick . . . not .004 as erroneously reported. Or to get rid of the millimeter confusion, let's put it this way: 40 shutter blades are only 1/16" thick. That's pretty thin, isn't it— but it's typical of the tiny dimensions of the components of your Minox.

TRY A NEW FINISH ON YOUR NEXT PRINTS

For variety in your Minox Photo Album (and perhaps more pleasing results to you personally), why not try a new finish on your next order of Minox prints. As you know, Minox Processing Laboratories offers a choice of three fine finishes: imported eggshell, mat white or glossy. You may find one to be more pleasing to you than the other.

The new MPL mailing bags carry a listing of all three finishes, and you need only check the one desired. Incidentally, all prints in one cartridge must be printed on the same paper. The print price is the same for all finishes.

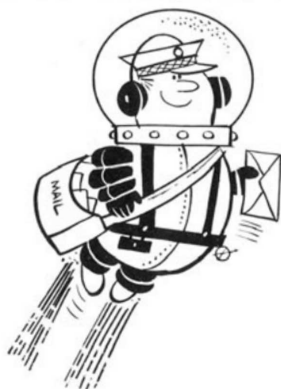
B/C FLASH NOW USES NEW BATTERY

As owners of the original Minox B/C Flash (for M-2 flash bulbs) are probably aware, there had been some difficulty with the Mercury battery employed by this accessory. The battery manufacturer claimed difficulties with its machinery in the production of this item, and many batteries were "leakers" and lasted only a few weeks. These batteries were always replaced without charge when brought to our attention.

The manufacturer has now changed to a hand operation which they claim assures Minoxers of a dependable, long-life Mercury battery. These new batteries naturally are higher in price; however, distribution profits have been waived and the battery will retail for \$2.80—just slightly higher than the cost of the old battery. We are sure that Minoxers will be satisfied with the performance of this new battery.

Incidentally, the latest Model A, B, and U Minox flashguns must be used with Eveready #504 (or equivalent) batteries.

MINOX PROCESSING NOW OFFERS RAPID RETURN OF PRINTS



For several years, Minox Processing Laboratories has endeavored to keep pace with its ever-increasing list of customers and, at the same time, provide quality processing with prompt service. Although efforts have been redoubled many times, because of the tremendous volume of film received from Minox dealers and Minox users — and the corresponding addition of hundreds of new accounts each month—it was difficult to keep processing flowing. A discouraging delay was sometimes the result.

In order to provide customers with the service they deserve, Minox Processing Laboratories has just completed further expansion and modernization of their facilities, and has added a considerable installation of automatic billing equipment. The following schedule will now apply which, as you can see, affords rapid return of your Minox prints. Minox Processing is pleased to offer this fast service, and invites those of you who have been disappointed in the past with the slow return of prints, to test the improved new schedule.

Your local Minox dealer will be glad to forward your processing orders to Minox Processing Laboratories for you.

Order Received	Order Returned	Order Received	Order Returned	Order Received	Order Returned
MARCH		APRIL			
3/1	3/4	4/1	4/7	5/3	5/9
3/2	3/7	4/4	4/8	5/4	5/10
3/3	3/8	4/5	4/11	5/5	5/11
3/4	3/9	4/6	4/12	5/6	5/12
3/7	3/10	4/7	4/13	5/9	5/13
3/8	3/11	4/8	4/14	5/10	5/16
3/9	3/14	4/11	4/15	5/11	5/17
3/10	3/15	4/12	4/18	5/12	5/1
3/11	3/16	4/13	4/19	5/13	5/19
3/14	3/17	4/14	4/20	5/16	5/20
3/15	3/18	4/15	4/21	5/17	5/23
3/16	3/21	4/18	4/22	5/18	5/24
3/17	3/22	4/19	4/25	5/19	5/25
3/18	3/23	4/20	4/26	5/20	5/26
3/21	3/24	4/21	4/27	5/23	5/27
3/22	3/25	4/22	4/28	5/24	5/30
3/23	3/28	4/25	4/29	5/25	5/31
3/24	3/29	4/26	5/2	5/26	6/1
3/25	3/30	4/27	5/3	5/27	6/2
3/28	3/31	4/28	5/4	5/30	6/3
3/29	4/4	4/29	5/5	5/31	6/6
3/30	4/5	MAY		JUNE	
3/31	4/6	5/2	5/6	6/2	6/8
				6/3	6/9

Order Received	Order Returned	Order Received	Order Returned	Order Received	Order Returned
6/6	6/10	8/15	8/19	10/24	10/28
6/7	6/13	8/16	8/22	10/25	10/31
6/8	6/14	8/17	8/23	10/26	11/1
6/9	6/15	8/18	8/24	10/27	11/2
6/10	6/16	8/19	8/25	10/28	11/3
6/13	6/17	8/22	8/26	10/31	11/4
6/14	6/20	8/23	8/29	NOVEMBER	
6/15	6/21	8/24	8/30	11/1	11/7
6/16	6/22	8/25	8/31	11/2	11/8
6/17	6/23	8/26	9/1	11/3	11/9
6/20	6/24	8/29	9/2	11/4	11/10
6/21	6/27	8/30	9/6	11/7	11/11
6/22	6/28	8/31	9/7	11/8	11/14
6/23	6/29	SEPTEMBER		11/9	11/15
6/24	6/30	9/1	9/8	11/10	11/16
6/27	7/1	9/2	9/9	11/11	11/17
6/28	7/5	9/6	9/12	11/14	11/18
6/29	7/6	9/7	9/13	11/15	11/21
6/30	7/7	9/8	9/14	11/16	11/22
JULY		9/9	9/15	11/17	11/23
7/1	7/8	9/12	9/16	11/18	11/25
7/5	7/11	9/13	9/19	11/21	11/28
7/6	7/12	9/14	9/20	11/22	11/29
7/7	7/13	9/15	9/21	11/23	11/30
7/8	7/14	9/16	9/22	11/25	12/1
7/11	7/15	9/19	9/23	11/28	12/2
7/12	7/18	9/20	9/26	11/29	12/5
7/13	7/19	9/21	9/27	11/30	12/6
7/14	7/20	9/22	9/28	DECEMBER	
7/15	7/21	9/23	9/29	12/1	12/7
7/18	7/22	9/26	9/30	12/2	12/8
7/19	7/25	9/27	10/3	12/5	12/9
7/20	7/26	9/28	10/4	12/6	12/12
7/21	7/27	9/29	10/5	12/7	12/13
7/22	7/28	9/30	10/6	12/8	12/14
7/25	7/29	OCTOBER		12/9	12/15
7/26	8/1	10/3	10/7	12/12	12/16
7/27	8/2	10/4	10/10	12/13	12/19
7/28	8/3	10/5	10/11	12/14	12/20
7/29	8/4	10/6	10/12	12/15	12/21
AUGUST		10/7	10/13	12/16	12/22
8/1	8/5	10/10	10/14	12/19	12/23
8/2	8/8	10/11	10/17	12/20	12/27
8/3	8/9	10/12	10/18	12/21	12/28
8/4	8/10	10/13	10/19	12/22	12/29
8/5	8/11	10/14	10/20	12/23	12/30
8/8	8/12	10/17	10/21	12/27	1/3/61
8/9	8/15	10/18	10/24	12/28	1/4/61
8/10	8/16	10/19	10/25	12/29	1/5/61
8/11	8/17	10/20	10/26	12/30	1/6/61
8/12	8/18	10/21	10/27	12/31	1/7/61

Time Running Out in Third Minox Contest!



If you're an enthusiastic Minoxer, you're probably planning to enter one or more of your best Minox shots in the Third Minox Photo Contest . . . but don't put it off. The closing date of the contest is drawing near, and entries are pouring in—make sure yours is among them.

Enter as many Minox photos as you wish in either the Pleasure Division, for portraits, travel shots, family, animals, etc., or the Business Division, for commercial, industrial or business photos. Duplicate prizes will be awarded to winners of each division.

All photographs 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 Contests.

Duplicate prizes will be awarded in each division as follows:

1st Prize—Minox B Camera PLUS a year's supply of film PLUS inscribed Minox Trophy with gold metal Minox camera symbol.

2nd Prize—Minox Electronic Flash with folding reflector and power pack in genuine leather case.

3rd Prize—Minox Slide Projector f/1.6 Minolux lens. Carrying case included.

4th, 5th and 6th Prizes—Minox Ad-

justable 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.

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 contest divisions.

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 photographs in the Pleasure Division will be judged on interest and artistic superiority.

8. Minox photographs in the 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.

FLORIDA (Continued)

Heim Camera Stores
Southland Hobby Shop
Palm Beach Miller and Wallace
Ramson's Camera Shop
Pensacola Pronto Photo
Pompano Beach Photo Shop
Riviera Beach Knickerbocker Camera Shop
St. Petersburg R & M Camera Shop
Robinson's Camera Shop
Strand Camera Shop
Webb's City, Inc.
Sarasota Burt's Camera Shop
Norton's Camera Center
Sebring Ed Creasey
Tallahassee Tallahassee Camera Center
Tampa Tampa Photo Supply
West Palm Beach Halsey and Griffith
Winter Haven Carter's
GEORGIA—Albany Dixie Theatre Service
Saville Jewelry, Inc.
Atlanta Ace Camera Stores
Colonial Film & Equipment Co.
Frye's Camera Stores
Rich's Inc.
Star Photo Finishing
Wing's
Augusta N. & W. Camera Exchange
Columbus Columbus Photo Service
Macon B. & C. Cole
Savannah Photocraft
Valdosta Sport Center
HAWAII—Hilo Hilo Camera Shop
Honolulu Carter's Gift Shops
Calvary Camera Center
Hawaii Camera Sales Co.
Kaiulani Camera Shop
Royal Hawaiian Camera Shop
Sandy's Camera Shop
Stewart's Pharmacies
Waterhouse Photo Co.
Kahului, Maui Maui Dry Goods and Grocery
IDAHO—Boise Ballon-Lattimer Co.
Idaho Camera
Kellogg Verne A. Sass
Lewiston Tolenaar's
Pocatello Hobson's Jewelry & Photo
ILLINOIS—Aurora Asell Photo Shop
Rollins and Rice
Belleville Bland Photo and Art
Berwyn Colonial Camera Shop
Imperial Camera
Bloomington Hawkins Studio and Camera Shop
Champaign Fairchild Camera
Chicago Abercrombie and Fitch
Alan Stores
Alpine Camera Co.
Altman Camera Co.
Baskin Jewelers
Bass Camera Co.
B and C Photo Service
Bel-Park Photo
Bolotin Camera Exchange
Camera Exchange
Center Camera Co.
Central Camera Co.
Chromotopies by Jay Reed
Color Cameras
Consolidated Watland Bros.
Conway Camera
Corona Studios
The General Camera Co.
Herman Cameras, Inc.
Hobby Cameras, Inc.
Jackson Camera
Kady Camera Co.
Krazvetz Camera
La Salle Camera Co.
Libby's Camera Co.
Loop Camera Mart
Mark's Cameras
Marshall Field
Mercury Photo Service
Michael's World Camera Shop
Midwest Photo Supply Co.
Montgomery Ward
Morrison Camera Co.
Norman-Willetts Co.
P-K Photo Supply
E. J. Polak Photo Shop
Bewers Camera
Shutan Camera Co.
Sepey Photo Suppliers
Standard Photo Supply Co.
Triangle Camera, Inc.
Tri-City Camera Exchange
United Camera Co.
Von Lengerke and Antoine
Wolk Camera Company
Wolk-Englewood Camera Co.
Cicero Meran's Inc.
West End Cinema and Camera
Decatur Norm's Camera Shop
Pile's Camera Shop
Photo Service, Inc.
Elgin B. K. Photo Supply
Bill's Camera Shop
Evanson Hoos Drug
McCoy Camera Co.
Poe's Camera Co.
Fairfield Post's Audio Visual Service
Glencoe Glenview Camera Shop
Highland Park Powell's Camera Mart
Hinsdale Hinsdale Camera Center
La Grange Suburban Camera Shop
Lake Forest Lake Mary
Martin's Drug Store
Lansing Besse Camera and Supply
Macomb Seasholm's
Moline Seasholm's
Oak Park Austin Camera Co.

Park Forest Park Ridge
Peoria Rex Studio and Camera Shop
River Forest Camera Craft
Rockford The Foto Shop
Lundgren's
Oakton Camera Shop
Springfield The Camera Shop, Inc.
Piles Camera Shop
Swanson's Camera Shop
Klein's Photo Center
Waukegan Du Page Photo Company
The Camera Shop
Winnetka Phototronic, Inc.
Powell's Camera Mart
Photo Art Shop
WOOD RIVER Photo Art Shop
INDIANA—Anderson Odell Camera
Bloomington Wiles Drug Co.
Elkhart Elkhart Camera Shop
Ray Herring Camera Shop
Evansville Smith and Butterfield
Tri State Camera Store
The Howard Co.
Fort Wayne Sunny Schick's
Gary Gary Camera
Vanderbilt and Co.
Greencastle Coan's Pharmacy
Armstrong's Jewelers
Hammond Dave's Camera Mart
J. W. Millikan, Inc.
Indianapolis L. S. Ayres and Co.
The Camera Shop
Hoosier Photo Supply
H. Lieber Co.
Lincoln Jewelry Shop
Post Photo Shop
Mission Trattner Camera Co.
William Warner, Inc.
Logansport Quick Film Service
Joe Vignola's Foto Shop
Monticello Dodd's Rexall Camera Shop
Muncie Muncie Camera Shop, Inc.
New Castle H. R. Edwards Jeweler
North Manchester Mower's Drug Store
Shelbyville Meloy's, Inc.
South Bend Ault Camera Shop
Terre Haute Stewart Martin's Snaps Shop
West Lafayette Foster Film Service
IOWA—Cedar Rapids Morris Sanford Camera
Davenport Elliott Camera Shop
Des Moines Gould Camera Shop
Dubuque Allied Camera Center
Iowa City Lind's
Ottumwa The Camera Shop
Waterloo Walden Photos, Inc.
KANSAS—Concordia Martin Drug Company
Dodge City Southwestern Photo Supply
Lawrence Mosser Wolf, Inc.
Mission Triggs
Prairie Village Bruce Smith Drugs
Salina A-Smile-A-Minute
Topeka Wolfe's Camera and Photo
Wellington Epperson Studio and Camera Supply
Wichita Bob Gaskin's Industrial Photo Sales
Jeff's Camera Shop
Lawrence Photo Supply
Moler's Camera Clinic
KENTUCKY—Lexington Foto Center
L. Michaels
Joe Rosenberg
Louisville Camera Center Inc.
Falls City Theater Equip. Co.
W. D. Gatchell & Sons
Kentucky Camera Shop
Schumann Click Clinic
Owensboro Gant and Butterfield
LOUISIANA—Alexandria Newcomb Studio and Camera
Baton Rouge Bert's Camera Center
Kadar's Camera House
Ogden Park Drugs
Southern Camera Service
Stroubie Photo Supply
The Magnets Studio
Franklin Griffin's Studio and Camera
Monroe Bellamore, Inc.
New Orleans Bennett's
Camera Inc.
The Fox Co.
Security Company
Shreveport Film Arbor Photo Service
Grady's Camera Center, Inc.
MAINE—Augusta Mansur's, Inc.
Lewiston Camera Service Center
Portland Bicknell Photo Service
South Portland Inniss Photo Service
MARYLAND—Annapolis A. N. Miller
Atlantic Photo Supply Co.
Baltimore Photo Supply
Berman Loan Office
Camera Mart
Photo Center, Inc.
Read Drug
Ritz Camera Center
Service Photo Supply Co.
Stark Films
Zepp Photo
Chevy Chase Vicar, Inc.
Elkton Colonial Jewelers
Hagerstown Fahmy's Photo Center

Raup Camera Center
Camera, Inc.
Haynes Camera Center
Silver Springs Look Photo Service, Inc.
The Camera Shop
MASSACHUSETTS—Andover Cor-Nix Co.
Adams Camera Exchange
Barnes and Exotic Jewels Co.
Boston Broadfield Camera Co.
Central Camera Exchange
Copley Camera Shop
Don Elder's
Claus Gelotte, Inc.
Ralph Harris Co.
Haven Photo Shop
Jackson Photo Supply Co.
Lloyd Optical Co.
Jordan Marsh Co.
Park Square Building Camera
Pilgrim Jewelers
Quality Camera Exchange
School St. Camera Exchange
Smith's Photographic Store
Stone Camera Inc.
Braintree Alves Camera Center
Brookline Main Photo Supply
Brookline Jon Allen Camera
Cambridge Crimson Camera Exchange
Ferranti Dege, Inc.
Chelsea Slade's Photo Service
Chestnut Hill Jack Seltzer and Co., Inc.
Chicopee Chicopee Camera Center
Clinton Zoll's Photo Shop
Concord William W. Anderson
Fall River A's Photo Supply
Fitchburg Art Photo Supply
Framingham Fitt's Photo Shop
Holyoke D'Addario's Camera Shop
Hudson Siger's
Hyannis Weiner-Chimes
Lawrence Theatre Camera Shop
Lexington Lowell
Lynn Lynn Photo Supply Co.
Malden Davis Camera Supply
New Bedford Centre Jewelry Co.
Newton Morris
Newton Center Atwood's Camera Shop
Northampton The Tripod Shop
Pittsfield The Photo Shop
Salem Essex Camera Shop
Somerville Regent Camera Shop
Springfield Bloom's Photo Supply
Valley Cinema
Wareham Win's Camera and Card Shop
Wellesley Bundy's Photo Supply
West Lynn The Snap Shop
Woburn McLaughlin and Dennison
Worcester Harvey and Lewis Co.
Arthur Burton
Wheaton, Inc.
Worcester Photo Shoppe
MICHIGAN—Adrian Adrian Camera Shop
Ann Arbor Follett's Michigan Book Store
Purchase Camera Shop
The Quarry, Inc.
Battle Creek Krum's
Benton Harbor Goodman and Goldbaum
Birmingham Birmingham Camera Shop
Dearborn City Camera
Detroit Acme Camera Exchange
Alvin Camera Exchange
Cole & Irwin Jewelers
Davidson Brothers
Detroit Camera Shop
Paul Gach Photography
Garrick Photo Supply
Gugala Camera Shop
Guild Camera Shop
J. L. Hudson Co.
Lobby Hobby
The Photo Shop
Pointe Camera Shop
Seven Mile Camera Shop
Silhouette Camera Shop
Village Camera Shop
Ferndale A-D Camera Shop
Flint Harry's Camera Shop
I & B Dist.
Grand Rapids Arden's Drive-In Photo Mart
The Camera Shop
Grosse Pointe Camera Center
Grosse Pointe Woods Studio Camera Shop
Highland Park Meier Camera Shop
Holland Wade Drug Company
Hudson Klee Pharmacy
Ironwood Jackson Photo Center
Kalamazoo Crescent Studio and Camera
Marion Studio and Camera
Lansing Lansing Camera Shop
Linn Camera Shop, Inc.
Van's Camera Shop, Inc.
Marquette Dorrady Photo Service
Community Drug
Monroe Wright's Studio and Camera
Muskegon Radium Photo Service
Plymouth The Photographic Center
Pontiac The Camera Mart
Port Huron Camera Craft Gift Shop
Royal Oak Dunn's Camera and Hobby
Saginaw Camera Center
Warren H. C. Heister
Wyandotte Feldman Camera Exchange
Gail's Office Equipment

MINNESOTA—Duluth	Millard Berg's The Kamera Shop Security Co., Inc. Brand's Camera Craft Century Camera Shop Dayton's Gopher Camera Jay's Camera Leigh, Inc. National Camera Exchange Camera Craft Gift Shop Weber and Judd Co. Keller Brothers Fine Camera Finn's Fisher Photo Supply Goodman's Jewelers O. N. Olsen Photographic Supplies Schueneman's Swanson's Camera Sales and Service Ed Buck's Camera Shop	Union Camera Union City Upper Montclair Watching West New York Wildwood Woodbury NEW MEXICO—Albuquerque H. Cook Sporting Goods Fedyway Stores Kurt's Camera Corral Pike's Jewelry and Gift Shop Farmingington Trio Art Camera Shop Western Art Studio and Las Cruces Malone Photo Store Santa Fe The Camera Shop of Santa Fe Santa Fe Book and Stationery	Par Camera Parker and Batterbury Peerless Camera Stores Photo Center Photographic Enterprises Levy's, Inc. Photographic Fair Ltd. Photo Mart Ltd. Photo Service, Inc. Popular Photo Stores, Inc. J. Posner and Sons Ritz Camera Royaltime, Inc. Sanders Camera Shop Snapshot Stores Star Camera Exchange Tower Camera Exchange Trinity Talking Machine Co. Unicam Camera United Camera Exchange Wall Street Camera Exchange Warman Photo Service Willoughby's Windsor Camera Exchange	
Port Huron	Deering Pharmacy Clayton Camera Shop H. H. Udele Wingo's Photo Bernard's Clark's Camera Shop Elko Photo Products Gateway Sporting Goods Midland Camera Supply Music Mart Camera Center Harper Pharmacy, Inc. Vaz's Camera Shop Cook's Camera Shop Atlas Jewelers Co. Avenue Camera Store Bader's Erker Optical Co. Famous-Barr Co. Jefferson Camera Shop Kay's Photo and Optical Co. St. Louis Photo Supply W. Schiller and Co. Stanley Photo Service Owens Camera Center Fan Photo Service	Brooklyn Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Camera Center Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valente E. J. Korvette Marvin's Mart East Northport Camera Shop Forest Hills Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Lab A. C. Camera Exchange Arnee Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Aljan Camera B. Altman American Camera Exchange Bernard Arkin Avon Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Barn The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Lane The Camera Center Camera Place Camera Showcase Carlyle Camera Corp. Circle Photo City Camera Exchange Albe Cohen's Columbus Photo Supply Corp. W. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Foto-View Gillette Camera Grand Central Photo Shop Haber and Fink Heins and Bolet Jaydee Camera Exchange Kennedy's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotock Camera Lugene, Inc. Mac Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minilim Modern Photo Shop Mogul's Moormand's New York Camera Exchange Olden Camera	Mineola New Hyde Park Port Washington Queens Village Richmond Hill Rockville Center Syosset Whitestone NEW YORK STATE Albany Albany Camera Shop Alexander's Photo Store Berns Camera Store Hamlin, Inc. Stickley-Silver, Inc. Tuthill's Bronxville Bronxville Camera Mart ABC Photo Supply Buffalo Photo Materials Delaware Camera Mart Haefer Photo Lafayette Camera Store Maurer's Photo Supply Plaza Camera Shop E. Rech Photo Supply Spector's Camera Exchange United Projector Camera Center University Camera Center B and C Photo Supply Wells Photo Supplies Elmsford Glens Falls Harrison Haverstraw Herkimer Hornell Ithaca Jamestown Larchmont Lockport Mamaroneck Mount Kisco Mount Vernon Newburgh New Rochelle Niagara Falls Olean Oneonta Painted Post Poughkeepsie Rochester Schenectady Syracuse Troy Utica Watertown Wellsville White Plains Williamsville NORTH CAROLINA—Albemarle Starnes Jewelry Camera House National Photo Supply Camera Corner Simpson Photo Service Holly Smith W. I. Van Ness and Company Tyler News & Camera Shop Carolina Camera Center Capital Camera Shop King Photo Supply Harold A. Elliott Jewelers Boock-Stroud Murphy's Camera Center NORTH DAKOTA—Dickinson Osborn Studio Epkio Film Service Neus Epkio, Inc. Reub's Minot Camera Stress Brothers	
MISSISSIPPI—Jackson	Jackson Camera Center Southwest Drug Stores	Bayside Bronx Brooklyn Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Camera Center Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valente E. J. Korvette Marvin's Mart East Northport Camera Shop Forest Hills Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Lab A. C. Camera Exchange Arnee Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Aljan Camera B. Altman American Camera Exchange Bernard Arkin Avon Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Barn The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Lane The Camera Center Camera Place Camera Showcase Carlyle Camera Corp. Circle Photo City Camera Exchange Albe Cohen's Columbus Photo Supply Corp. W. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Foto-View Gillette Camera Grand Central Photo Shop Haber and Fink Heins and Bolet Jaydee Camera Exchange Kennedy's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotock Camera Lugene, Inc. Mac Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minilim Modern Photo Shop Mogul's Moormand's New York Camera Exchange Olden Camera	Windsor Camera Exchange Franwin Pharmacy National Photo Eastern Camera Exchange Village Camera Shop Joel Photo Lipshutz Stationery Rockville Camera Center Syosset Camera Whitestone NEW YORK STATE Albany Albany Camera Shop Alexander's Photo Store Berns Camera Store Hamlin, Inc. Stickley-Silver, Inc. Tuthill's Bronxville Bronxville Camera Mart ABC Photo Supply Buffalo Photo Materials Delaware Camera Mart Haefer Photo Lafayette Camera Store Maurer's Photo Supply Plaza Camera Shop E. Rech Photo Supply Spector's Camera Exchange United Projector Camera Center University Camera Center B and C Photo Supply Wells Photo Supplies Elmsford Glens Falls Harrison Haverstraw Herkimer Hornell Ithaca Jamestown Larchmont Lockport Mamaroneck Mount Kisco Mount Vernon Newburgh New Rochelle Niagara Falls Olean Oneonta Painted Post Poughkeepsie Rochester Schenectady Syracuse Troy Utica Watertown Wellsville White Plains Williamsville NORTH CAROLINA—Albemarle Starnes Jewelry Camera House National Photo Supply Camera Corner Simpson Photo Service Holly Smith W. I. Van Ness and Company Tyler News & Camera Shop Carolina Camera Center Capital Camera Shop King Photo Supply Harold A. Elliott Jewelers Boock-Stroud Murphy's Camera Center NORTH DAKOTA—Dickinson Osborn Studio Epkio Film Service Neus Epkio, Inc. Reub's Minot Camera Stress Brothers	
MISSOURI—Brentwood	Deering Pharmacy Clayton Camera Shop H. H. Udele Wingo's Photo Bernard's Clark's Camera Shop Elko Photo Products Gateway Sporting Goods Midland Camera Supply Music Mart Camera Center Harper Pharmacy, Inc. Vaz's Camera Shop Cook's Camera Shop Atlas Jewelers Co. Avenue Camera Store Bader's Erker Optical Co. Famous-Barr Co. Jefferson Camera Shop Kay's Photo and Optical Co. St. Louis Photo Supply W. Schiller and Co. Stanley Photo Service Owens Camera Center Fan Photo Service	NEW YORK CITY & LONG ISLAND— Kurtzberg's Park Camera Photone, Inc. Sterling Howard Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Camera Center Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valente E. J. Korvette Marvin's Mart East Northport Camera Shop Forest Hills Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Lab A. C. Camera Exchange Arnee Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Aljan Camera B. Altman American Camera Exchange Bernard Arkin Avon Films Bart's Camera Mart Joseph Baruch Photo Supply Bolar Camera Stores Broadway Camera Exchange Broadway Camera Shop Arthur Brown The Camera Barn The Camera Box Camera Cade Camera Craft 42nd Street The Camera House Camera Lane The Camera Center Camera Place Camera Showcase Carlyle Camera Corp. Circle Photo City Camera Exchange Albe Cohen's Columbus Photo Supply Corp. W. C. Cullen Davega's D K Photo Dumont's Camera Exchange Equitable Camera and Card Federal Camera Exchange Foremost Camera Stores Foto-View Gillette Camera Grand Central Photo Shop Haber and Fink Heins and Bolet Jaydee Camera Exchange Kennedy's Camera Kent Luggage E. J. Korvette Lexington Camera Liberty Camera Lotock Camera Lugene, Inc. Mac Madison Camera Co. Masters Medo Merit Photo Shop Metro Photo, Inc. E. B. Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minilim Modern Photo Shop Mogul's Moormand's New York Camera Exchange Olden Camera	NEW YORK STATE Albany Albany Camera Shop Alexander's Photo Store Berns Camera Store Hamlin, Inc. Stickley-Silver, Inc. Tuthill's Bronxville Bronxville Camera Mart ABC Photo Supply Buffalo Photo Materials Delaware Camera Mart Haefer Photo Lafayette Camera Store Maurer's Photo Supply Plaza Camera Shop E. Rech Photo Supply Spector's Camera Exchange United Projector Camera Center University Camera Center B and C Photo Supply Wells Photo Supplies Elmsford Glens Falls Harrison Haverstraw Herkimer Hornell Ithaca Jamestown Larchmont Lockport Mamaroneck Mount Kisco Mount Vernon Newburgh New Rochelle Niagara Falls Olean Oneonta Painted Post Poughkeepsie Rochester Schenectady Syracuse Troy Utica Watertown Wellsville White Plains Williamsville NORTH CAROLINA—Albemarle Starnes Jewelry Camera House National Photo Supply Camera Corner Simpson Photo Service Holly Smith W. I. Van Ness and Company Tyler News & Camera Shop Carolina Camera Center Capital Camera Shop King Photo Supply Harold A. Elliott Jewelers Boock-Stroud Murphy's Camera Center NORTH DAKOTA—Dickinson Osborn Studio Epkio Film Service Neus Epkio, Inc. Reub's Minot Camera Stress Brothers	
Montana—Billings	Kasper's Photo Shop Farren's Village Drug Barber's, Inc. Public Drug Robert's Book Store Jerud Photo Shop	NEBRASKA—Lincoln Miller and Paine, Inc. Carl S. Baum Calandra Camera Co. Dean's Camera Center Eastman Kodak Stores J. G. Kretschmer Hauke Rexall Drugs	NEBRASKA—Lincoln Miller and Paine, Inc. Carl S. Baum Calandra Camera Co. Dean's Camera Center Eastman Kodak Stores J. G. Kretschmer Hauke Rexall Drugs	
NEVADA—Las Vegas	Gee's Gems Photo Mart, Inc. Camera Unlimited	NEVADA—Las Vegas Gee's Gems Photo Mart, Inc. Camera Unlimited	NEVADA—Las Vegas Gee's Gems Photo Mart, Inc. Camera Unlimited	
NEW HAMPSHIRE—Hanover	Camera Shop of Hanover Ben's Photo Shop The Camera Shop Durette Photo Co. Fotomart Photo Center Eagle Photo	NEW HAMPSHIRE—Hanover Camera Shop of Hanover Ben's Photo Shop The Camera Shop Durette Photo Co. Fotomart Photo Center Eagle Photo	NEW HAMPSHIRE—Hanover Camera Shop of Hanover Ben's Photo Shop The Camera Shop Durette Photo Co. Fotomart Photo Center Eagle Photo	
NEW JERSEY—Atlantic City	Betesh & Lependorf Bergenfield County Photo Service Rubin Bros. Drug The Camera House Ritz Drug Photo Co. Herbert's Camera It's Camera Time Main Camera Store Riger's Camera and Sport Shop Krafft Camera Court House Camera Shop Hudson Camera Levy's Sport Shop Daily Photo Schreiber's Snapshot Service Livingston Camera Mart Photo Art Company Millburn Camera Jacobson's Sport Shop The Camera Corner H. H. Ajemian Academy Camera Bamberger's Davega's Gruber Camera L. Kaitman and Sons Lee's Jewelers Midtown Camera Scheaffer Company 20th Century Photo Service College Pharmacy Michael Photo Service E. J. Korvette Camera and Cards Masters Hathaway's, Inc. Broadway Camera M.S.M. Company Fishkin Brothers Ridgewood Camera Village Camera Art's Camera Shop of Summit Eastman's Teaneck Hi Fi and Photo Supply	NEW JERSEY—Atlantic City Betesh & Lependorf Bergenfield County Photo Service Rubin Bros. Drug The Camera House Ritz Drug Photo Co. Herbert's Camera It's Camera Time Main Camera Store Riger's Camera and Sport Shop Krafft Camera Court House Camera Shop Hudson Camera Levy's Sport Shop Daily Photo Schreiber's Snapshot Service Livingston Camera Mart Photo Art Company Millburn Camera Jacobson's Sport Shop The Camera Corner H. H. Ajemian Academy Camera Bamberger's Davega's Gruber Camera L. Kaitman and Sons Lee's Jewelers Midtown Camera Scheaffer Company 20th Century Photo Service College Pharmacy Michael Photo Service E. J. Korvette Camera and Cards Masters Hathaway's, Inc. Broadway Camera M.S.M. Company Fishkin Brothers Ridgewood Camera Village Camera Art's Camera Shop of Summit Eastman's Teaneck Hi Fi and Photo Supply	NEW JERSEY—Atlantic City Betesh & Lependorf Bergenfield County Photo Service Rubin Bros. Drug The Camera House Ritz Drug Photo Co. Herbert's Camera It's Camera Time Main Camera Store Riger's Camera and Sport Shop Krafft Camera Court House Camera Shop Hudson Camera Levy's Sport Shop Daily Photo Schreiber's Snapshot Service Livingston Camera Mart Photo Art Company Millburn Camera Jacobson's Sport Shop The Camera Corner H. H. Ajemian Academy Camera Bamberger's Davega's Gruber Camera L. Kaitman and Sons Lee's Jewelers Midtown Camera Scheaffer Company 20th Century Photo Service College Pharmacy Michael Photo Service E. J. Korvette Camera and Cards Masters Hathaway's, Inc. Broadway Camera M.S.M. Company Fishkin Brothers Ridgewood Camera Village Camera Art's Camera Shop of Summit Eastman's Teaneck Hi Fi and Photo Supply	NEW JERSEY—Atlantic City Betesh & Lependorf Bergenfield County Photo Service Rubin Bros. Drug The Camera House Ritz Drug Photo Co. Herbert's Camera It's Camera Time Main Camera Store Riger's Camera and Sport Shop Krafft Camera Court House Camera Shop Hudson Camera Levy's Sport Shop Daily Photo Schreiber's Snapshot Service Livingston Camera Mart Photo Art Company Millburn Camera Jacobson's Sport Shop The Camera Corner H. H. Ajemian Academy Camera Bamberger's Davega's Gruber Camera L. Kaitman and Sons Lee's Jewelers Midtown Camera Scheaffer Company 20th Century Photo Service College Pharmacy Michael Photo Service E. J. Korvette Camera and Cards Masters Hathaway's, Inc. Broadway Camera M.S.M. Company Fishkin Brothers Ridgewood Camera Village Camera Art's Camera Shop of Summit Eastman's Teaneck Hi Fi and Photo Supply
NEW MEXICO—Albuquerque	H. Cook Sporting Goods Fedyway Stores Kurt's Camera Corral Pike's Jewelry and Gift Shop Farmingington Trio Art Camera Shop Western Art Studio and Las Cruces Malone Photo Store Santa Fe The Camera Shop of Santa Fe Santa Fe Book and Stationery	NEW MEXICO—Albuquerque H. Cook Sporting Goods Fedyway Stores Kurt's Camera Corral Pike's Jewelry and Gift Shop Farmingington Trio Art Camera Shop Western Art Studio and Las Cruces Malone Photo Store Santa Fe The Camera Shop of Santa Fe Santa Fe Book and Stationery	NEW MEXICO—Albuquerque H. Cook Sporting Goods Fedyway Stores Kurt's Camera Corral Pike's Jewelry and Gift Shop Farmingington Trio Art Camera Shop Western Art Studio and Las Cruces Malone Photo Store Santa Fe The Camera Shop of Santa Fe Santa Fe Book and Stationery	
NEW YORK CITY & LONG ISLAND—	Bayside Bronx Brooklyn Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Camera Center Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valente E. J. Korvette Marvin's Mart East Northport Camera Shop Forest Hills Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Lab A. C. Camera Exchange Arnee Camera Exchange Arrow Photo Shop Abercrombie and Fitch Advance Camera Exchange Aljan Camera B. 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Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minilim Modern Photo Shop Mogul's Moormand's New York Camera Exchange Olden Camera	NEW YORK CITY & LONG ISLAND— Kurtzberg's Park Camera Photone, Inc. Sterling Howard Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Camera Center Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valente E. J. Korvette Marvin's Mart East Northport Camera Shop Forest Hills Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Lab A. C. 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Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minilim Modern Photo Shop Mogul's Moormand's New York Camera Exchange Olden Camera	NEW YORK CITY & LONG ISLAND— Kurtzberg's Park Camera Photone, Inc. Sterling Howard Westchester Square Camera Bedford Camera Shop Beverly Photo Boro Hall Camera Camera Center Miller's Camera Exchange Paramount Photo Potter's Camera Stores Rothman Pharmacy Servel Photo Shop Sperry Camera Stores State Camera Exchange Valente E. J. Korvette Marvin's Mart East Northport Camera Shop Forest Hills Forest Hills Foto Center Julian Camera Shop Spies Camera Shop Garden City Garden City (Roosevelt Field) Eastern Camera Exchange Bond Camera Great Neck Marvin Leonard Albee Camera Exchange Eastern Camera Exchange Eastern Camera Exchange Morat Service, Inc. Airport Photographic Distributors Center Camera Stores Masters Ace Photo Lab A. C. 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Meyrowitz Midtown Camera Exchange Midway Camera Exchange Miniature Photo Lab Minilim Modern Photo Shop Mogul's Moormand's New York Camera Exchange Olden Camera
NORTH CAROLINA—Albemarle	Starnes Jewelry Camera House National Photo Supply Camera Corner Simpson Photo Service Holly Smith W. I. Van Ness and Company Tyler News & Camera Shop Carolina Camera Center Capital Camera Shop King Photo Supply Harold A. Elliott Jewelers Boock-Stroud Murphy's Camera Center	NORTH CAROLINA—Albemarle Starnes Jewelry Camera House National Photo Supply Camera Corner Simpson Photo Service Holly Smith W. I. Van Ness and Company Tyler News & Camera Shop Carolina Camera Center Capital Camera Shop King Photo Supply Harold A. Elliott Jewelers Boock-Stroud Murphy's Camera Center	NORTH CAROLINA—Albemarle Starnes Jewelry Camera House National Photo Supply Camera Corner Simpson Photo Service Holly Smith W. I. Van Ness and Company Tyler News & Camera Shop Carolina Camera Center Capital Camera Shop King Photo Supply Harold A. Elliott Jewelers Boock-Stroud Murphy's Camera Center	
NORTH DAKOTA—Dickinson	Osborn Studio Epkio Film Service Neus Epkio, Inc. Reub's Minot Camera Stress Brothers	NORTH DAKOTA—Dickinson Osborn Studio Epkio Film Service Neus Epkio, Inc. Reub's Minot Camera Stress Brothers	NORTH DAKOTA—Dickinson Osborn Studio Epkio Film Service Neus Epkio, Inc. Reub's Minot Camera Stress Brothers	

OHIO—Akron	Airport Cessions Akron Camera Co. Industrial Photo Supply Metzger Photo Supply Photo Mart, Inc. Sid's Camera Exchange Ashtabula Photo Service Bellair Bera Bowling Green Canton	Bethlehem	Bob's Photo Shop Carl's Nichols Photo Camera Shop Hopie's Camp Hill E. J. Korvette The Photo Mart Clifton Heights Donora Duquesne Easton	Nashville	Perel and Lowenstein Max Price Camera Camera Shop George C. Hoyer McGinnis Drug Melrose Camera Center Wright Photo Austin Photo Supplies Bush and Sons of Texas Hertner's Camera Store Conely Drugs Austin Photo Supplies Ellison Photo Company Stutman Photo Service Majestic Photo Camera Rogers Cullis's Camera Goltzman Luggage and Camera Taylor Bros.		
Cincinnati	The 30th St. Camera Shop Alpha Cine Service Eastern Hill Camera Co. Huey Jack's Camera Center Ohio Valley Photo Provident Camera Shop Shillito's York Camera Shop Bryar Photo Supply Camera Craft The Dodd Camera Hemming's Photo Supplies Jordan's Camera Shop Lester Camera Co. Merka Jewelry and Photo The Photo Shop Prentiss's Price Inc. Reitman Camera Exchange Bexley Camera Budd and Company Capitol Camera Co. Chick's Camera Exchange F. and R. Lazarus Co. Don McAlister Camera Co. Joe Modes and Company Sabino Pharmacy Gerb's Pharmacy Dayton Camera Shop Dayton Film Supplies, Inc. Malone Camera Stores Rike-Kumler Co. Salem Camera Company South Park Photo Shop Don Eckert's Camera Mart Loomis Camera Demahar and Sons, Inc. Photo Mart Fairborn Camera Shop Neilson's Camera Shop Townsend's Melody Lane Neilson's Camera Shop Photo Inc. Acme Photo Supply Manfield Photo Supplies Seymour Photo Shop Marietta Optical Supply Zimmerman Massillon Camera Shop Kettering Photo Inc. Davidson Camera Shop Curt's Camera & Hobby Misch Studio Gainesborough Studio Otto G. Graeff, Inc. Sayer Camera Shop Bashren Photo Co. Gross Photo Mart, Inc. Neumann Brothers Pine Place Pharmacy Toledo Camera Shop Kolb and Son Snyder Camera Shop King's Photo Eye Film Corp. Stanbaugh-Thompson Co. Strauss-Hirschberg The Camera Shop	Erie	Duggan Rider Erie Camera Center Hoffman Camera Shop Oak Lane Photo Dave's Photo Supply Greensburg Photo Supply Perfection Photo Company James Lett Company Penn Photo Service Noel Bogdetti Congrove Camera Shop Pane Photo Supply Photo Spot Johnson Photo Supply London Stores, Inc. Jaffee Cine Richard's Photo Rubin Brothers Brenner Photo Supply Klingler Store Newsweek Ken Kamera Charles C. Shoulberg Rea and Derick M. A. Absoluere Albern Color Research Barr's Basco Jewelry, Inc. Commercial Photo Service Dedaker's Camera Shop Foto Mart Oscar H. Hirt Klein and Goodman E. J. Korvette Kosmin's Camera Exchange Mary Lewis Camera Shop Joseph S. Livengood Malena Company M. and H. Sports Goods Mid City Camera Exchange Pearson's Peerless Camera Stores Perfect Photo Supply Photo Cine Corp. Potter Camera Shop Rosenfield Photograph Supply John Wanamaker Williams, Brown and Earle Almore Photo Supply Camera Exchange W. J. Clapper Co. Foto Shop—Squirrel Hill Gimbel Bros. Joseph Horne Company Kadet Photo Supply Co. Kaufmann's Lebanon Camera Shop Peerless Camera Stores Penn Camera Triangle Camera Trigler and Reel Wolk's Camera Exchange Arrow Camera Shop York's Camera Shop Alton E. Bowers W. F. Drehs Kagen's Art Reagan Jeweler Seranton Photo Shop King's Photograph, Inc. Gibson Photo Center S. A. Meyer Kent's's Rexall Drug Camera Craft Photo Service Boston Store Ace Hoffman Studios Hurjatz Photo Supplies Hoyer's Masters Bellevue Camera J. E. Brennan & Co. Adler's Inc. Alma's Photo Supply Starkweather and Williams United Camera, Inc. Payne Motion Picture Services Yvonne's Photo Norvell's Camera Exchange Palmetto Pictures, Inc. Simpson Photo Bryant's Photographic Gamble's Photo Art Center Harold's Photography Bill Fay's Camera Stores Camera and Craft T. H. Payne Company Violet Camera Myers Camera Store Rich's Snap Shops Inc. Bob's Camera Store Ed's Camera Shop Sam Haynes Photo Shop Hunt's K & B Photo Service Julius Lewis	Fort Worth	Rea and Derick M. A. Absoluere Albern Color Research Barr's Basco Jewelry, Inc. Commercial Photo Service Dedaker's Camera Shop Foto Mart Oscar H. Hirt Klein and Goodman E. J. Korvette Kosmin's Camera Exchange Mary Lewis Camera Shop Joseph S. Livengood Malena Company M. and H. Sports Goods Mid City Camera Exchange Pearson's Peerless Camera Stores Perfect Photo Supply Photo Cine Corp. Potter Camera Shop Rosenfield Photograph Supply John Wanamaker Williams, Brown and Earle Almore Photo Supply Camera Exchange W. J. Clapper Co. Foto Shop—Squirrel Hill Gimbel Bros. Joseph Horne Company Kadet Photo Supply Co. 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Myers Co. Patterson's Popular Dry Goods The Camera Shop Port Worth Photo Supply Goldstein Brothers Seymour's Photo Center Stripling's Henry's Book Store Carroll Camera Co. Dugan Drug Foley Bros. Dry Goods Houston Photo Supply, Inc. John's George Lange and Co. Oshman's Sharp Camera Co. Southwestern Camera Brennan Photo Supply Star Electric and Engineering Co. Texas Photo Supply Co. Camera Shop Sound Photo Sales Co. Britton Midland Camera Shop Seidell Studios Camera Shop Odessa Camera Center Skyler's Camera Co. Spoooner's Photo Shop Dot's Photo The Fox Camera Student's Martin Peterson Studio and Camera Sterling Studio and Camera King's Jewelers Dolcater's Camera Cardon Jewelry Allen Key, Inc. Sports Shop Allen's Photo Supply Allen's Photo Supply Anderson Merch's Shop Auerbach's Camera Shop Deseret Book Co. Shipley's Zink's Standard Optical Co.
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 Fairmont Lipson's, Inc.
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 Weirton Carr Photo Service
 Wheeling King's
 White Sulphur Springs Kirk's Photo Art Store
 Club Photos

WISCONSIN—Appleton Camera Exchange
 House of Cards and Cameras

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 Stevens Point Joseph Hannon
 Watertown Marshall Field
 Wauwatosa Wauwatosa Camera

WYOMING—Casper Bi-Rite Drug Store
 Ken's Photo
 Sheridan Rockford Studio

PUERTO RICO—San Juan Photo Segundo, Inc.
 Santurce Rooney Photo Mart

MINOXOLOGY (Cont'd.)

spending an evening with these two books in order to greatly broaden your knowledge and improve your picture-taking technique. I carry them with me on my trips, just to refresh myself.

6. Avoid "so what" pictures. Now I must admit that it takes some skill and experience to know in advance whether a picture is a "so what" or not. However, such pictures as average landscapes, views of buildings, sunsets and such do not produce an emotional response in the viewer. The fact that newspaper editors look for the following elements to make picture stories of exceptional reader interest should give you, the photographer, a hint as to what are **not** "so what" pictures: money, life, death (incorporating decay or obsolescence), success, youth and beauty. Remember, a picture does not always have to be happy or beautiful to be a good picture—but it must have an emotional element that will strike a responsive chord in the viewer.

7. Don't give up too easily. Be critical of your pictures, but don't let a few bad shots or an off day discourage you. With practice comes success . . . with Minox as well as with anything else!

KEEP IT CLEAN (Cont'd.)

to remove any small film particles. (It must be a **dry blow!**)

6. Don't remove the film cassette from its black wrapper until you are ready to load your Minox. And don't discard the wrapper, but use it to protect the exposed cassette which you have taken from the camera.

7. To keep your Minox looking its best, occasionally clean the satin chrome panels on top and bottom with a soft rubber eraser.

These few simple tips will greatly prolong the years of peak performance that your Minox has been engineered to give . . . and will keep you proud of its looks.



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