

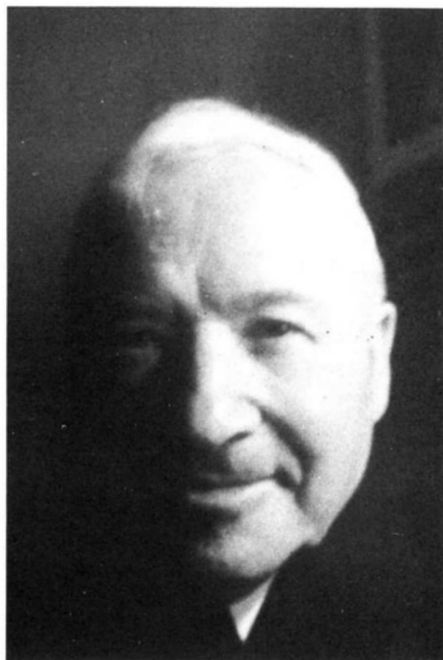
MINOX MEMO

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 4 number 1

SPRING/1961

AUTHOR AND CURATOR PETER POLLACK USES MINOX FOR WORK AND PLEASURE



Peter Pollack, former Curator of Photography at the Art Institute of Chicago, practices what he preaches. In "The Picture History of Photography," Mr. Pollack's definitive work on the subject, he used more than 600 pictures to trace the development of photography from its origins to its role in contemporary society. The book was a labor of love that required seven years of the most intensive research and organization.

As indicated by the photographs

illustrating this article, Mr. Pollack is no mean Minoxer. He uses the mighty Minox to shoot artists and art objects, landscapes and interiors both here and abroad. The stunning shot at the left above is a Benin Bronze from the African Gold Coast, now in the collection of the Delgado Museum, New Orleans. The striking portrait study at the right is of Max Weber, dean of American painters.

(Continued on page 8)



MINOX ENTHUSIAST APPLAUDS ENLARGER

Mr. I. Pickell, manager of Sun Parts Distributors, Ltd., Washington, D.C., has doubled his photographic pleasure by doubling the amount of Minox equipment he owns. Long a Minox enthusiast, Mr. Pickell particularly enjoys enlarging his most successful efforts. Until recently he was getting less than satisfactory results. His delight with the results he now obtains with a recently purchased Minox enlarger prompted him to send along a few enlargements produced on his new equipment. We're reproducing one of them here and think you'll agree that none of the detail and sparkle of the tiny, 8 x 11mm Minox negative has been sacrificed in the process.

It has long been an open secret, of course, that Minoxers get best all around results by matching their Minox cameras with matchless Minox accessories. The enlarger is simply a case in point. The Minox pocket tripod, reflex viewfinder, right angle finder mirror and adjustable copying stand are all invaluable aids. Like the camera, these useful accessories are precision-engineered, and crafted by men with extraordinary skills in the manufacture of ultra-miniature camera equipment. If you've been using accessories other than those made by Minox, you might like to follow Mr. Pickell's lead and double your photographic pleasure.

4th MINOX PHOTO CONTEST TO GET UNDERWAY MAY 1

Warning! Don't throw anything away. You could have the winner in the 4th Minox Photo Contest, scheduled to get underway on May 1, 1961, and terminating on August 31, 1962. Don O. Thayer, President of Minox Processing Laboratories, Forest Hills, New York, has good reason for expecting this to be the biggest one of all, with literally



thousands of entries expected. Each time around this event for avid Minoxers stirs up more and more enthusiasm and attracts greater attention.

TWO DIVISIONS

As in the past, you can't mix business with pleasure. Because the versatile Minox is widely used for both business and pleasure photography, separate contest divisions have been established for each area. Travel shots, family, portrait, animal and adventure pix are all eligible for the pleasure division; commercial, industrial and general business photographs fall into the business category. Thus, no matter what type of photography you lean toward, there's a logical place for

your entries in this highly competitive contest.

TEN AWARDS

Duplicate prizes will be awarded to winners in both divisions as follows: **1st Prize**—Minox B Automatic Camera plus a year's supply of film, plus an inscribed Minox Trophy with gold metal Minox camera symbol (shown on page 6). **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, with carrying case. **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 for around-the-corner picture taking. You'll find Contest Rules on page 6.

THREE JUDGES

As in the past, three distinguished men in the photographic and camera world have been designated by Don Thayer as judges. The judging panel will be made up of Mr. Bruce Downes, Editor and Publisher of Popular Photography; Mr. Ralph Miller, long-time Minox enthusiast of the New York World Telegram; and Dr. Joseph D. Cooper, author of the books, "Ultra-Miniature Photography" and "The Minox Manual." Each of these men is eminently qualified to sit in final judgment on the thousands of entries that are expected and together they represent a wealth of experience that would be hard to match.



WORLD'S LARGEST SALAD MINOX'D

There's no job too small or too big for the Minox. And here's pictorial evidence.

The world's smallest precision camera was used recently to shoot the world's largest salad. (Most people toss salads, Minox owners shoot 'em.) The charming Minoxer shown in action at the left and on the opposite page is Mary Ann LeJoie, a photographic and highly photogenic model who appears in all retail ads for Hillman's, a leading Chicago food store chain.

The occasion, as suggested, was the shooting of a gargantuan salad for use in a Hillman's ad featuring salad greens and the makings. Miss LeJoie, who is so often aimed at by cameras, likes to take dead aim herself on occasion. She took advantage of this Mutt and Jeff situation to catch the enormous salad in all its tempting and oversize freshness in a series of color shots. The limitations of a black and white Minox Memo prohibit us from reproducing Miss LeJoie's color shots, but we're in the debt of Rose and Mayer, Chicago photographers in whose studios the shots were taken, for catching Miss LeJoie in the act of proving that no job is too big for the mighty Minox.

A portion of the ad itself, as it appeared in the Chicago daily newspapers, is reproduced on the opposite page. It's a lot of salad, all right. But then, the 3¼ ounce Minox is a lot of camera.

summertime... when good eating is easy

Here's Hillman's happy plan for making summertime meals as easy as 1-2-3. Step #1: Go to your nearest Hillman's store and head straight for our fabulous produce department with its colorful display of fresh from the garden vegetables for crisp, refreshing salads... orchard-fresh fruits for delightful desserts. Step #2: Stop off in our grocery department and select savory salad dressings, vinegars and oils from over 50 varieties. Step #3: Wheel your shopping cart into our ready-to-eat main dishes and freshly-prepared salads. And while you're about it, don't overlook more than 200 frozen foods and beverages for delicious meals-in-minutes, a tempting variety of smoked fish and spicy vinegars to add zest to your summertime menus... Chicago's greatest selection of simple-to-prepare and ready-to-serve foods just made for you and easy living!

ALL ITEMS IN THIS AD FOR SALE: THURSDAY, FRIDAY AND SATURDAY—JULY 26, 27 AND 28



sweet, juicy ripe and luscious

**CALIFORNIA
NECTARINES 2 lb. 29¢**

from California—sweet

**RED
PLUMS 2 lb. 29¢**

California perfect, garden-fresh

**SLICING
TOMATOES lb. 19¢**

BIBB LETTUCE

a special salad treat lb. 29¢

CUCUMBERS firm and crisp 3 for 19¢

CELERY HEARTS from Michigan, tender bunch 25¢

CURLY ENDIVE an added salad attraction lb. 10¢



HILLMAN'S

SEND US A STORY FOR THE MINOX MEMO

The editors of the Minox Memo make every effort to keep its contents lively, interesting and helpful to its readers. While the material used comes from many sources, the richest, most rewarding stories come from the readers themselves. This is as it should be and we are always interested in receiving material from the people for whom the Minox Memo is published. Why not send us the makings for a story in an upcoming issue? As a reader of the Minox Memo, you're familiar with the type of material that's of greatest interest—unusual pictures taken under any and all circumstances, human interest stories involving the Minox and the people who use it, anecdotes, useful side-lights on the use of the camera that you may have discovered yourself. In a word, Minox Lore. The editors will be glad to consider any and all material submitted and Minox Processing Laboratories will send a free roll of the new Agfa CN-14 film to anyone whose story is published. Please send your contributions to The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 No. Michigan Ave., Chicago 11.

YOUTHFUL MINOXER GETS EARLY START

What's the best age at which to introduce your children to the delights of the Minox? Apparently there is no minimum age limit. Jann Hellyer, daughter of Mildred and George Hellyer, Minox dealers in New Bedford, Mass., began agitating for a Minox of her own at age 5. Her parents, feeling that Jann's interest in a camera was no more than a passing childish fancy, gave her a small, cheap camera they happened to have around the store.

It wouldn't do and Jann continued her relentless campaign to own a Minox. Recently she delivered to her parents a piece of paper on which she had drawn a Minox and written the following message: "I like minox because it is so small and easy to carry and you don't have to change the film so often. It is so easy to carry that you can take a picture of someone and they won't know it." That did it. On her 8th birthday, Jann was given a Minox B by her parents. Word reaches us that she is now the happiest little girl in New Bedford.

CONTEST RULES

Shown at the right is the handsome Minox Trophy with gold metal Minox camera symbol that will be awarded to first place winners in both divisions of the 4th Minox Photo Contest. Now is the time to start assembling your best photographic efforts for the competition. Contest rules follows:



1. Prints must be Minox photographs taken between May 1, 1961 and August 31, 1962.

2. Entries should be mailed to the Minox advertising agency, Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois, and marked "Fourth Minox Photo Contest."

3. All entries must be postmarked prior to midnight, August 31, 1962.

4. Print size must be $2\frac{1}{4}$ " x $3\frac{1}{4}$ " 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 information on back:

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

b. Contestant's name, address, city.

c. Type of film used.

7. Minox photographs entered in the "Pleasure" classification will be judged on interest and artistic superiority.

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

9. Prize-winning pictures become the property of Minox Processing

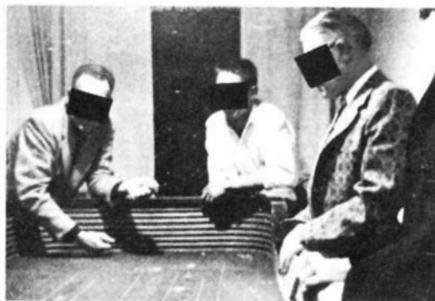
Laboratories and must be released for publicity purposes.

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.



Above—First prize in the Pleasure Division of the First Minox Photo Contest, "Rest a Bit," by Joe J. Marx, Loveland, Ohio.

Below—First Prize in the Business Division of the First Minox Photo Contest "Illegal Gambling," by Ray Jones, Salt Lake City, Utah.



NOW THERE ARE FOUR MINOX PRINT FINISHES

With the addition of silk screen, Minox Processing Laboratories now offers a choice of four finishes for your black-and-white Minox prints. Egg shell, mat white and glossy finishes are also available, and Minox offers 3-day custom service. Skilled laboratory technicians, working in stainless steel, air-conditioned, dust-free laboratories are your assurance of the very finest in factory approved black and white developing, color processing, prints and quality enlargements. Play it safe with your precious Minox film. Insist that your dealer send it to Minox Processing Laboratories. They know Minox best.

DETECTIVE STORY

Minox furnishes the evidence in West Germany. Word reaches us from Camera Industries of West Germany that the training of detectives in the use of the Minox camera is far more intensive than pistol training in the courses given by the Federation of German Detectives at their institute in Hildesheim. At the outset of each course, local camera stores are asked to set up a special Minox display for the detectives in training to familiarize them with the uncanny ability of the Minox camera to record convincing legal evidence. Is any further evidence needed of the legendary German thoroughness and attention to detail?

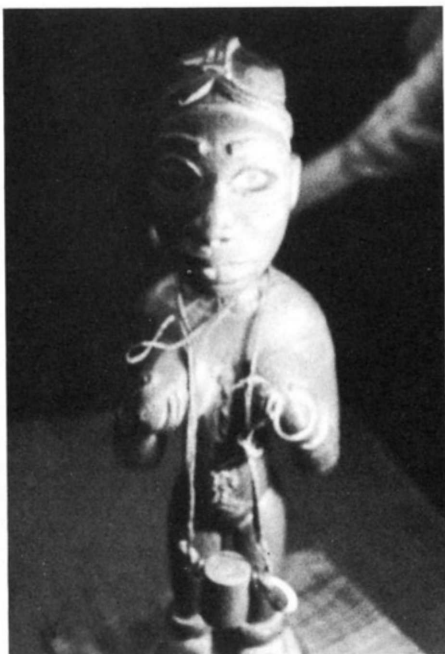
COINED ANY MINOXISMS LATELY?

The editors of the Minox Memo are busy compiling a glossary of terms and phrases that stem from the word Minox. "Minoxer," for example. If you have any Minoxisms on the tip of your tongue, we'd be glad to include them in the Minox Glossary, soon to be published in these pages.

MINOXER WINS 3rd PLACE IN SNAPSHOT CONTEST



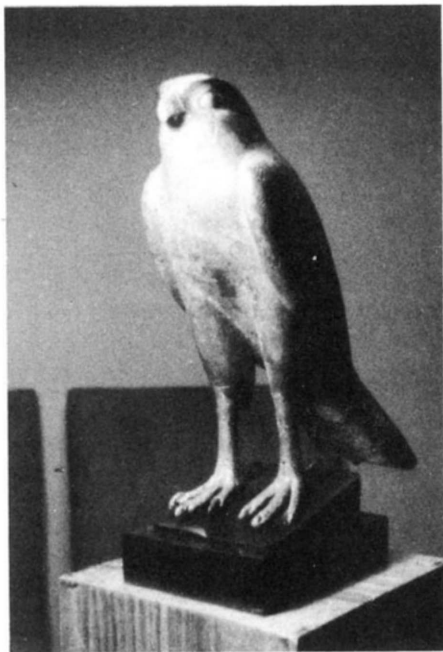
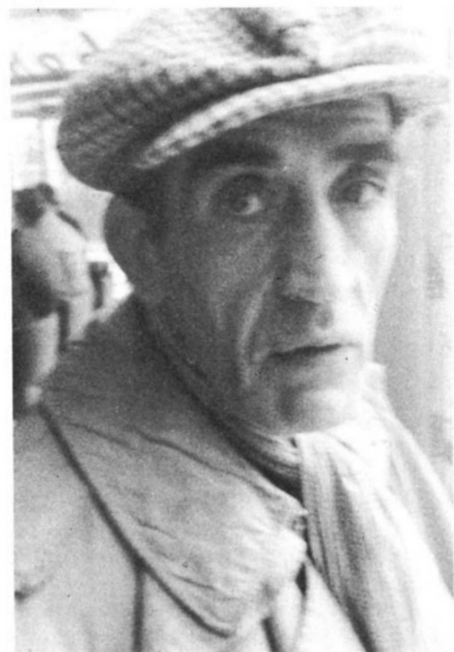
Recently, Miss Billie Roos, who likes to have a camera with her wherever she goes, bought a Minox B, thereby relieving herself of the clutter of gadgets and gadget bags. The purchase did more than unclutter Miss Roos. It enabled her to win third place in the finals of the National Snapshot Contest in the babies and children category. Miss Roos' winning entry, made on the spur of the moment, is reproduced here. It was taken in late afternoon at 1/1000 of a second on Plus-X film. Miss Roos, an addressograph operator for a Boston publishing firm who has been a shutter bug for years, gained the final judging in the National Contest by taking first place in the local competition sponsored by the Boston Globe. Welcome to the big leagues of the camera world, Miss Roos.



PETER POLLACK

(Continued from page 1)

Mr. Pollack used his Minox freely in the photographic research required for his historical work, and a number of the Minox shots were used to illustrate its pages. Three more of his striking camera studies are reproduced here. At upper left is a Bakonga wood carving of a fertility figure from Africa, which is in Mr. Pollack's private collection. Julio de Diego, noted contemporary American artist is shown at lower left. And flanking him is an Egyptian Horus (the hawk-headed god of day) dating back to 1500 B.C. and now residing at Chicago's Field Museum. "The Picture History of Photography" by Peter Pollack is published by Harry N. Abrams, Inc. of New York, publishers of fine art books, and retails for \$17.50. The editors of your Minox Memo highly recommend it.



MINOX CLUBS ACTIVE

It's spring and more Minox Clubs are blooming. In Kansas City, Mo., Mr. L. E. Donahoe would like to get a Minox Club off to an enthusiastic start. If you're a K.C. Minoxer, get in touch with him at 2020 West 92nd Street. Mr. Eral Abel, proprietor of the restaurant bearing his name, is forming a club in San Antonio, Texas. His phone number is TAYlor 2-3358. Meanwhile, the New York Minox Club held its organization meeting at 342 Madison Ave. on January 26, with 12 indomitable Minoxers in attendance despite the worst snow storm of the winter.

If you live in any of the following cities and would like to join the happy ranks of your local Minox Club, here is a list of them to put you in touch.

c/o Bob Pierce
Hammond Organ Studios
2188 Lakewood Blvd.
Long Beach 15, Calif.

Pandit's Minox Moghul's Club
P. O. Box 817
Santa Cruz, Calif.

c/c Stuart Katz
1246 Pratt Blvd.
Chicago, Illinois

c/o Arthur E. Frank
14 Linda Lane
Newton Highlands, Mass.

Yo H. L. Craddock
600 Northwestern Bank Bldg.
Minneapolis, Minn.

c/o Miss F. V. Horten
120 W. 183rd Street
New York 53, N.Y.

c/o Harry C. Copeland
101 Lincoln Avenue
Syracuse, N.Y.

NEW AGFA CN-14 FILM PERFECT FOR SPRING AND SUMMER SHOOTING

Agfacolor CN-14 negative film, now packaged in 36-exposure Minox cassettes, is a timely arrival for spring and summer photography.

This superior film delivers sharp and brilliant color shots that capture the broad spectrum of vibrant colors with utmost realism. The extremely fine grain and contour sharpness make this film particularly suitable for shooting in the brilliant sunlight of summer days. And from the complementary color negatives, any number of color or black and white prints can be made in all standard sizes. Introduced only a few short months ago, Agfa CN-14 has already established its popularity with Minox owners.

In all America, MPL is the only source for the processing of this superior film. And, as with all other film, the service is fast and the results eminently satisfactory.



MINOX GOES TO MOSCOW

And guess who was there? This candid closeup of Khrushchev was taken by Edward Steichen, world renowned photographer and director of the department of photography at The Museum of Modern Art in New York, while touring the capital of the Soviet Union. Judging from the activity in the background, the picture was apparently taken at a trade fair. Whatever the occasion, Mr. Steichen seems to have caught the Soviet leader in unusually good spirits. The other people in the photo are unidentified.

NEW KODAK TRI-X PAN FILM PERFORMS BRILLIANTLY IN AVAILABLE LIGHT



Enthusiastic reports on the new, improved Kodak TRI-X PAN film have been turned in by Minox owners who have tried this film. Now packaged in 36-exposure cartridges by Minox, this film is specifically designed for taking indoor snapshots without flash and for excellent results outdoors on overcast days or in shade. It has a rating of ASA 400. TRI-X PAN is not recommended for outdoor use with the Minox in sunlight. Despite its remarkable speed, this fine film compares favorably with medium speed films insofar as graininess is concerned.

Evidence of the splendid results you can expect in available light is demonstrated by the pictures reproduced at the top of and to the right of this column. The shot at the top was taken at the recent Auto Show in Chicago, without benefit of flash. The antique show car is Ole Man River, a Checker cab built in 1922 that clocked 600,000 miles in line of duty before it was retired. The gentleman with his hand on hip and foot on the running board is David Markin, Regional Sales Manager of Checker Motors Corporation. Because of its fine performance with available light, TRI-X PAN is particularly well-suited to use at shows, conventions and business gatherings.



Attractively designed in yellow, red and black, the Kodak TRI-X PAN film package contains two cartridges of 36 exposures each.



The young man and his younger sister shown above are the children of a Chicago Minox enthusiast who has experimented widely with TRI-X PAN with highly satisfactory results.



SPRINGFIELD MAN CAPTURES HEROIC HEAD OF LINCOLN

A prophet is not without honor in his own country after all.

The heroic head of Abraham Lincoln by the famous sculptor Gutzon Borglum, located at Lincoln's tomb in Springfield, is perhaps the subject of more tourist snapshots than any other monument to the great man in the Illinois capitol. It's gratifying to know that natives of Springfield also find it's a challenging and inspiring subject. In any case, we know of one Springfield native who does.

Mr. Carter Jenkins, a partner in the consulting firm of Jenkins, Merchant and Nankivil, has done hand-

somely indeed by Old Abe, as demonstrated by the Minox study reproduced at left. This splendid photo was given wide circulation by Mr. Jenkins and his partners who used it as one of the illustrations on their Christmas card last year in sending holiday greetings from The Lincoln Country.



TABLES TURNED: LONDON BEEFEATER INSPECTS MINOX

Countless indeed are the number of times the Beefeaters of London, traditional guardians of the crown jewels, have been "inspected" by a Minox. Now Mr. T. W. Church, Jr. of Charlotte, North Carolina, sends us a photo taken at the Tower of London in which a Beefeater inspects a Minox. Seems fair enough.

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.

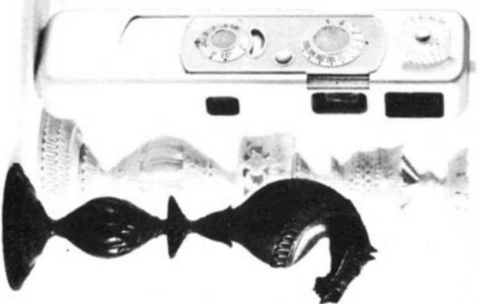




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Form 3547 requested



**WORK IS A
PLEASURE WITH MINOX...**

See pages 1 and 8

Bulk Rate
U. S. POSTAGE
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