



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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SUMMER/1961



SHOOTING DUCKS WITH THE MIGHTY MINOX

On a picturesque pond in Ohio there's a breed of ducks that has no biological name. But they could properly be called Castalian Ducks. Comprised of many different species, they have one thing in common: they all spend their winters in Castalia, Ohio, on a pond that never freezes. The pond is formed by overflow from the nearby Blue Hole, which is fed by an underground river. Yet, if it weren't for the cooperation of people living in and around Castalia, the ducks would have to winter elsewhere. The pond, while it maintains a year-round temperature of 48 degrees, does not support any animal or vegetable life.

Mrs. Allen Powell of nearby

Mentor, who used her Minox to "shoot" the Castalian ducks that illustrate this story, reports that people come from far and near to observe, feed and photograph the ducks. A second place winner in the First Minox Contest, Mrs. Powell does all her own processing and enlarging. Obviously no mean photographer and technician, she is particularly partial to Minox, the first camera she ever owned. Certainly the photo shown above and those on page 8 are convincing evidence of the versatility of Minox and the remarkable results that can be achieved in shooting even such difficult subject matter as ducks in flight.

(Continued on page 8)



NEW YORK MINOX CLUB CONDUCTS FIRST CONTEST AND EXHIBITION

Enthusiasm in the recently-formed New York Minox Club runs wide and deep. Organized only five months ago, on the night of Manhattan's worst snow storm of the year, the group has already held six lecture and discussion meetings, taken a photographic field trip to Idlewild and conducted an exhibition and prize contest for its 40 dues-paying members.

As demonstrated by the prize-winning photos of the exhibition reproduced on these two pages, the members of the New York Minox Club are more than merely enthusiastic. They're mighty handy with a Minox. The three black-and-white winners were among a total of more than fifty pictures submitted for judging. Program Chairman Gladys Chase Gilmore reports that the judges, most of whose experience has been in judging work of 35mm and larger cameras, were frankly astonished at the quality and flexibility possible with a Minox.

And here's an interesting sidelight. Unfortunately, we're unable to reproduce the winner in the color print division, but word reaches us that the gentleman who took it had just purchased a Minox and that the winning print was on the very first roll of Agfa CN-14 color film exposed with his new camera!

While the infant New York Minox Club is obviously robust and flourishing, the welcome mat is always out for new members. Interested New Yorkers, and we should think there would be plenty of them, can apply for membership at 342 Madison Avenue or by calling MURRAY Hill 7-5027.

JOAN—1st Prize. Taken by John L. Edwards with a Minox B. ASA 32 Film, 1/200 second, daylight.



TULIPS—2nd Prize. Taken by W. D. Gooden with a Minox III-S. PLUS-X PAN Film, 1/20 second, available light and flash fill-in.

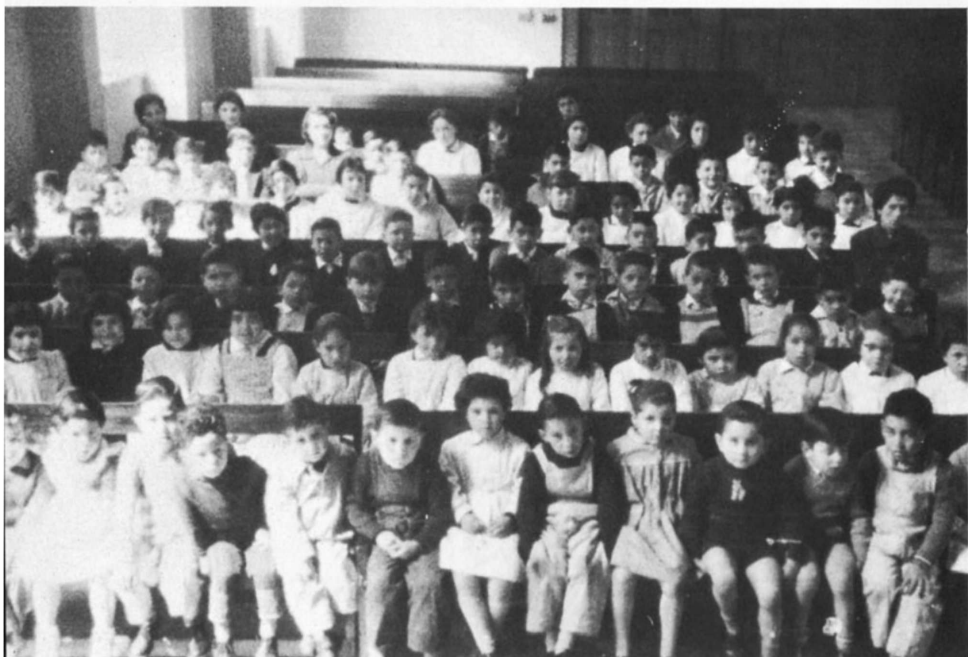


AM I PHOTOGENIC?—3rd Prize. Taken by Margot Shaaf. KB14 Film, 1/20 second flash.



THE MINOX AND THE MISSIONARY

The Reverend Eugene R. Balsley, minister of The First Methodist Church of Hammond, Indiana, is an avid camera fan. He owns numerous cameras, among them a Minox. When Reverend Balsley went to Chile recently as a member of a Preaching Mission, he chose the Minox to accompany him. Everywhere he went and every time he took a picture, he was confronted with the same incredulous question: "What is that thing . . . not a camera?". Pictorial evidence, gathered in Chile, that Minox is indeed a camera is presented here. The group of ingratiating children are pupils of a Day School in Temuco; the street scene was taken during a political demonstration in Santiago. By using TRI-X PAN film exclusively, Reverend Balsley was able to bring back a fine collection of nostalgic photos, all taken by available light.



You said it . . . the MINOX GLOSSARY

Noah Webster is said to have spent more than 20 years compiling his dictionary. The editors of the Minox Memo are hopeful that it won't take quite that long to compile the Minox Glossary. But it depends in part upon you, since we feel that the source for most Minoxisms should be the Memo's readers. We're initiating the project with the following Minoxisms, some of which were contributed by readers. How about you? Coined any Minoxisms lately? Send them along and we'll be glad to publish them in subsequent issues. The rules are simple: all Minoxisms must stem from the word "Minox."

Minoxable—Capable of being Minox'd; existing.

Minoxette—A lady who would rather be caught with her hair in pincurls than without her Minox.

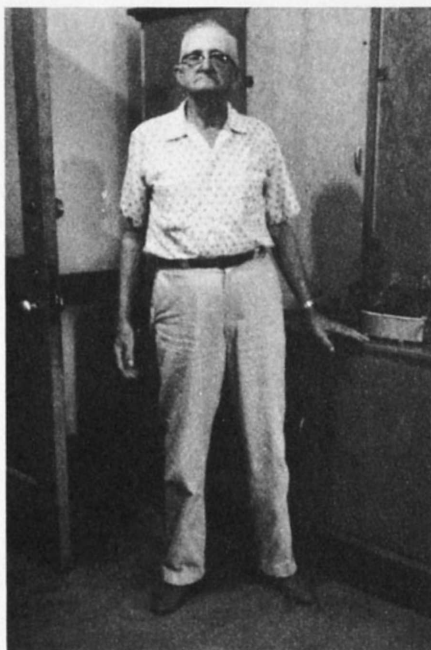
Minoxization—Granting of permission to use, reproduce or publish any shot taken with a Minox; usually restricted to only the best shots Minoxers take.

Minox Men—The photographic equivalent of the Minute Men; ready to shoot on a minute's notice.

Minox-Minded—The state of thinking of and looking at everything in terms of whether or not it's Minoxable.

Minoxonia—Any country in which the Minox is widely used; in other words, any country.

Minox-periences—The curious things that happen to Minoxers that don't seem to happen to other people.



MINOX JUSTICE

It seemed only just that someone Minox the oldest Justice of Peace in the nation, and someone finally has. T. E. Arnold, 80, is serving his second term as Justice of Peace for Colorado City, Texas. The picture was sent in by Linda Worley, Judge Arnold's grand-daughter and a news reporter for station WFAA-TV in Dallas. In passing, Miss Worley comments on the growing number of attorneys and law enforcement officers who are using the Minox in their work.

BALTIMORE CLUB FORMING

At least two residents of Baltimore are interested in starting a Minox Club, and there must be more. Samson Feldman, 700 Howard St. and Sam Rea, 407 Howard St. ask that other Baltimore Minoxers with the same interest join with them in forming the nucleus for a local club.



FOR PETE'S SAKE!

Cats are notorious bird watchers and Pete, the black beauty shown here, has brought a new dimension to this feline pasttime. As you see, Pete watches (and watches for, we suspect) birds from the most promising perch in the world . . . a birdbath.

This photographic oddity was brought to our attention by Mrs. Ruth Drinks of Ohiopyle, Pennsylvania, who is the proud owner of both Pete and a Minox. On her way to the birdbath one morning with a bucket of water, Mrs. Drinks was dumbfounded to see Pete as you see him here. The paradox of a cat in a birdbath struck her so forcibly that Mrs. Drinks instantly decided it should be preserved on film and shared with fellow Minoxers and cat lovers. She dropped the bucket, bolted for the house and grabbed her Minox, all the while admonishing Pete to stay right where he was. And, for Pete's sake, she made it!

4th MINOX CONTEST OFF TO GOOD START

With the 4th Minox Photo Contest only 3 months old, entries are already arriving at a record rate. As predicted by Don Thayer of Minox Processing Laboratories, this promises to be the most challenging and exciting Minox competition yet. You could be a winner. All it takes is a really first-class Minox photo and a desire to compete. Contest rules follow:

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 $2\frac{1}{4}'' \times 3\frac{3}{4}''$ 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.

USE OF THE MINOX IN ADVERTISING



CURLEE

Fashion focus on sports coats for spring

CURLEE clothing Co., St. Louis 1, Mo.

Focus on Fashion. As indicated by the ad reproduced here, people with an eye to current style trends recognize the Minox camera as an example of good contemporary design. This arresting Curlee Clothing Company ad for sports coats appeared in the May issue of Esquire.



DUCK SHOOT

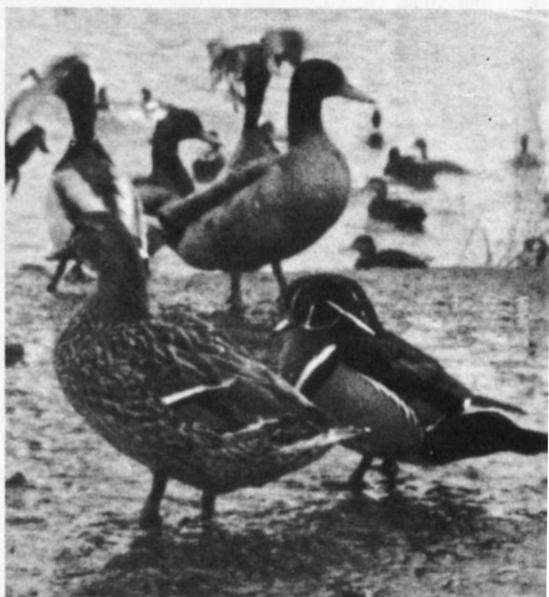
(Continued from page 1)

At top, a young Castalian Duck feeder inserts a coin in a corn-dispensing machine, then proceeds to her pleasurable chore. It's one more instance of the photographic interest of sequence shooting.

Everyone knows that ducks take to water, but in Castalia, as shown above, they also take to snow.

The pair shown at the right are strange bedfellows indeed. The small wood duck drake, who has assumed proprietorship of the mallard hen, guards her jealously against the attentions of the mallard drakes.

It all adds up to some plain and fancy duck shooting with Minox.



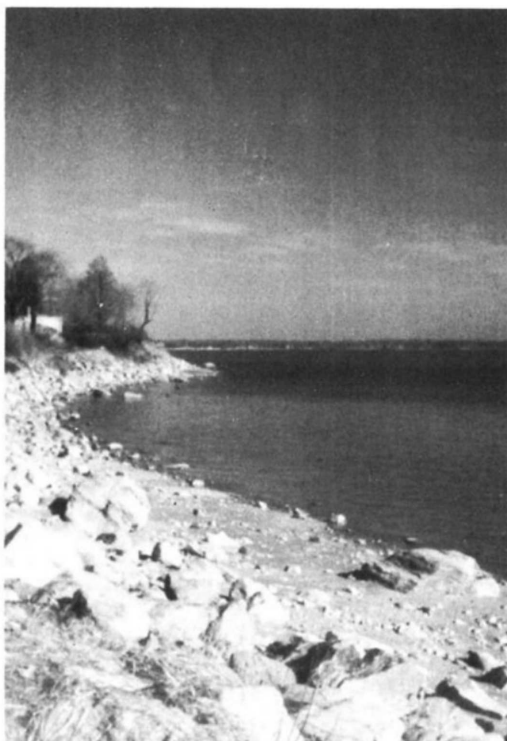
NIGHT AND DAY WITH MINOX

People who are partial to the Minox camera advance a variety of reasons for their partiality . . . it's compactness, its versatility, its novelty as a conversation piece, the beauty of its precision craftsmanship. All of these advantages are cited by the average Minox owner. But the feature most Minoxers value most, as emphasized by Paul Corbalis of Stamford, Connecticut in a recent letter to the Memo, is the complete *freedom* a Minox affords the photographer. Freedom to take all types of pictures wherever you are, whenever you're there. In testimony to the photographic freedom his Minox provides, Mr. Corbalis forwarded a variety of shots taken under many different circumstances, in many of which any other camera would have been impractical. Two of the best are reproduced here, at the right. The night shot was taken on Times Square; the day shot is a fine study of a dab of Long Island Sound. Night and day, says Mr. Corbalis in speaking of his Minox, you are the one.



YOUR PIX COULD BE IN THE PUBLIC EYE

It's interesting to note that nearly 75% of the material that appears in this issue of the Minox Memo was contributed by its readers. The more, the merrier, we say. Why not send along a story and a few of your own best Minox shots for a subsequent issue? There's a good chance you'll see your pix in print, and contributors receive a free roll of Agfa CN-14 film from MPL. Please send contributions to The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 No. Michigan Ave., Chicago 11.





SUCCESS AT LAST! MAN WHO OWNS 5 CAMERAS FINALLY DISCOVERS MINOX

What do you do next when you've spent upwards of \$400.00 on cameras, gadgetry and equipment, yet somehow can't manage to take any pictures that fulfill your photographic ambitions? Faced with this dilemma, Ira Brichta of Chicago finally bought a Minox. One roll of ASA 25 film later, his photographic frustrations were behind him.

The view at the right of Chicago's Michigan Avenue, looking south, was one of the shots on his first roll of Minox-exposed film. It restored Mr. Brichta's faith in himself as a photographer and sent his enthusiasm soaring. And it convinced him that even an amateur can achieve effects with a Minox that he couldn't hope to achieve with any other camera. These days, where Ira Brichta goes, his Minox goes.

Mr. Brichta's experience is not

an uncommon one, of course, and one of the reasons for the frustrated photographer's affection for this tiny precision instrument is the sheer simplicity of Minox photography. Shooting with a Minox is just plain easier and more foolproof.

Further evidence of the joys and satisfactions of Minoxology are shown in the mood study of Mr. Brichta's two children, William and Carol. It was shot on TRI-X PAN film with the comparatively feeble lighting of a 75-watt bulb. The interesting interior shot on page 11 of New York's Guggenheim Art Museum was taken with available light on ASA 100 film.

GOOD MINOX STORIES?

**SEND YOURS TO
THE MINOX MEMO**



GUGGENHEIM — NEW YORK



MICHIGAN AVENUE — CHICAGO

MPL OFFERS BROAD SERVICE TO MINOXERS

Agfa CN-14 film poses many special processing problems. For this reason, Minox delayed its release until the experimental and development program could be perfected. As a result, Minox Processing Laboratories of Forest Hills, is the only source in all America for processing this superior, fine grain, sharp-contour, color film exclusively for Minox. We cite the foregoing to make a point — many particular Minox owners insist on having their film processed by MPL because they're certain of the most scrupulous care and confident that MPL will bring out the best in their exposed film.

Something many Minoxers may not know, however, is the fact that MPL offers other important services. For example, MPL also mounts transparencies in 2" x 2" cardboard mounts for standard 35mm projectors. Another MPL service many Minox owners might not be aware of is the mounting of transparencies in aluminum and glass for Minox projectors.

Whatever MPL services you take advantage of, you can be sure that the work is in competent hands. It's entrusted only to highly skilled laboratory technicians, working in stainless steel, air conditioned, dust-free laboratories. As thousands of Minox owners have learned, work of a quality that matches that of the camera itself is a long-standing tradition at Minox Processing Laboratories. So be sure your dealer sends all your processing to MPL.

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. • HOLLYWOOD 38, CALIF.



**KLING HAS NO PHOTO FINISHING FACILITIES.
PLEASE DO NOT SEND PHOTO FINISHING ORDERS TO KLING.**





MINOX MEMO

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Form 3547 requested



MINOX DUCK SHOOT

See pages 1 and 8

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