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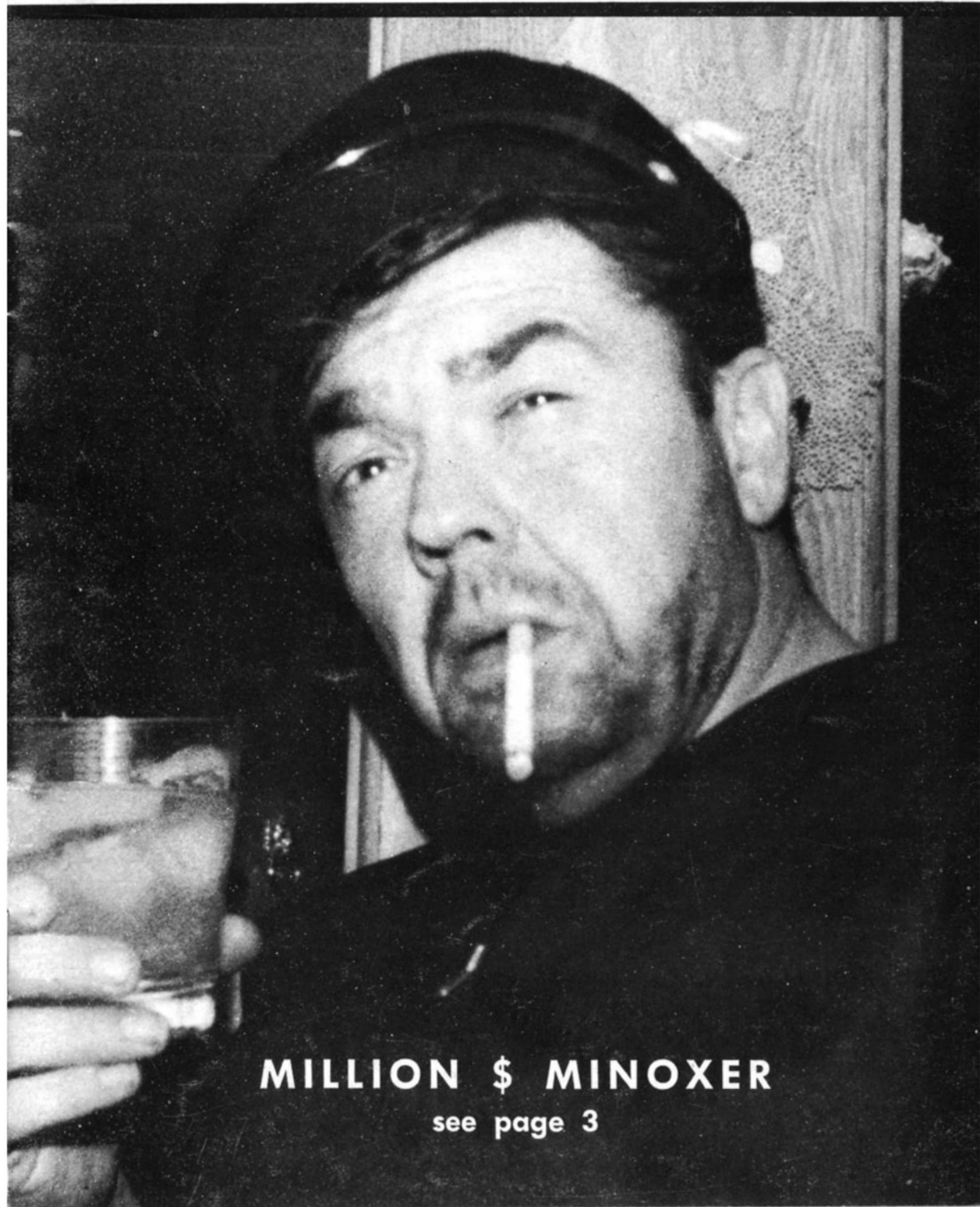


MINOX MEMO

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.

volume 4 number 3

WINTER/1961



MILLION \$ MINOXER

see page 3

Introducing . . . MINOX FILTER KITS

Great Gift For The Minoxers Who Has Everything



New easy-to-use filters are now available to help Minoxers take better pictures, in black-and-white and also color, than ever before. These filters supplement the two already built into the various models of Minox cameras.

Each kit contains three mounted filters and a filter holder, neatly packaged in a clear plastic case. The holder quickly snaps into place over the Minox lens. All you have to do

is slip the appropriate filter into the holder.

The Color Correction Kit can be used with both Minox B and III S models. A different black-and-white kit is used with each model.

Three filters essential for color reversal film are contained in the Color Correction Kit: regular Skylight (pink); medium Skylight (reddish); and Flash Conversion (light blue). #6205

Black-and-White "B" Filter Kit, for Minox B cameras only, contains yellow, orange and light blue filters. #6204

Black-and-White "A" Filter Kit, for model III S cameras only, contains yellow, neutral density gray and ultra-violet filters. #6206

No matter which Minox you own, two of these kits will give you all the filters needed for every possible lighting condition or special effect. Full instructions with every kit.

The chart below shows proper use and effect of the various filters.

KIT	FILTER	PURPOSE	USE WITH B&W COLOR		EXPOSURE CORRECTION
COLOR CORRECTION for both B & III S models	R3-Skylight (pink)	Eliminates bluish cast in noon sunlight under blue sky		X	None
	R6-Skylight (reddish)	Eliminates heavier blue cast of subjects in shade under blue sky		X	1/2 shutter speed slower
	B6-Flash Conversion (Light blue)	For using clear flash bulbs with daylight color reversal films		X	Always set shutter at '20'
B for model B	Yellow 2	Darkens sky tones; brings out white clouds	X		1 shutter speed slower
	Orange 3	Cuts haze in distant landscapes. Renders blue sky very dark; brings out clouds with strong contrast	X		1 1/2 shutter speed slower
	Flash Filter (Light blue)	Renders skin tones better in flash shots with B&W — eliminates pasty faces	X		Reduce flashing zones by 1/3; set shutter at '20'
A for model III S	Yellow 2	Darkens sky tones; brings out white clouds	X		1 shutter speed slower
	UV	Sharpens pictures that might be fuzzy from high-altitude ultra-violet radiation. (Minox B has a built-in UV filter)	X	X	None
	Gray	Reduces very bright light when exposure of 1/1000 sec. is insufficient for fast films	X	X	10-time reduction in speed. (i.e., 1/200 instead of 1/2000)

COLOR KIT PRICED UNDER \$11 — B&W KITS PRICED UNDER \$10

ACTOR PLAYS NEW ROLE WITH HELP OF THE MINOX

It's said that every comedian really wants to play the tragic role of Hamlet. It represents both a chance to get away from type-casting, and the professional urge to prove one's self in another medium.

Marvin Miller, pictured at right, is the well-known star of TV's series, "The Millionaire." He too has a yen to play off-beat roles. But he's been long identified with such dapper, smooth characters as Michael Anthony, the efficient gentleman who passes out million \$ checks.

One evening, after returning from a week-long sailing trip, Mr. Miller devised a plan to help him convince casting directors of his true versatility.

Unshaven, and still in his sailing garb, Miller loaded his Minox with ASA 100 film, set it on a tripod and attached the flash. Next, he took a glass in one hand, and with the other snapped a couple of self-portraits. Results were the "Surly Seaman," shown on our cover, and the "Bleary Boatswain" below.

Now he's really got a couple of character studies to show those casting directors!

Always Carries Minox

Mr. Miller, by the way, has been the proud owner of a Minox for a year-and-a-half. He carries it with him on his many personal appearance tours around the country. Likes to shoot black-and-white, ASA 32 color and Agfacolor CN-14. Next time you see a rough, tough old salt on your TV screen, look twice. It may be Minoxer Marvin Miller in a new Minox-y million \$ role!



Red Face Dept.**WE GOOFED . . . NOT ONCE, BUT TWICE!**

The Minox Memo turned Chicago around! An unfortunate production error in the Summer Memo resulted in the reversing of a photo of Michigan Avenue, Chicago's Magnificent Mile. Traffic was running backwards . . . buildings were on the wrong side of the street . . . all very confusing. Here's the photo again — larger this time — and printed properly. Our apologies to all Chicago. And especially to Arthur Rubloff & Co., realtors who helped make Michigan Avenue one of the world's showplaces.

In the same issue, we gave Pete the Cat's owner a new name. Pete, the bird-watching feline, belongs to long-time Minoxette Mrs. Ruth Trinks (with a "T") of Ohiopyle, Pa. We spelled her name with a "D" — but now we have a typewriter that spells right! Here's the latest shot of one of the world's most Minoxed felines.



MINOXING FAST MOVING OBJECTS

This Article Excerpted From Rolf Kasemeier's Book, "SMALL MINOX — BIG PICTURES," Available From Your Minox Dealer. Price \$3.75

If you photograph a passing car using a shutter speed of a twentieth of a second, your picture will show the street, houses and trees sharp but the car will be completely blurred. When the shutter is open, the film captures all light images passing through the lens. In a twentieth of a second the car has moved a considerable distance. Its contours are distorted, its image is "swimming." This is what we call subject movement in a picture.

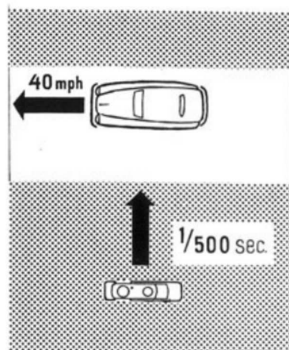
When looking at a blurred enlargement it is easy to tell if the trouble is caused by subject movement or camera movement. If it is due to subject movement, only the moving object will be blurred, the rest of the picture is sharp. If it is camera movement, the entire picture is blurred.

When taking pictures of moving objects or scenes which include any moving objects it is good practice

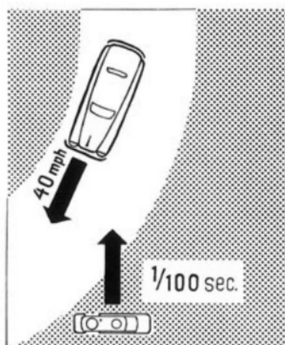
to use the fastest shutter speed that the lighting conditions will permit. A sidewalk full of pedestrians might turn out sharp with 1/50th of a second, while for a passing fire truck you might need 1/500th or 1/1000th of a second. It is not always possible to choose a shutter speed that is ideal for the subject. Your light meter will tell you your limits. Fortunately there is a trick or two by which we can use fairly long exposure times and still get sharp pictures.

When the action runs at right angles to the direction you point the camera, the danger of subject movement is greatest. If you stand in the middle of the street and photograph an on-coming car the subject hardly moves in the picture area — it only slowly becomes larger. Your main danger here is not subject movement but a steep hospital bill.

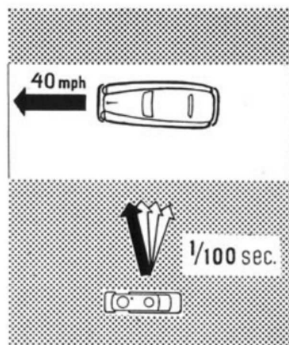
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A picture taken at right angle to the direction of movement requires a very short exposure time.

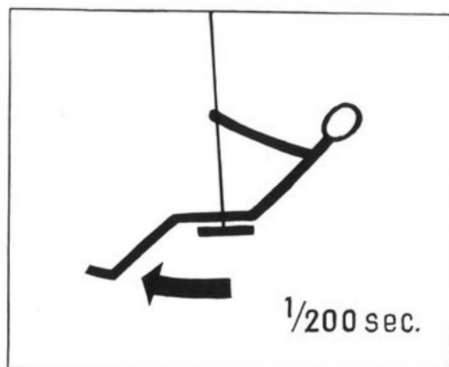


The danger of subject movement is less if you shoot at an angle from the front or back.



In "panned" shots the background is blurred, but the principal subject is sharp.

FAST MOVING OBJECTS (Continued)



If you make your exposure with the subject in full motion, you need a fast shutter speed to avoid subject movement.



If you shoot just at the 'still moment' in the action, you can use a longer exposure time and still get a sharp image.

Now it is easy to see why professional photographers post themselves on the curves to take pictures of auto races. First the vehicle must travel slower to make the turn; second, the cars can be photographed either broadside or head-on — without danger of that hospital bill.

Panning The Camera. The actual speed of the subject is unimportant. The trick is the relation between the direction of the movement and the direction you shoot. If you move the camera during the exposure so that the car always stays in the same place in the viewfinder, then it must be reproduced sharply. It works, too. This is called "panning" the camera. To do it successfully you must pick up the moving subject in the viewfinder, follow it along, keeping it in the same place in your field of view and then, press the shutter release without breaking the smooth movement of head and camera. We pan the camera to follow the subject. The car will come out sharp.

Not the background. It has *not* moved. But this is good, for the

blurred background gives the picture an immediate impression of action. The picture shows us something else: the wheels of the car are not egg-shaped blurs, they are correct in shape for the Minox shutter exposes all parts of the negative at the same time.

The Still Moment. Any back and forth or up and down movement has a "still moment." The pitching of a ship at sea, for example. There is a moment when it stops at the highest point, a fraction of a second pause before it slides down into the trough. If we shoot exactly at this moment we can expose for a substantially longer time without getting subject movement than we could in the middle of the action.

With all these examples and rules we must not lose sight of one thing: subject movement *can* make a picture. One prize-winning amateur photograph showed a woman standing helpless on the street pressed in among fast-moving and *completely blurred* automobiles. The picture was a striking symbol of our fast, modern times: man versus machine. It was no snapshot; it was a *picture*.

PIT STOP AT ELKHART

Dramatic Moments at Road Race Captured by Minox

Minox in one hand, monkey wrench in the other, Scott Cameron of Chicago was working with the pit crew of driver Bob Schroeder during the big Road America "500" auto race at Elkhart Lake, Wis.

In an adjacent pit was the crew of ace driving team Bob Holbert and Roger Penske. The Holbert-Penske team was leading the field with three first positions.

Just past the midpoint of the race, Penske's Porsche RS60 developed clutch problems. Penske pulled into the pit for repairs — and Minoxer Cameron took this sequence of shots on Plus-X film.

The hour-long pit stop cost the Penske-Holbert team the race. Cameron captured a great many of the excruciating moments with his Minox.

"Minox is the only camera I could take into the pit," he said. "Its small size and easy shooting made it possible to get photos like these during the breaks in my own work." Once again, Minox proves itself to be the sportsman's camera for sportsmen in the pit and on the track.



Dejected, he waits anxiously while the mechanics go to work.



One hour later, the broken hydraulic line is repaired.



"Clutch trouble," Penske shouts, jumping out of the car.



All hope lost for the coveted prize, he drives off to finish.

SEE PAGE 15 FOR ANOTHER KIND OF RACE PHOTO

IDEAL CHRISTMAS GIFTS

MINOX B . . . the gift supreme

World's smallest, lightest, easiest-to-use precision camera has built-in exposure meter. Weighs just $3\frac{1}{4}$ oz., measures $3\frac{7}{8}$ " long. So quick, so sure . . . just match speed dial with meter indicator for perfect pictures every time—in all light conditions.

#6014 Minox B, satin chrome finish camera and chain, complete with leather case.

#6015 Minox B PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

Minox III-S . . . same as new Minox B but without built-in exposure meter. Weighs only $2\frac{1}{2}$ oz., $\frac{5}{8}$ " thick, $1\frac{1}{8}$ " wide, $3\frac{1}{4}$ " long

#6010 Minox III-S satin chrome finish camera and chain, complete with leather case.

#6012 Minox III-S PRIVATE EYE, anodized black finish camera and chain, complete with black leather case.

#6011 Minox III-S, gold-plated camera and chain, complete with genuine alligator case.

Minox Camera prices start under \$140



NEW MINOX B/C FLASH

The world's smallest and lightest flash unit measures $2 \times 1 \times \frac{1}{2}$ ", weighs just $1\frac{1}{2}$ oz. Built-in telescoping reflector gives full illumination.

#6543 Model B for Minox B; with belt case

#6544 Model A for Minox III-S; with belt case

#6545 Model U for 35mm or larger cameras; with belt case

#6546 Battery for Minox B/C Flash

Priced under \$20



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars. Adjustable for oculars from 1" to 2" diameter. Has built-in tripod socket and cable release socket. #6612

Priced Under \$26

FOR EVERY MINOX FAN



MINOX SLIDE PROJECTOR

Shows Minox and other ultra-miniature color slides with exquisite realism. Projects to a big 24"x30" at 8 ft. Measures 8 x 6 x 3½". Pearl gray finish, leather case.

#6301

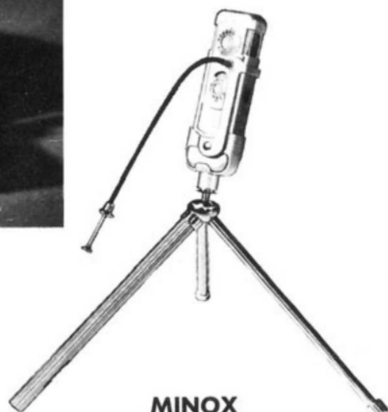
Priced under \$100



MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slides. #6922

Priced under \$9



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7¼ x 3⅞" diam. Includes camera clamp, leather case.

#6621

Priced under \$23

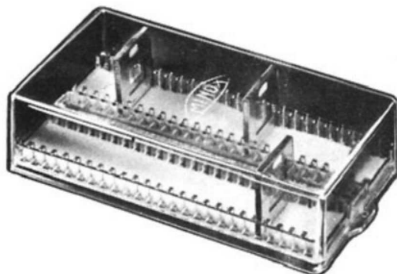


MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting.

#6901

Priced under \$16



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3¼ x 6½ x 1½", holds 50 Minox slides in numbered and indexed slots. #6923

Priced under \$3

SEE YOUR NEAREST MINOX DEALER

GIVE YOURSELF A MINOX GIFT



RIGHT-ANGLE FINDER MIRROR

Perfect for around-the-corner picture taking. Shoot to the right or left while facing straight ahead. Great for candid photograph.

#6200 for Minox III-S

#6202 for Minox B



REFLEX VIEWFINDER

Lets you take pictures at waist level or near the ground for angle shots, or wherever eye-level isn't desired.

#6201 for Minox III-S

#6203 for Minox B



MINOX DEVELOPING TANK

Daylight loading, with thermometer. #6710

MINOX BELT CASES

Lets you wear your Minox. Choose from genuine black, brown or red leather.

#6404 Minox III-S belt case

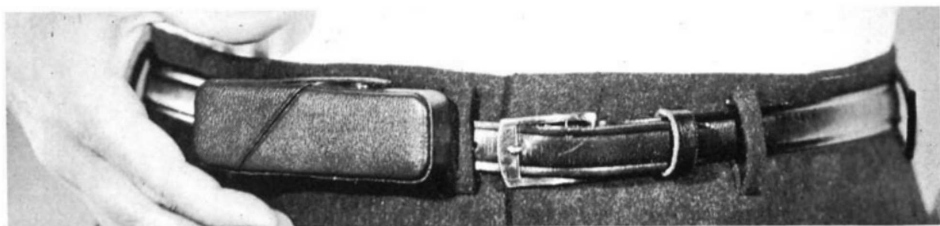
#6406 Minox B belt case



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Brown simulated leather with padded cover.

#6930



THESE MINOX GIFTS ARE ALL PRICED UNDER \$16

AND EVERY MINOXER ON YOUR LIST



MINOX ENLARGER/COPY STAND

Enlarges up to 11 x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro-Minox lens, double condensers, high-low switch.

#6770



ADJUSTABLE COPYING STAND

Sturdy stand for copying letters, book pages, documents. Adjustable for distances from 8" to 18". Folds to only 9 x 1 x 1½"

#6602

MINOX FILM ALWAYS A WELCOME GIFT

Black and White—2 cassettes per box

Regular Film

ASA 25—Ultra-fine grain with maximum sharpness, best for all flash shots (50 exposures per cassette)

ASA 50—Fine grain all-weather film (50 exposures per cassette)

ASA 100—Moderate grain (50 exposures per cassette)

KODAK PLUS X—Fine grain ASA 200. Perfect for all-around picture-taking with high speed (36 exposures per cassette)

Special Purpose Film

ASA 5—Micro grain (50 exposures per cassette)

KODAK TRI-X—Ultra-speed ASA 400 (36 exposures per cassette)

Color Film—1 cassette per box

ASA 32—Daylight color film for slide projection and color prints (36 exposures per cassette)

AGFACOLOR CN-14—New high speed Color Negative film for color prints and black and white prints (36 exposures per cassette)

All film priced under \$3 per box

YOUR MINOX DEALER HAS THESE GIFTS NOW!

MINOX MAKES IT A DOUBLY MEMORABLE WEDDING DAY



Just an ordinary calendar? Yes. But for Judy Wendel Simonsen of Milwaukee, Wis., the date was most significant. She was married last July 15.

For months preceding the happy day, her friend Eleanore M. Karkutt surreptitiously Minoxed the bride-to-be as she prepared for the happy event. The photo of the desk calendar was taken at 12". It shows the hour and place of the wedding — and it shows too, how perfectly the Minox can be used as a copying camera. Miss Karkutt's hidden Minox also caught dozens of candid shots of the wedding itself. All told, Miss Karkutt presented the new bride with over 150 photos which traced the Minoxization of Miss Wendel into Mrs. Simonsen. And that's about the next best thing to giving the bride a Minox camera of her own! (Hint: How about for Christmas?)

BEWARE: USED FILM CASSETTES CAUSE PLENTY OF TROUBLE

Bargain offers of free or cut-price film in Minox Cassettes are giving Minoxers plenty of grief. These "bargains" consist of re-loaded used cassettes, not original factory-packaged products.

Here are the problems:

First, cassettes are usually re-loaded with outdated, unrated black-and-white film — but the film speed marking on the cassette is not changed. The marking may indicate color film — the film is processed as color film — and a roll is lost. Thus, when Minox Processing Laboratories receive the film, it can be incorrectly processed.

Also, used cassettes may be damaged, light-leaking, or ever-so-slightly bent. When re-loaded, scratches can be left on the film . . . or it may even be partially exposed.

MINOX CASSETTES, LIKE MINOX CAMERAS ARE ULTRA-PRECISION INSTRUMENTS. There are actually *ten separate parts* in each cassette! The cassette's film channel is built to precise tolerances, and the slightest warpage can play havoc with film . . . possibly even hopelessly jam the camera itself.

For only the best results, always insist on fresh, factory-packaged Minox film. It's your only guarantee of getting unfogged film, properly loaded in new, accurately marked, precision-made cassettes. Don't let a "bargain" ruin a roll of your priceless pictures.

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.
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FIRST IN FASHION . . . Minox, the world's most fashionable camera, continues to make news as a prop in fashion photography. This photo, taken by Leigh Charell Studios, New York City, is being used nation-wide to advertise the very fashionable Bea Young frock modeled by a most attractive Minoxette.

ENTRIES POURING IN FOR 4th MINOX CONTEST

Looks like the 4th Minox Photo Contest is going to be the biggest yet — and the hardest to judge! Top-notch pix are coming in from all over the nation. But don't let that scare you off. You may have the prize-winning Minox shot sitting in your desk drawer. The closing date for the contest is not until *August 1, 1962*. Get your entries in now while you're reviewing your current candid crop. Here, once again, are the rules:

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

THE MEMO DEPENDS UPON ITS FRIENDS

The great bulk of editorial material that appears in the pages of the *Minox Memo* is contributed by you, the readers of the Memo — users of the fabulous Minox camera and its accessories. Why not send some of your more interesting photos and Minox stories to us. Share your Minox-lore with other members of the clan. It's quite a thrill to see your photos in print — ask the man who's been published. Minox Processing Laboratories will send you a free roll of Agfa CN-14 film if we use your photo or story. And don't despair if you don't see your story immediately — we often have to hold some excellent stories because of space limitations. Please send your contributions to: The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 N. Michigan Ave., Chicago 11, Ill.

FOUND: ONE MINOX

In a small village near Basel, Switzerland, the Lichtenstein Police discovered a Minox III S, lost by some unlucky traveler. The serial number indicated it was owned by an American. MPL was contacted immediately. Unfortunately, the owner had not registered his name with the lab. If you know to whom this lost Minox belongs — and can identify it by its serial number — contact Don Thayer at Minox Processing Laboratories, Box 94, Forest Hills 75, N.Y. And to those of you who have not yet registered your Minox serial number . . . let this sad story be your warning. Register your number with Kling Photo Corp. and MPL as soon as possible to avert a possible tragic loss! It's great insurance against the possible loss of your prized Minox.

OPEN THE GATE!

Ease of loading and unloading film cassettes is one of the great advantages and conveniences of the Minox.

It's a virtually foolproof operation — but it can always go wrong if you don't follow this simple rule:

Open the film gate by "closing" the camera approximately $\frac{1}{8}$ " before dropping the cassette into the camera. Do the same when removing the exposed film.

If you don't close the camera this $\frac{1}{8}$ ", the gate remains closed. The film, then, cannot drop into proper position when you load — and will be held tight when you attempt to remove it. Forcing the cassette in, or prying it out can damage the cassette and jam the camera, let alone ruin the film. Many valuable pictures can be lost due to this oversight on the part of Minoxers in too great a hurry.

Open the gate . . . and let that cassette glide in.

minox clubs

We've had word from two more Minoxers interested in forming local clubs. Both are Californians — both eager to contact other Minoxers in their respective cities:

LOS ANGELES

Vivian Van Eyck
5008 Lincoln Avenue

SAN MATEO

Axel F. Bergman
1218 Nadina Street

The editors of the Minox Memo are always eager to assist in the formation of new clubs. And to help existing clubs gain new members. If you are interested in organizing a Minox club, just send us your name and address and we'll be happy to spread the word through these pages.

And don't forget to send us the latest news from your own Minox club. Had an interesting meeting? Held a local Minox contest? Picked up any tips you might want to pass on to others?

Let us know about it. Remember, the Minox Memo is your magazine.

YOU, TOO, CAN MINOX FROM THE "PIT"



You don't have to be in the pit at Elkhart to get real action photos of auto races. You can do it right in your living room. A Minox — from deep in the heart of Texas, sir — Minoxed some of the excitement of a Strombecker model road race. These scale models of real race cars are sent whizzing around a table-top track in this exciting new hobby. Try shooting these ultra-miniature Strombecker cars with your ultra-miniature Minox!



MINOX MEMO

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Form 3547 requested

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PIT STOP AT ELKHART
(See page 7)