



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.

SPRING/1962

MINOX CLUB FORMING

The pulchritudinous young lady at left will be recognized by many Minoxers and TV-viewers as Debbie Drake — whose exercise show is seen on 75 stations across the nation.

She was Minoxed behind-the-scenes by Robert C. Johnson, an engineer at station WGR-TV Buffalo, N. Y.

Mr. Johnson is interested in organizing a Minox Club in the Buffalo area — and would like others with the same bent to contact him at the station. Address is 184 Barton St., Buffalo 13. Phone: T T 6-7115.

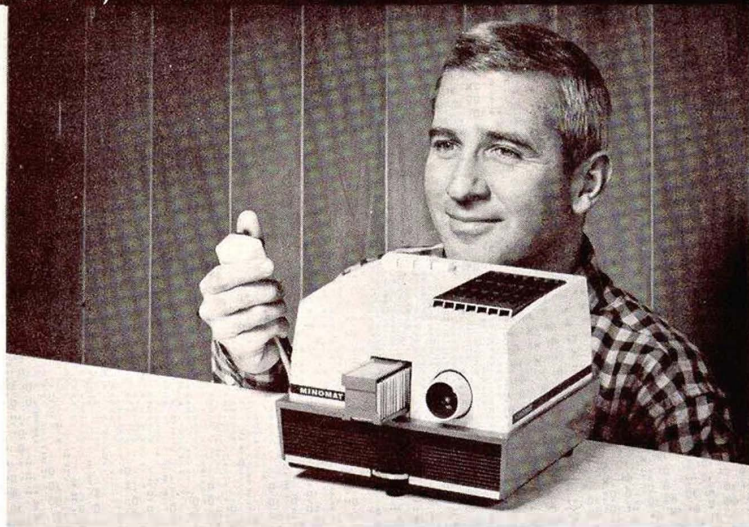
Mr. Johnson did not indicate whether Miss Drake would be one of the club's charter members—but her presence at meetings would really be a matter of gilding the Minox!

You don't have to be a TV personality to get your own Minox Club underway — all you need is Minox-enthusiasm and a yen to get together with others of the breed. Let us know if you're interested in organizing a Minox Club, and we'll spread the word via the Memo. Address: The Editors, Minox Memo, c/o Herbert Baker Advertising, 737 North Michigan Ave., Chicago 11, Illinois.

NEW MINOMAT HERE!
see page 2



MEET MIGHTY MINOMAT-NEW PERT, PORTABLE POWERFUL, AUTOMATIC MINOX PROJECTOR



Big news for all Minox color slide enthusiasts has been the introduction this month of the new Minomat automatic projector for Minox mounted metal and glass slides.

With its unique Minolux 1:1.6/35 mm lens system, in combination with its fan-cooled 150-watt lamp, this mighty midget is small in size only, projecting slides 3 times larger than other miniature projectors at the same distance from the screen. Convenient push-button controls on its top will start it, stop it, operate it either completely automatically or manually.

It comes equipped with a remote control cable which allows the "minoperator" to change slides both in forward and reverse directions and focus remotely without leaving his lounge chair or his lecturer's podium.

The new Minomat holds 36 metal and glass Minox slides in numbered slots and comes complete in a custom-fitted case with ample room for

additional magazines and accessories. For sales meeting purposes, or for quick viewing and editing, the case cover has its own projector screen for convenient table-top viewing.

Minox 30 mm x 30 mm transparency frames in the future will also be made available with 10 x 14 mm masks for projecting transparencies which have been taken with other miniature cameras. However, only 8 x 11 mm masks for Minox pictures are currently available.

The Minox factory is currently working around the clock to fill its world-wide distribution commitments for this much desired new projector, and so it might be several months before your dealer has one to demonstrate to you. However, take a tip from a wise Minoxologist and inform your dealer of your interest. There's an old saying that the squeaking wheel gets the oil, and if you squeak loud enough you may be the first Minoxer on your block to own a new Minomat.

COLOR PRINTS 46.5% LARGER IN AREA — NO PRICE INCREASE!

Don O. Thayer, President of Minox Processing Laboratories, has announced great news for the growing group of Minox color print enthusiasts.

Due to the ever-increasing volume of Agfa CN-14 color print processing being handled by the laboratories and with the addition of new equipment and the skill of factory-trained color processing technicians, the new Agfa CN-14 color prints will be $2\frac{3}{4}'' \times 3\frac{3}{4}''$, rather than the old size of $2\frac{1}{4}'' \times 3\frac{1}{8}''$, without any increase in cost.

To those who marvel at statistics, the new print is 10.3125 square inches, as against the old print size of 7.03125 square inches.

NEW



DISTRIBUTOR APPOINTED

Effective April 1, 1962, the ultra-miniature Minox camera and its fabulous accessories will be distributed in the United States exclusively by Minox Corporation, Forest Hills 75, New York.

According to Minox G.m.b.H., there was a growing need for closer coordination in U.S.A. camera distribution where the Minox and its system were the entire concern of a full time distributor.

Vast new marketing, merchandising and advertising/public relations plans are being contemplated to further Minoxomania.



EYE INJURY DOESN'T INTERFERE WITH HER MINOXING

The charming young lady here isn't selling Hathaway shirts — she just happened to injure her eye and had to don a temporary patch. But Gail Werner, a Seattle secretary and avid Minoxette, didn't let the injury dampen her spirits this past Christmas . . . she simply painted a gilt tree on the eye patch and happily Minoxed away at her office party. We're glad to report her eye is all better now . . . but we wonder why she didn't send us any of the shots she took at the party!

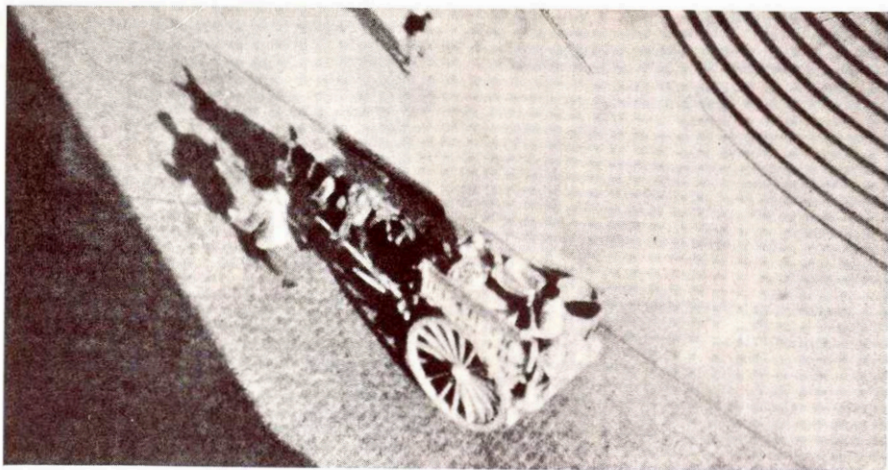
MORE MINOXISMS

Minoxomaniac: Someone who's absolutely nuts about the Minox. Like we, and thee.

Minoxoid: Someone not quite a Minoxomaniac . . . but well on the way.

Minoxomania: A happy state of mind stemming from one's first successful Minox shot . . . moon style . . . out of this world.

Have you coined any Minoxisms lately? If so, please don't forget to send them in to us! We're still compiling the Minox Glossary and still have 3,468,201 more to get before we can publish it.



E. G. GLASS, JR. WINS IN ANNUAL SATURDAY REVIEW PHOTO CONTEST

We regret that the Minox Memo cannot reproduce the above award-winning picture in its glowing full color and rich beauty. Black and white hardly does it justice.

The photo was one of the 10,000 entries in the World Travel Photo Contest sponsored by the Saturday Review. According to Joseph P. Luyber of the Saturday Review, entries were received from all 50 states and 22 foreign countries.

The Judges were Ivan Dmitri, noted commercial and magazine photographer and executive director of "Photography in the Fine Arts, Inc.", Leopold Godowsky, co-inventor of Kodachrome, and Norris Harkness, past president of the Photographic Society of America and syndicated camera columnist.

Twenty prize-winners in all were selected by the judges, who reported they were greatly impressed by both the technical quality and strong picture interest of the photographs submitted, which were far superior to the usual run of amateur photography.

E. G. Glass, Jr. is a graduate of Cornell University, is married and

has five children — a 21-year old daughter at the University of Iowa, an 18-year old son at Ohio Wesleyan University, and three daughters, 16, 14 and 13. He is Manager of Recruitment for Standard Oil Company of Ohio in charge of search for new college graduates.

Photography with him is a hobby and has been since childhood. He has had his Minox for about two years and bought it, in fact, especially for the family's European trip last summer. "Didn't want to appear as a typical camera-slung tourist — though I did carry an 8mm movie camera for specific events."

The prize-winning color photo was taken with his Minox about 8 A.M. on a June morning from his hotel window in Salamanca, Spain. From sunrise, donkey carts pour into the Spanish cities bringing in the produce for the day's market. The stairs in the upper right hand part of the picture lead toward the Plaza Mayor in Salamanca, a most beautiful public square.

Mr. Glass and his family reside in Cleveland Heights, Ohio.

DEADLINE AUG. 31

4th MINOX CONTEST

Summer will be with us sooner than you think — and summer's end means deadline time for entries in the 4th Great Minox Photo Contest. Response thus far has been overwhelming, as reported in the last issue of the Memo . . . but such a nice way to be overwhelmed! We'd like nothing better than to be buried in an avalanche of mail containing contest entries — especially of the fine quality received thus far. So keep 'em coming. 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 Minox Processing Laboratories, Minox Corporation, their advertising agencies and members of their families are not eligible.



Minoxing Landscapes

By Rolf Kasemeier

This article is excerpted from Mr. Kasemeier's book, "SMALL MINOX — BIG PICTURES." Available from your local Minox dealer for \$3.75.

Landscape photography is not as easy as you may think. The published photographs you see have often been taken by photographers who waited weeks to get the right combination of light and clouds at the right time of day — just so that one photograph would be good enough for publication. Many are taken just after a rain. The air is then clean and clear, the view is wide. Distant hills, mountains or villages appear sharp.

A requirement for good landscape photographs — contrary to portraits — is sunlight. Landscapes without sun are usually grey and "flat."

Particularly important is the fact that we must give full play to the
(Continued on page 6)

Minoxing Landscapes

(Continued from page 5)

spacious depth necessary to good landscapes. Line perspective is rarely found in landscapes. Thus we depend upon the illusion of depth created by the atmosphere.

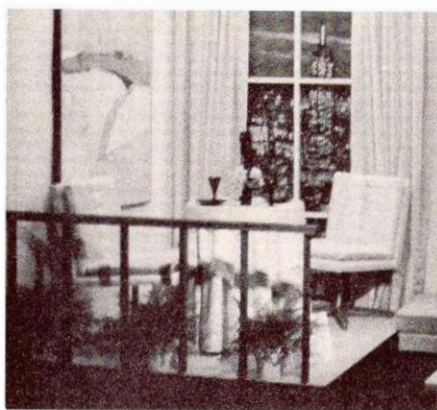
By "atmosphere perspective" we mean the phenomenon caused by scattered light which causes distant mountains and forests to appear hazy and lacking contrast. With color photographs this comes out bluish. Although we welcome this perspective effect on the one hand because of the feeling of depth it creates, it does have a disadvantage. Distant mountains and forests usually appear as featureless grey masses in black and white prints. Hazy distances call for the orange filter. This strengthens the distances for us without taking anything from the feeling of depth.

There are other ways to create that important effect of depth in our pictures. The branch of a tree appearing as a silhouette in the foreground not only gives depth to the scene but it can effectively fill in what might be an otherwise empty, cloudless sky. A person standing on the rim of a valley and gazing off at distant mountains adds greatly to the spacious effect. You can achieve the same effect by framing the landscape through an open window.

The green filter, with the exceptions already mentioned, can be used with all black and white landscape pictures. It enhances the subtle variations of green tones in meadows and forests. It prevents the sky from becoming a blank paper-white area on your print. With color pictures it is of course not possible to use either the green or orange filter under any circumstances.

For landscape pictures you

should set the distance scale on infinity. Only when a foreground object is nearer than 12 feet should the snapshot (red dot) be used.

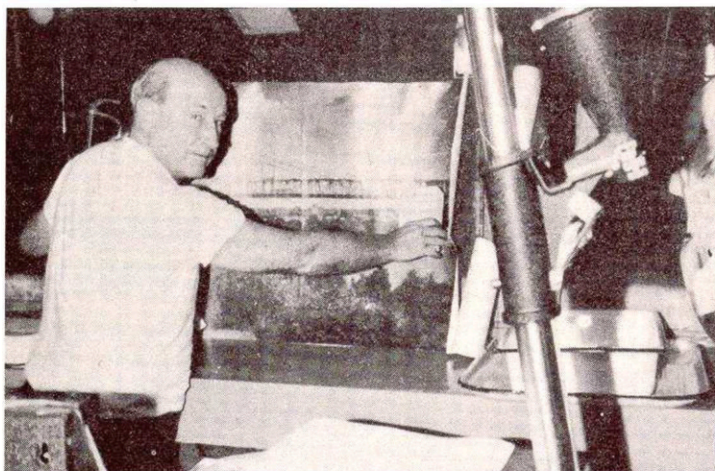


DESIGNER BUILDS IDEA-FILE WITH MINOX

Interior designer Howard Honigblum, of San Antonio, Texas, is another Minox enthusiast who has found the Minox a boon to his business as well as a marvel for pleasure shooting.

Traveling to furniture-centers such as New York City, Chicago and Grand Rapids, Michigan, he Minoxes as many new furniture lines as he can. The photos provide him with highly useful files of merchandise and design ideas.

Mr. Honigblum credits the fast new films, such as Plus-X, used here, with the wonderful results achieved.



YOUR OWN DARK ROOM!

by Joe Marx

Editor's Note: Joe J. Marx, Minoxed here in his own darkroom, is Board Chairman of So-Lo Marx Rubber Company, Loveland, Ohio, and is one of the world's most ingenious Minoxers.

He won first prize in the Pleasure Division in both the first and second Minox contests and was one of three judges in the third contest. A regular contributor to the Minox Memo, Mr. Marx was founder of the Sub-Miniature Camera Society.

His article tells how you can double your Minox-fun by setting up a darkroom of your own.

Want to have more fun with your Minox?

If you are 100% satisfied with your "snapshots," with the way you are expressing your ideas, don't read another word.

But if you *do* want to enjoy life, photography, and your Minox to the fullest, start planning your own darkroom. Just follow old Doc Marx's five easy steps for the simple inexpensive way to do it. You will be able to select and enlarge your best pictures and make money too!

1. Sounds crazy — but first walk into the store or studio of a pro-

fessional photographer, any kind. Show the owner your Minox and say this: "I have often marveled at the artistry of the darkroom of a real professional like you. Would you mind if I watched you at work?"

He'll probably be delighted.

Once you see how he achieves lights and darks where he wants them, you will catch fire with the creativeness found in "dodging," "burning in," "painting with light." You will leave this experience with your heart singing.

2. Now start planning. You will first have to decide where your darkroom will be — kitchen, basement corner, attic, bathroom; any room with running water will do.

Visit your Minox dealer and ask him to show you the Minox enlarger. (No excuses now. "I haven't time," you say? Time? Most men waste time watching TV programs, for example, where those precious hours could be better spent in creating something of lasting pleasure and value.)

A friend said to me, "For less than \$200.00, I found myself ready to select and enlarge my best nega-
(Continued on page 8)

Your Own Darkroom

(Continued from page 7)

tives. At first my wife objected to this apparent extravagance, but now she is proud of the big prints I made of the kids." Another said, "Most satisfying investment I ever made. I create *now*. My Minox has assumed a new dimension."

3. Ask your photo dealer for the name of a nearby camera club. They always welcome visitors. One of the members will gladly show you how to get started. He will come to your house and help you set up your equipment and give you some valuable pointers.

4. Spend a day at the public library scanning through photo books for beginners. Most of them are easy to read — less technical than you imagine. Take a few "how-to" books home and read them in your spare time. Minorexers should pay special attention to Joseph D. Cooper's "The Minox Manual," and to Rolf Kasemeier's "Small Minox, Big Pictures." You discover that you have more talent than you thought. All you need is a little courage. You are no longer a "snap-shooter" — you're a photographer. If you wish, you can now take pictures of weddings, social gatherings, etc. for a fee. You are on your way.

Your Minox enlarger is a beautiful, marvelous instrument. (Mine has been in constant use for seven years.) It becomes easy now for you to select a good negative, insert it in the enlarger and place a piece of enlarging paper under the lens.

Focus.

Expose the sensitized paper to the light.

Carry it through the developer, quickstop and hypo baths.

It all comes naturally now.

You're amazed. You're delighted — it's Graduation Day!

The above is what happened to me, and I won two Minox first prizes. Go thou and do likewise.

SEE YOUR MINOX PHOTOS IN PRINT!

"There's no thrill to match the publication of your own Minox shots and accompanying story in the Minox Memo!" That's what so many contributors have told us — and we can quite agree. Besides, we need the pictures and stories!

Why don't you send us your finer Minox shots . . . and tell the story that goes with them. Perhaps you've found an interesting business use for your Minox . . . maybe you have a humorous or poignant story told in sequence-shot pictures . . . possibly it's a photo obtained under difficult conditions . . . there are so many we can't begin to list them all. But all you need do is take a peek at the material in the Memo with an eye toward developing a feature of your own from your own prints.

Minox Processing Laboratories will send a free roll of Agfa CN-14 to all whose stories and pix reach print in these pages. Please send your contributions to: The Editors, Minox Memo, c/o Herbert Baker Advertising, Inc., Chicago 11, Ill.

NOTE: If your 4th Minox Photo Contest entry has an interesting story to go with it, please send a duplicate shot to the Memo. So many of the contest entries would make excellent material here, but we can't use them in the Memo and risk your entry missing the contest!

Primitive Art Exhibit Minoxed

By Detroit Collector

The noted artist Paul Gauguin left France for Tahiti, not, as is commonly thought, to become a beachcomber — but because he found in the art of the South Seas a force that spoke directly to him, unburdened by the “refinements” of thousands of years of civilization.

Since his time, scores of artists have found a stimulus in primitive art that spurred their own creative talents. This recognition of the “modern” in primitive art is certainly one reason for the ever-growing interest in the field.

The Art Institute of Chicago recently held an exhibit of pieces on loan from the New York Museum of Primitive Art. On hand were enthusiastic visitors and collectors from all over the Midwest, whose presence, in addition to the splendid collection, made the exhibit an outstanding success.

Mr. Ed Smith, a Detroit collector and Minox fan, carried his ultra-miniature marvel to the exhibit, and obtained these fine available-light photos with Plus-X film.



Mrs. Gwen Baker admires a Senufo bird.



Dr. Roland W. Force (kneeling) former Curator of Oceanic Archaeology and Ethnology at the Chicago Natural History Museum and now Director of the Bernice P. Bishop Museum in Honolulu, examines a Benin leopard from Nigeria. With him is Mr. Raymond Wielgus, one of the leading collectors of primitive art in America.

(Continued on page 10)



Dr. and Mrs. Robert Goldwater and Mr. Allen Wardwell discussing the detailing of a Baule bull — a recent major acquisition of the Art Institute. Dr. Goldwater is Director of the New York Museum of Primitive Art; Mr. Wardwell is Curator of Primitive Art at the Art Institute of Chicago.

Primitive Art Exhibit

(Continued from page 9)

The high quality of these photos again demonstrates the versatility of the Minox using available light, without disturbing the viewers of this fine collection.

But remember, if you are interested in Minoxing works of art in a museum, ask permission from an official. Some museums do not permit picture-taking. Sometimes Minoxers Minox mightily, anyway.



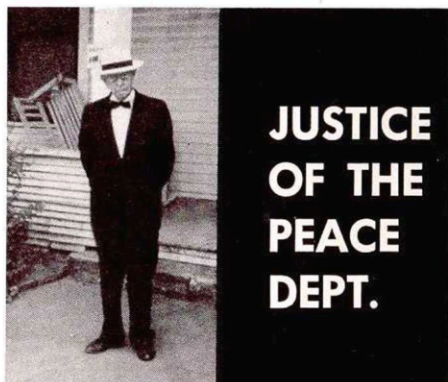
The intent gentleman above is Alan Brandt, partner in Galerie Kamer, New York City primitive art dealers.



MINOX ENLARGER FEATURED IN SCIENCE & MECHANICS MAGAZINE

The December 1961 issue of SCIENCE & MECHANICS magazine carried an article titled "Super Sensitive Darkroom Light Meter." In it were plans for constructing a small electronic marvel — a light meter to be used for perfecting the exposure time of enlargements . . . while in the darkroom.

Illustrating the article on page 164 was the above photo of the light meter itself — in use with a Minox enlarger. Now, you don't need a super sensitive darkroom light meter to make first-rate enlargements with your Minox enlarger . . . but it does show that there are ways of achieving minor miracles in photography once you've got the darkroom bug. Joe Marx's article in this issue tells some of the fun you can have with your own darkroom — and if the bug gets you good, try building this light meter!



The Summer 1961 Minox Memo carried a Minox photo of Mr. T. E. Arnold, 80, of Colorado City, Texas — described as the nation's oldest Justice of the Peace.

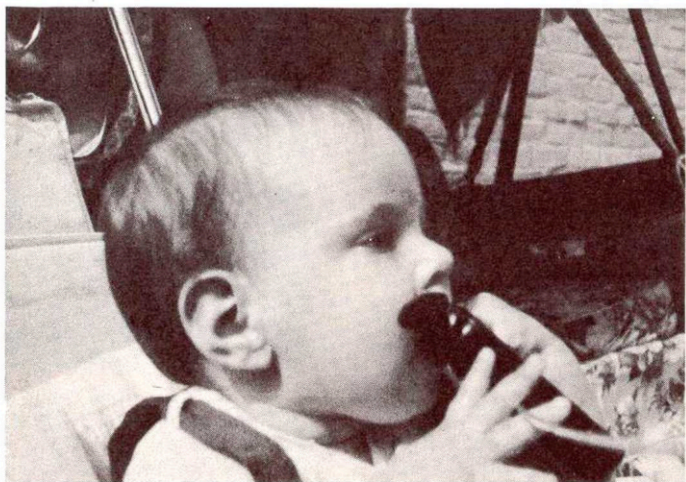
Mrs. Maxine D. Harris, a Wilburton, Oklahoma Minoxette, was quick to point out that we had erred. Her father, Mr. J. R. DeBusk, Justice of the Peace in Denison, Texas is 89 years young — and still in active service. It is only just, then, that we print this Minox photo of Judge DeBusk.

It would seem that among the state of Texas' many other claims to fame is the fact that it is the home of some of the oldest active JP's in the profession — and the home of many observant Minox Memo readers. Peace be with all of them.

THE CAMERA CONNOISSEUR

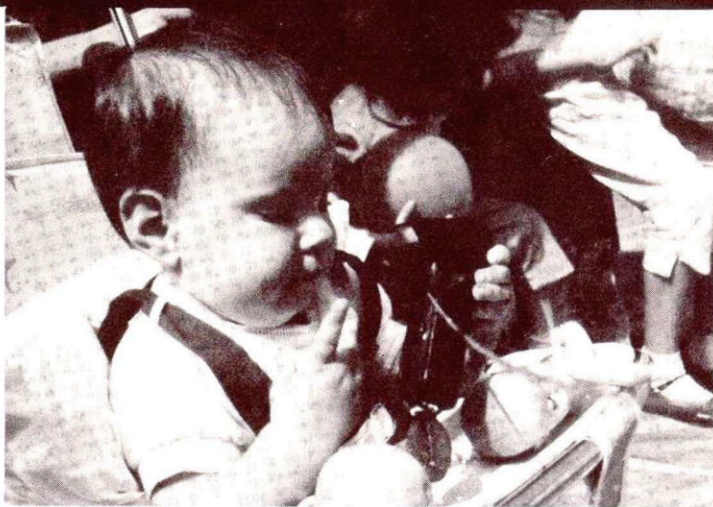


1.. "What's that you have there? . . . C'mon . . . gimme."

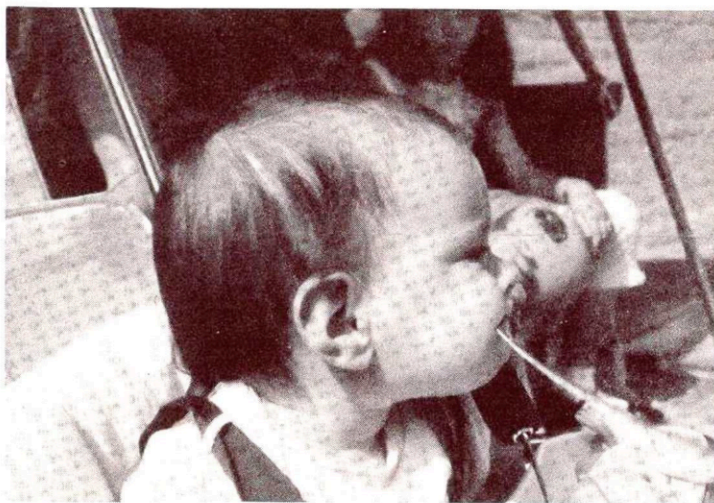


3. "By George! Minox tastes good . . . like an ultra-miniature camera should."

Photos and Captions by Eli Czerniak



2. "Aha! A Minox . . . but what on earth is it good for?"



4. "Yessir . . . good to the last chain-link, too!"

While strolling through the park one summer's day, Mr. Czerniak, a Los Angeles Fluor Corporation, Ltd. executive — with a sense of humor — caught this sequence of photos showing a young Minox fan in the process of devouring our

favorite camera. Pix were shot on ASA 25 film. Please note that we have never claimed edibility among the many virtues of the Minox — though we do feel it is the camera of champions. Pass the mustard, please.



INDOORS AND OUT, MINOX CAPTURES FOOD FAIR

Shoppers on Chicago's busy Washington Street were astounded last October to find a fully-garbed Buckingham Palace Guard patrolling famous STOP & SHOP, one of the nation's leading gourmet food stores.

Though the sentry was an actor, the uniform was authentic, and he played his role to the hilt. Didn't so much as bat an eyelash and never broke stride when passing pedestrians stopped, stared and heckled.

STOP & SHOP hired the guard as part of its International Food Fair — a two-week-long festival of foods from many lands to pay homage to the United Nation's 16th Anniversary.

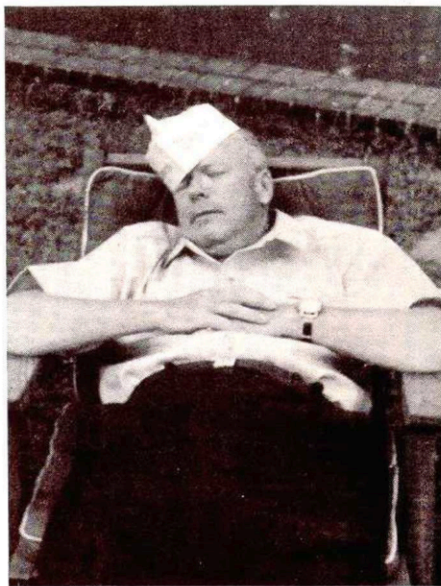
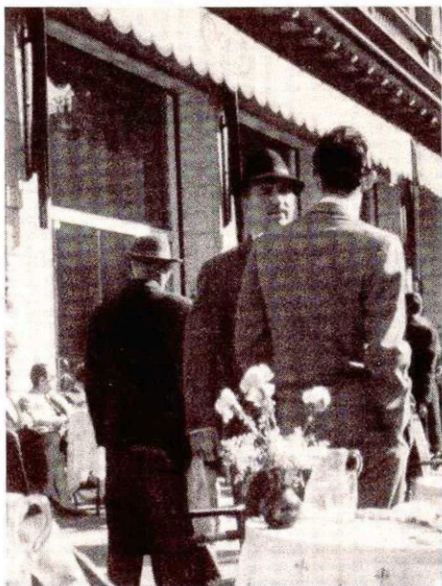
Cesar Rotondi, a Brooklyn, N. Y. foodstuff merchandiser was in Chicago to check out the STOP & SHOP Fair and, upon seeing the seemingly out-of-place sentry on duty, whipped out his trusty Minox and caught him in action.

Mr. Rotondi then moved indoors to take more shots of the many Fair activities — cheese tastings, wine and beer tastings, expresso sipping in a sidewalk cafe — and also Minoxed much of the activity around the busy counters. Shown here are two customers about to purchase a flagon of imported Danish Cherry Heering — a tasty liqueur.

Indoors or outdoors, for business or pleasure, at shopping centers and sporting events, your Minox is ready to catch the action as it happens.



**SEND YOUR
MINOX
STORIES
PICTURES
ANECDOTES
TO THE MEMO**



NAMES IN THE NEWS MINOXED

Celebrities have long been considered camera-fodder . . . but Minoxers have the additional advantage of being able to shoot "from-the-hip" quickly and 'round corners', candidly catching subjects — celebrities included — in off-beat poses. Here are two shots, from home and abroad, candidly capturing a couple of noteworthy figures.

ROME—Actor Keenan Wynn Minoxed in causal conversation on this city's famed Via Veneto. Minox Leon Rubin of Kew Gardens, N.Y. caught this sidewalk-cafe scene unbeknownst to Mr. Wynn.

NEW YORK CITY—Dozing in the sun, and wearing a *New York Times* pressman's hat is the well-known Broadway figure, Carl Fisher. Mr. Fisher is general manager of such hit musicals as *FIOR-ELLO*, *TENDERLOIN*, *PAJAMA GAME*, *DAMN YANKEES* and *WEST SIDE STORY*. Nathan W. Goldstein, circulation director of the *Times*, Minoxed Mr. Fisher, then made a magnificent 16" x 20" enlargement which hangs in Sardi's Restaurant, renowned theatrical meeting place. The Sardi's blowup is captioned, "Is This What's Wrong With The Theatre?"

MINOX SHAGGY DOG STORY

Some years ago there was a tale making the rounds about a St. Bernard dog who was struck by one of those tiny imported cars — and had to have it removed.

Perhaps it's not quite as ludicrous as it sounds, considering this Minox shot taken by A. G. Smith, of Victoria, British Columbia.

Though the dog isn't a St. Bernard, but another large, shaggy breed — it looks as though he might be able to hold his own with the tiny vehicle next to him.

Please note, too, the "compact" dog at the big dog's heels! Or is it a Minox-sized mutt?





MINOX MEMO

P. O. Box 94, Forest Hills 75, N. Y.

Form 3547 requested



MINOX MINOMAT

see page 2

Bulk Rate
U. S. POSTAGE
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