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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 5 number 2

SUMMER/1962



RED MINOXES SHAH

Associate Press
Wirephoto

Red Skelton uses black Minox Private Eye to shoot the Shah of Iran, who later received the camera

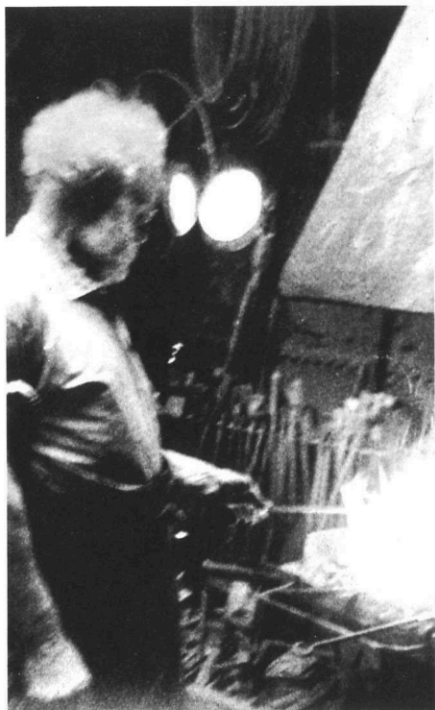
as a gift from Red. Peter Levathes, 20th Century-Fox Studio vice president, stands between them.



MADAME GANDHI

Madame Indira Gandhi, daughter of Nehru of India, visited the National Gallery in Washington, while the famous Treasures of Tutankhamen were being shown. Samson Feldman, Baltimore, Md., minoxer-on-the-spot, took this classic shot utilizing borrowed light from accompanying press photographers' electronic flash equipment. He used Tri-X at 1/50, distance set at 3-6 feet.

ATTENTION SUMMER TOURISTS (AND STAY-AT-HOME MINOXERS) USE THAT AVAILABLE LIGHT!



(Left) Milwaukee Man Minoxes Kundschnid on Barge in Amsterdam.

(Above) New mother, Mrs. Gwen Miller, proudly sent in this picture taken at 1/20 with Plus-X and reminds us that it's not advisable to use flash bulbs in the hospital especially with one day old babies — but you can get that picture with your Minox and available light.

Don't give up hope when you're trekking through that dim wine cellar in France or crudely lit catacomb. Keep your Minox out and shooting! The fellows back home will actually believe you when you show them actual pictures of the Folies Bergere . . . the gals should see only the interiors of Venetian glass factories.

And if you're just relaxing at home this summer, test your talent with your Minox and try some shots using available light. (There's nothing to it, and the shots you get will be memorable.)

Even when your Minox Exposure Meter registers, "DON'T SHOOT," take a chance . . . take that picture. Chances are you'll get it since both PLUS-X and TRI-X Minox film have tremendous picture-taking latitude.

All you do is set your lens opening for 1/20th and shoot. If you're extra steady or able to brace your camera, you can lengthen your hand-held shot to 1/15th. No cable release or flash necessary! You can get good Minox photos in most all situations where some light is available.



AVAILABLE LIGHT PICS ARTISTIC... NATURAL...

One of the outstanding characteristics of available light photography is the extreme realism of your pictures. Natural contours are softened and you avoid the unnatural glare of a flash bulb, especially in situations which are, by their nature, fairly dark. A very artistic interplay of light and shadow can be achieved, giving your photo a chiaroscuro effect. Above all these things, the Minoxer knows he can shoot wherever and whatever he wishes with minimum effort and maximum success (unless the light goes out in the mine shaft). Try it yourself — and let us see your results.

Existing Museum Lighting Enough for This Shot

Mr. Wolf Vogler of Kiel, Germany, reports he "surprised himself" with this picture of a young girl in a museum. His Plus-X film at 1/20 proved highly effective. Museum lighting is usually ample, especially with statuary.

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





NEW ROLE FOR MINOX AS STANDARD FOR CORPORATE AWARDS

Over 75% of all major corporations in the United States have Employee Recognition Programs, because the human factor in business is a big element in management-employee relations. Companies, both large and small, have proven that an established Employee Recognition Program is an asset that pays big dividends.

For many years, the watch was considered the standard presenta-

tion on the 25th Anniversary of an employee or other commemorative occasions; however, as times have changed and the popularity and scope of sales recognition programs have broadened, so have the gifts. The gold watch has become commonplace and unimaginative. Today, more and more forward thinking companies frequently select the unusual ultra-miniature Minox camera . . . the gift that keeps on giving.

KEY EXECUTIVES FIND MINOX ABLE ASSISTANT

A miniature executive in its own right, the Minox is ideal for on-the-spot coverage of every situation or condition that may later be used as illustration or evidence . . . progress records of people, places and things . . . pictorial data for future reference. The Minox is a film note-pad that records without error.

Recently, Mr. E. G. Even of Ed. Phillips & Sons Co., Minneapolis, produced a complete section for the Northwest Beverage Journal, composed of over 100 Minox pictures, in commemoration of his company's Golden Anniversary. Here is a sample of Mr. Even's minoxorama of the Phillips organization. Other photos pictured all executives, all of which will be used again and again in future sales bulletins and office display. All photos at left were taken with Tri-X film, under available light conditions.

A DISTINCTIVE CORPORATE GIFT . . .

Leading financial chronicles, such as the Wall Street Journal, Business Week and Fortune Magazine, have in the past few years devoted space to the growing trend in corporate gift-giving . . . and the problems of satisfying executives who have almost everything. The unique Minox is a gift that reflects the ingenuity and good taste of the giver . . . as well as the desires of the recipient. Priced within some companies' budgets for important gift-giving, the Minox is in a class by itself . . . a year-round reminder of the company that had the foresight to select a gift equally adaptable to business or pleasure.

PUBLIC RELATIONS AID . . .

Special high speed Minox film allows pictures to be shot indoors,



using available light . . . with excellent results. Pictures of clients or prospective customers at their desks or in their places of business can be taken without the need for cumbersome flash equipment. When you later present your photos in specially designed "you've been minox'd" folders, your business acquaintance becomes a lasting friend, for he has a permanent reminder of your name, your company and the products or services you represent.

Recently, Jack DeBacher, (at left above) Executive Vice President of Skil Corporation, leading manufacturers of portable power tools, was presented a Minox B camera by Paul Brickman, Vice President in Charge of Client Services of Fuller & Smith & Ross, Inc. Mr. DeBacher uses his Minox as he travels around the United States and Europe, photographing the many ways in which Skil Tools are displayed and merchandised. At the same time, he is promoting good will and solidifying Skil dealer relations.

Additional information on the myriad corporate uses of the all-purpose carry-along Minox camera can be obtained by writing:

Minox Corporation, Forest Hills 75, New York.

SUMMER DO'S & DONT'S

DO — load and unload your Minox in the shade. (Turn your back to the sun if there's no other way to get shade.)

DON'T — keep your Minox in the glove compartment of your car where it gets so hot that the film may suffer.

DO — clean the lens window and finder gently with a cotton swab or Q-tip if necessary.

DON'T — over-expose; it increases the possibility of graininess in prints.

DO — use ASA 25 for summer sunlit outdoor shots. It's fine-grain film and your pictures will have lots of snap and sparkle.

DON'T — use high speed film in bright sunshine; it will always be over-exposed.

DO — develop your film as soon as it is exposed.

DON'T — be afraid to take lots of close-ups — they're usually very effective.

DO — take lots of pictures and have a wonderful time.

MINOX SHUTTER SETTINGS FOR OUTDOOR PICTURES

Use shutter setting shown opposite subject, under prevailing light conditions. Subject types are:

AVERAGE — Nearby people, gardens, houses. **LIGHT** — People in beach and snow scenes; distant scenery. **DARK** — People in dark clothing, dark flowers, streets, houses. When in doubt, use "Average" settings.

NOTE: The settings in this guide do not necessarily agree with settings obtained by careful measurement with an exposure meter.

		BRIGHT SUN	HAZY SUN	CLOUDY BRIGHT	CLOUDY DULL
ASA 25—	Average	200	100	50	20
	Light	500	200	100	50
	Dark	100	50	20	10
ASA 50—	Average	500	200	100	50
	Light	1000	500	200	100
	Dark	200	100	50	20
PLUS-X (ASA 200)	Average	1000*	1000	500	200
	Light		1000*	1000	500
	Dark	1000	500	200	100
TRI-X (ASA 400)	Open Shade			500	
	Light Overcast			1000†	
	Heavy Overcast			1000*	
ASA 32 Color	Average	500	250	60	30
	Light	800	400	100	50
	Dark	300	150	40	20
ASA 20 CN-14 Color	Average	150	75	50	20
	Light	300	150	75	30
	Dark	75	30	20	10
* with green filter					
† with orange filter					



HURRY! HURRY! HURRY! AUGUST 31 LAST DAY FOR 4th MINOX CONTEST

We're coming down to the line on the 4th Annual Minox Photo Contest . . . and with the way the entries are filling the last lap of the race, it's sure to be a real photo finish! But don't wait till the last lap to put on the speed. Get those prize-winning entries in now!

For the late starters, here are the simple 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 the contest.

6. Each print submitted must contain the following information on back:

- Classification of entry—either "Business" or "Pleasure."
- Contestant's name, address, city.
- 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 Corporation, Minox Processing Laboratories, their advertising agency and members of their families are not eligible.

You can Be A Winner!

The supreme achievement of Minoxology — the now-famous inscribed Minox Trophy with gold



metal Minox camera symbol can be yours. Duplicate prizes will be awarded to winners in both divisions as follows:

1st Prize — the Minox Trophy plus a brand-new Minox B automatic Camera and a year's supply of film.

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

3rd Prize — Minox Slide Projector 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 pictures.

The contest will be judged by 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," "The Minox Manual" and "Minox Pocket Companion."



HOW TO ORGANIZE A MINOX CLUB

Two's company, three's a CLUB! And that's about all the active Minoxers you need to start a MINOX CAMERA CLUB in your area. The purpose of a Minox Club is simply to minoxalize with other members of the Minox Clan . . . and to exchange information on Minoxing, discuss techniques, view the results of other Minoxers . . . in general, enhance your mutual enjoyment of Minox photography through the interchange of ideas and techniques.

ORGANIZATION OF YOUR CLUB

The following suggestions are not hard-and-fast rules for a Minox Club. They are all things which the members themselves have to decide. But these can be guiding points:

meetings—Usually held monthly . . . sometimes bi-monthly . . . and, according to the size of your membership, can be held at members' homes on a rotating basis, or perhaps in a hotel or other meeting room.

dues—Amount of dues depend on expenses incurred: i.e. if you meet in a room or club which charges rental and service, whether or not you serve refreshments and the extent of your Club program—professional speakers, etc.

refreshments—Coffee, refreshments or dinners are at the members' option. They are not necessary, but do add to the enjoyment.

programs for meetings—Special luncheon or dinner meetings and/or regular meetings can feature a special speaker. Talks by professional photographers, magazine or newspaper editors, or even a member of your own Club who has become an expert in Minoxology.

It is a good idea to have a definite program planned for each of your Club meetings . . . and an enthusiastic program chairman should be appointed. This will sustain active interest in the Club and inspire attendance for members who could not avail themselves of specialized information on the Minox under ordinary circumstances.

How to find other Minoxers in your area... publicize your club!

Local Photo Editors of newspapers and your friendly Minox dealer can be most helpful in helping you locate other interested Minoxers in your area to start a sizeable club. All you have to do is give the editors a story on your Club and some of the activities you plan for the coming meetings. You'll quickly find new members rallying to your Minox Club.

Your local Minox dealer comes into contact with most of the active Minoxers in your area and would be glad to direct them to you. You might have mimeographed letters telling about the upcoming activities for your dealer to give away to all Minox owners who come in his store. If one of the local Photo Editors does a story on your Club, you could have reprints of the article to distribute at your Minox dealer's.

The Minox Memo should be informed of all this, too. Minox Processing Laboratories in Forest Hills, New York, and the Minox Memo Editors are most happy to help you publicize the club . . . and we will attempt to answer any requests you might have.

SPECIAL MINOX CLUB ACTIVITIES

Minox club project suggestions

outings or field trips—Members can Minox away to their hearts' content at museums, fairs, flower shows, exhibits or other affairs where a variety of pictures under unusual or artistic lighting situations could be obtained. And there's no rule against taking pictures at a Minox Club "Beach Day" or "Picnic Party" where candid outdoor shots can be practiced. Minox shots taken under similar situations can take on a great variety of tones, textures and exposures; these shots can be compared and evaluated at a future Club meeting.

local Minox photo contests—These are usually judged by outsiders such as newspaper photo editors or local camera dealers. A club secretary can take charge of the contest entries. Expenses incurred in a contest (postage and correspondence, prizes, etc.) can either be budgeted into the dues fund or covered by a nominal entry fee.

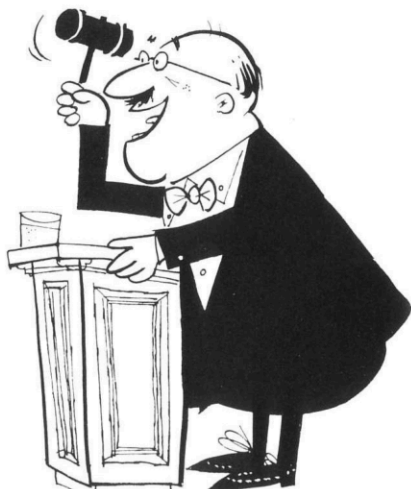
Results of such contests and discussion of the prize-winning shots may groom your Minox Club members for the big national Minox Contest . . . to help them in judging for themselves what kind of photos become prize-winners.

talks by professional photographers, magazine or newspaper editors—Although talks such as this would be a part of your meeting programs, it would be possible to have special dinner meetings or evening programs for Minoxers and their friends when speakers of exceptionally high caliber could be obtained.

darkroom workshops—The Club can set up a darkroom and learn various techniques. Expenses incurred can be covered by dues or members who already have darkrooms can host special sessions.

Minox club swap shops—There is a limited market of second-hand Minox equipment and through an organization such as your Club, second-hand accessories and cameras can be sold, swapped, or rented, providing extra income and interest for your Club.

special assignments—Assignments could be handed out to interested Club members on a variety of situations: available light, design, contrasts in light and color, textures. The various groups (or whole Club, for that matter) could then direct their discussion to one phase of Minoxology at a meeting, giving more interest to those meetings where a specific speaker is not scheduled. This could also be done in conjunction with a talk on a specific phase of photographic technique. Special assignments could be given within fields of interest, medicine, law, art or other fields of business, as well as specific Minox techniques.



NOW you're ready to start your Minox club



This is to certify that

***is a mite-y Minoxer and a
Master of Minoxology***

Official Minox Camera Club of

city _____

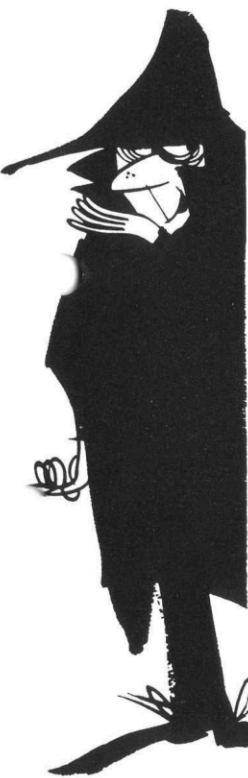
president _____

date _____

Write in today to Minox Processing Laboratories, Forest Hills 75,
New York for your supply of Minox Club Membership Cards.

Be sure to register each of your members with Minox Processing
Laboratories to receive their complimentary copies of the Minox Memo.

Minoxers speak a language all their own



MINOXABLE—
MINOXALIZE—
MINOXETTE—

MINOXIFY—
MINOXIZATION—

MINOX MEN—

MINOX-MINDED—

MINOXOID—

MINOXOMANIA—

MINOXOMANIAC—

MINOXONIA—

MINOXOPHOBIA—

MINOXORAMA—

MINOX-PERIENCES—

capable of being Minox'd; existing.
socialize with other Minoxers.

a lady who would rather be caught with her
hair in pincurls than without her Minox.

certify it was done with a Minox.

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

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

the state of thinking of and looking
at everything in terms of whether or not
it's Minoxable.

someone not quite a Minoxomaniac . . .
but well on the way.

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

someone who's absolutely nuts about the
Minox. Like we, and thee.

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

fear of leaving the Minox at home or in
your other trouser pockets.

a giant mural taken with your Minox or
an exhibit of Minox shots.

the curious things that happen to Minoxers
that don't seem to happen to other people.

HEY! HEY! MINOX CLUBS

For those of you Minox enthusiasts who have already set up your clubs, let's continue to hear from you! The Minox Memo is your communications vehicle. We want to be sure you get the new membership cards for your members and we also would like to be able to refer new members in your area who write in to the Memo for this information. Minox Club activity is expanding greatly and we want to tell others what you are doing in future issues of the Memo. So write in and give us the whole story on your club . . . number of members, names of officers, activities, and suggestions for club activities.

Here are some interested Minoxers who want to start their own local Minox Clubs:

Mr. Prentiss Wilhite
2232 2nd St. So.
Birmingham, Alabama

Mr. Mathew Matejcich
740 W. 15th St.
San Pedro, California

. . . and some Minoxers interested in joining clubs:

Mr. Bernard Hammerman
561 Groveland Avenue
Highland Park, Illinois

Mr. Edgar E. Sprinkle
1202 South Eric
Monahans, Texas

Mr. Brice J. Sanford
Deluxe Motel
Rte. 5 and 20
Avon, New York

Mr. John Cammarata
30 Lilac Drive
Syosset, New York

Mr. E. J. Edwards, 6232 Bolling Drive, Orlando, Florida, is interested in forming a Minox Club in the Orlando area. And from all the picture possibilities in the Cape Canaveral area, these club members

ANSCOCHROME COLOR PRINTS 46.5% LARGER — NO PRICE INCREASE

As of July 1, 1962, ANSCOCHROME color prints will be 46.5% larger in area at no extra cost. Now, both AGFA CN-14 and ANSCOCHROME prints will be made 2¾" x 3¾", rather than the old smaller size of 2¼" x 3⅛". The new ANSCOCHROME prints will incorporate an attractive white border designed to really set off an frame your glowing, full-color pictures and will be printed on paper rather than the acetate material previously used.

New Size Fits Minox Photo Album

Now that the color print size is exactly the same as the black & white print size, they will fit the Minox albums perfectly.

The old 3" x 4½" color enlargements which used to cost \$1.00 each have been discontinued.



COLOR ENLARGEMENTS TAKE TEN DAYS

Fast three-day service for standard size 2¾" x 3¾" prints is the rule for Minox Processing Laboratories. But the highly specialized processing necessary to produce 5" x 7" and 8" x 10" color enlargements takes a little longer, usually 10 days.

Please bear with us. It's custom work! It will be worth it!

Prices for this exclusive service?
5" x 7" enlargement . . . \$2.50 each
8" x 10" enlargement . . . \$3.50 each

would become real moon-shoot specialists. Mr. Edwards got a terrific shot of Col. John Glenn's vapor trail with his Minox last February.

TRY WIDE ANGLE SHOTS WITH YOUR MINOX



The unique lens system of the Minox camera enables you to get wide-angle shots without special bulky lens attachments.

When you're shooting that castle in Spain this summer — or your own castle, try for a good wide angle. If you can get it in your viewfinder, you've got it on film for posterity . . . and you don't have to cut off spires and moats or chimneys and rosebushes.

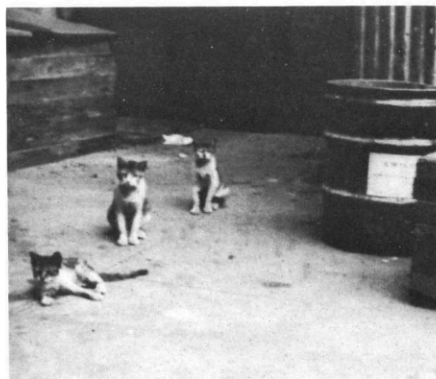
Just flip your camera for a hor-

SHARE MINOXPERIENCES ! !

As the population of the land of Minoxia grows, so does the expert quality of the material sent into your Minox Memo. So many of you have found new and exciting ways to use the various types of Minox films to achieve most artistic results. We have noticed this in the quality of the photos sent in to the 4th Minox Contest — many pictures will be reprinted in the Memo after the Contest is over. There are only 20 possible winners but many of the entries represent a unique minoxperience that would be interesting to other Minoxers — both new and expert. So when you write in to us, try and give us the whole story — type of film used, exposure, and distance — so that other Minoxers can follow your formula for success themselves.

Without the contributions from loyal Minoxers, the Minox Memo, which represents all your work, would be impossible. We appreciate your help, and don't forget . . . all contributions to the Minox Memo will receive a free gift.

izontal shot like Mr. Arnold Rockwood of Brooklyn, New York, did. While taking pictures of the Armory in New York, he wanted to capture the unique architecture peculiar to this structure and took duplicate shots with his Minox and his 35m. He surprised himself with these results. His 35mm shot, taken from the same exact position captured only the center of this picture as outlined with dotted lines on his Minox shot.



PATIENCE PAYS WITH PUSSYCATS

Mr. Moses Grossfield of the Bronx had to play Pussy in the Corner to capture these shy alley cats in repose. Usually scampering away fearfully from outsiders, they were not at all aware of Mr. Grossfield and his Minox.



MINOX POCKET COMPANION

Here's a handy new Minox book by Dr. Joseph D. Cooper, one of the world's foremost authorities on the Minox camera and its accessories. This new carry-along guide is perfect for slipping in your pocket or briefcase . . . its easy reference index covers all basic operating procedures of both the Minox B and III S.

Special techniques such as use of the tripod and copying stand as well as "private eye" methods are concisely covered. Quick tips on a variety of situations from A to Z . . . accidents . . . action . . . moonlight . . . museums . . . parades . . . water reflections . . . zoos, etc. are listed in the guide. Invaluable for both new and experienced Minoxers, this booklet is particularly good for answering picture problems when they arise. The Pocket Companion incorporates a Neutral Gray Test card that can be used to take light meter readings when it is difficult or impractical to obtain a light reading directly from the subject; for example, far-away objects.

Spiral-bound, flexible cover.

96 pages \$1.95

LETTERS TO THE EDITORS "PRAISE & APPRAISAL"

Too Many Exposures Per Cassette!

Dear Sirs:

I am an enthusiastic owner of a Minox B and most of its accessories. However, I will dump the lot and obtain another sub-miniature (which will not be as good) for one frustrating reason: It takes ages to shoot up fifty shots. Why don't you pack film with only 12 or 16 frames?

Brian Reich

Civil Eng. Dept.

Colorado State University

** The Minox cassette is not as simple as it looks — it consists of twelve separate precision-engineered parts, each designed to assure perfect operation. The film is the least of the cost and shorter film loads would mean higher cost per picture since the cassette cost would remain unchanged. Many Minoxers find that they need as many as 50 shots (even for just a weekend) particularly if they do a lot of sequence shooting. Plus X, TRI-X and the color films have 36 exposures because the film is actually thicker.*

Signal Service

Dear Sirs:

The service and customer relations of Minox Processing Laboratories are absolutely without equal. It makes owning a Minox a pleasure and I take modest credit in having bragged about it so much that you have two new Minox owners.

Nelson D. Miller
San Antonio

** Keep bragging, Mr. Miller . . . we're with you!*

Jackie's A Minoxer, Too!

Dear Sirs:

Did you notice that spread in Life magazine's March 23 issue, pages 42-43, showing Jackie Kennedy "shooting" the press with her Minox?

James R. Belt, Jr.
Parkville, Mo.

Dear Sirs:

We spotted Jackie Kennedy using her Minox on her visit to the Far East on a TV newsreel.

Robert Williams
Anaheim, California

** Our public relations agency didn't have a thing to do with it. Glad they didn't! Their fees would have doubled!*

MINOX MEMORABILIA

Aside from the normal 24-hour use of the ultra-miniature camera, many Minoxers find their favorite camera a versatile record-keeper and photo-copier.



Mrs. Alice Bancroft of Grand Ledge, Michigan, uses her Minox constantly in her public relations business. She had grouped these professional portraits of her daughter's family for her own wallet.



Mr. Leon Siken of New York City used ASA 25 and available light to copy this old family snapshot taken 58 years ago in Europe.

The Memo could never hope to reproduce the myriad uses of the Minox but, in addition to these different applications shown, we've seen Minoxers carrying various prescriptions (eye-glasses, medicines) in their wallet as well as birth certificates. An elderly lady we know carries her birth certificate on her European travels but is careful to keep the print in its original 8x11mm size . . . and that's pretty small. For keeping, collecting, recording and copying, the Minox can pack extraordinary amounts of useful information and fun into every print you take.



Mr. P. H. Holley of Houston, Texas, is a Sunday painter and uses his Minox to show clients samples of his work as well as for his "idea" file.

MINOXERS USE SPECIAL PHOTO STICKERS

The Editors of the Minox Memo have been receiving many pictures with unique stickers specially designed by Minoxers for their business and pleasure photos. Mr. Maurice Acers of Austin, Texas is an avid Minoxer (he has unofficially been awarded the Minox Medal for Meritorious Minoxing on the basis of his feats). He tells us so many questions were being asked of him about the photographs which he took and sent to friends (who never realized they were being photographed) that he had this special sticker made—

Made With a "MINOX"
World's Smallest Camera
Compliments - Maurice W. Acers
Austin, Texas

A TWO-MINOX TEXAN ... READY TO DRAW!

Mr. Acers carries his Minox 365 days a year and some of his friends accuse him of wearing it to bed. He became intrigued with the Minox while doing investigative work for the FBI in 1936 and has since owned each model made. Today, he keeps a III S in his left pocket loaded with Plus-X for indoor pictures and a Minox B, loaded with AGFA CN-14 in his right.

Using his Minox regularly, Mr. Acers has minox'd all over the world and in his travels he conservatively estimates he has introduced at least 200 people to the joys of Minoxia . . . and to the glories of Texas, of course.

Draw, Mr. Acers! You're our fastest drawin' double-barreled Minoxer in Texas.



MINOX MEMO

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

Reply Requested

Bulk Rate

U. S. POSTAGE

PAID

Flushing, New York

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