



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 6 number 1

SPRING/1963

ROBERTS on the RAMPAGE!

Not satisfied merely serving as a judge during the Third Annual Exhibition of Communications Art, Jack Roberts decided to record a "judge's eye view of the judging" with the aid of his Minox. It's easy to see that Mr. Roberts is anything but a novice when it comes to taking unsuspected, unposed shots. With tongue in cheek and, at times, Minox in mouth, Mr. Roberts' talents serve well to illustrate why the Minox is the candid camera supreme.

Jack Roberts is partner and creative director of Carson/Roberts/Inc., well-known Los Angeles advertising agency. He has served as president of the Los Angeles Art Directors Club and is a member of the International Design Conference Executive Committee, and Vice Chairman of the Conference 1960-61-62.

In addition to advertising design, he has done book design and illustration, most recently, "Engineersmanship" and "Birdsmanship."

In revealing the techniques of successful candid photography, Mr. Roberts has this to say, "Once you have the Minox, there are three rules to follow: (1) Be accepted as one of the group. It is useful to have some logical reason, such as an invitation to judge something. (2) Be a likeable fellow, completely at ease and above suspicion. (3)

(Continued on page 6)

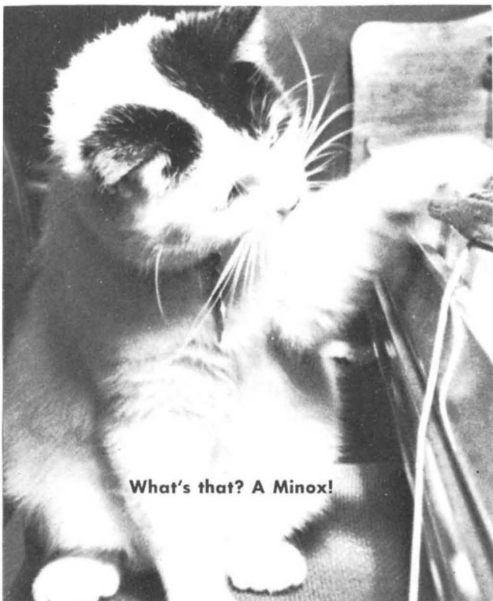


MORE MINOX WINNERS!

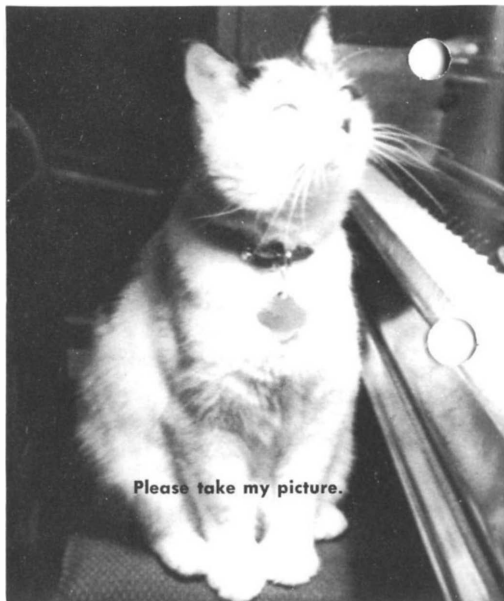
Here is the award-winning work of four Minoxers — selected by the judges in the recent 4th Minox Photo Contest for over-all photographic excellence.

A series on "Daisy — The Boy Cat" by Anida E. Stewart, Milwaukee, Wisconsin, delighted the judges and resulted in a Special

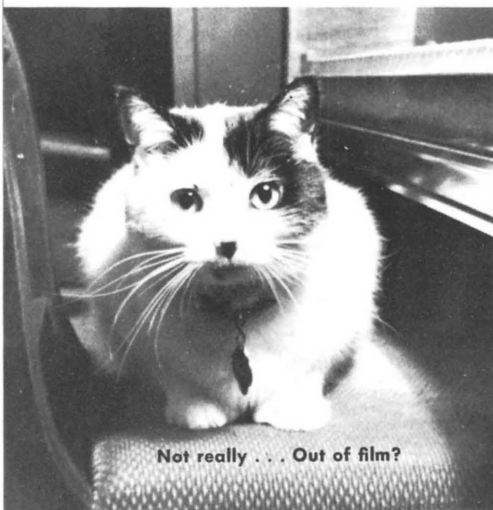
Judges' Award for Miss Stewart, her first honor in picture-taking. On her use of the Minox, Miss Stewart says, "The size of the Minox enables me to carry it at all times and I never miss a picture at the theatre or at outings. I keep Plus-X film in the camera at all times unless I use it for copying — then I use ASA 25."



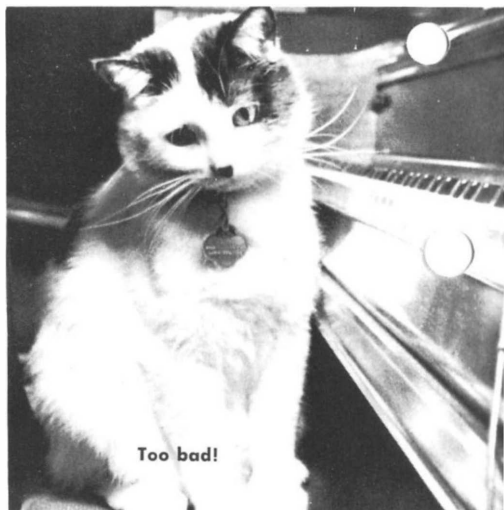
What's that? A Minox!



Please take my picture.



Not really . . . Out of film?



Too bad!



“FEEDING TIME”

The work of Mr. Henry J. Kaufman, Washington, D.C., was selected for a Special Don O. Thayer Award — and his photo, “Feeding Time,” clearly illustrates why. Mr. Kaufman, owner of an advertising and public relations agency, received his first Minox as a Christmas gift in '57. While he prefers to shoot people, he has recently become more and more interested in the challenge of photographing scenery — and he adds, “Business meetings, parties, trips, practically any circumstance affording opportunity for interesting candids, have been my subjects.” “Feeding Time” was shot with ASA 25 at 1/50th and with a green filter.

“A BOY with BOTTLE CAPS”

“A Boy With Bottle Caps” is one of the excellent pictures that resulted in a Special Don O. Thayer Award for Harry S. Upson, Jr. of Reno, Nevada. As a photographer for a Reno newspaper, Mr. Upson is no stranger to the world of photography — or to the world of the Minox. He first owned a Minox in 1953, and for the last two years, he has ventured nowhere without it — both on the job and off. Regarding his working habits with the Minox, award-winning Harry S. Upson, Jr. has this to say, “I think nothing of shooting twenty or more shots of the same subject to obtain the results I desire. I confine most of my shooting to ASA 25, for I find very little I cannot cover with this film. All my printing is done on mat paper for the purpose of retouching, if needed, and because of the very pleasing quality of this paper.”



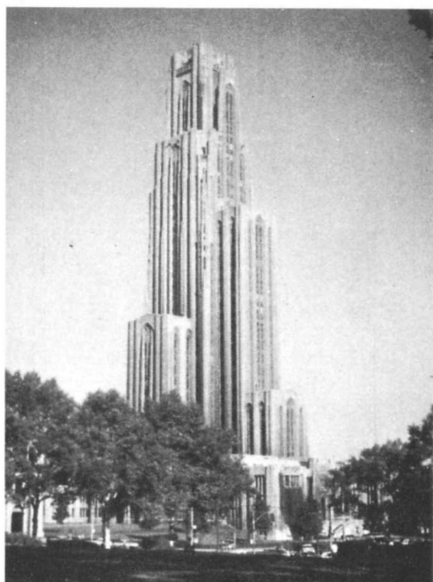


"TUNNEL" by Ronald P. Rickey

This picture of the unusual patterns of a tunnel won Seventh Prize in the Business Division for Ronald P. Rickey, Gardena, California. Mr. Rickey says, "I've been an avid photographer for the last ten years and for the last two years, I've used my Minox almost to the exclusion of my larger cameras. I usually shoot one to two rolls of film a month. My most frequent subjects are my children, where the ease of use and depth of field of the Minox are of special value."

TOWER OF LEARNING

Mr. C. S. Cline, Franklin Park, Ill., had to retreat a full city block before all 50 floors of the Tower of Learning, on the University of Pittsburgh campus, appeared in his viewfinder. But the walk was well worth it, as evidenced by the outstanding results. Mr. Cline stated, "I took the shot on a very bright, sunny day, using ASA 400 in my Minox B. I used the neutral density filter with the shutter set at 1000." Mr. Cline tells us that the picture of the Tower, and an equally effective shot of Chicago's Prudential Building, has convinced him that the Minox is really versatile!



Marx's Minoxology

Editor's Note: Joe J. Marx, is one of the world's most enthusiastic Minoxers. A regular contributor to the Minox Memo, Mr. Marx explains some of his tips on "How to Take Better Minox Pictures."

Our local Subminiature Camera Society recently partook in an exceptionally lively meeting. A number of Minox beginners were present and they, of course, wanted to know the "secrets" of taking better Minox pictures. I'll tell you what I told them. There's no black magic or voodoo involved, just the memorizing of 12 basic words and the techniques they suggest. But on second thought, maybe it is black magic, because the 12 words and techniques have worked like magic to produce better Minox pictures for me . . . they can do the same for you.

FIRST . . .

COMPOSE. Look through the optical viewfinder until you have "framed" the picture you want. Now use your . . .

LIGHT METER. You must always think in terms of lights and darks. When necessary, change position — climb, bend, lie down, if you must, but obtain the light you want. And don't forget to maintain the composition you worked for. Now it's time to . . .

DECIDE. And decide you must, for that perfect picture often won't wait, especially when you're after candid shots. Decide, compromise if necessary, then . . .

SHOOT. Then shoot again. Never look back and wonder why you took only one picture when you had the opportunity to take more. If you had to compromise on the first shot, work for better results on the second. Remember, film is cheap — and that really good shot is beyond price.

CLOSE-UP. Don't be afraid to move



in really close for that added bit of detail and realism. Set your dial for two or three feet and check the distance with your measuring chain. Remember, the balls on the chain indicate 8", 10", 1', 1'6" and 2'. Their use will be an invaluable aid to sharper, prize-winning pictures.

MISTAKES. None of us is perfect, but what is important is that you strive for better pictures with each roll of film . . . with every shot. You'll soon discover your efforts are being rewarded by a higher percentage of truly excellent prints . . . the type of prints that will bring a new pleasure and excitement to your Minoxing.

After You Receive Your . . .

PRINTS. Study them, and study them again. Then review them once more. And now . . .

ELIMINATE. Discard the "poor" prints. Set aside the "fair" ones, and select the "best" prints for possible enlargement. (If you do not have a Minox enlarger, send your favorite prints and negatives in

(Continued on page 19)

ROBERTS ON THE RAMPAGE

(Continued from page 1)

Become the life of the party. All the important activity revolves around you and you don't miss anything." It is obvious that a sense of humor is also an important prerequisite.

Noted judges Minoxed by Roberts include: Louis Dorfsman, creative director of advertising and sales promotion for CBS Television; Allan Fleming, vice president of creative services for Cooper & Beatty, Limited, Toronto typographic firm; Robert B. Freeman, president and creative director of Weiner & Gossage, Inc., advertising agency; Herb Lubalin, vice president and creative director of Sudler & Hennessey, advertising agency; Fred Papert, chairman of the board of Papert, Koenig, Lois, Inc., advertising agency; Arthur Paul, art director of Playboy Magazine; and Bob Blanchard, publisher of Communication Art Magazine.

We thank Jack Roberts, Harry Gittes, who shot the pictures of Roberts, and CA Magazine for a candid view of the Minox.



Jack Roberts candidly on the prowl.



Herb Lubalin Minoxed in the act of casting a ballot.



Even judges, including Bob Freeman, are entitled to a pipe break.



Contemplation for Bob Blanchard, Art Paul and that guy Freeman.

COLLECTOR USES MINOX TO RECORD GUNS



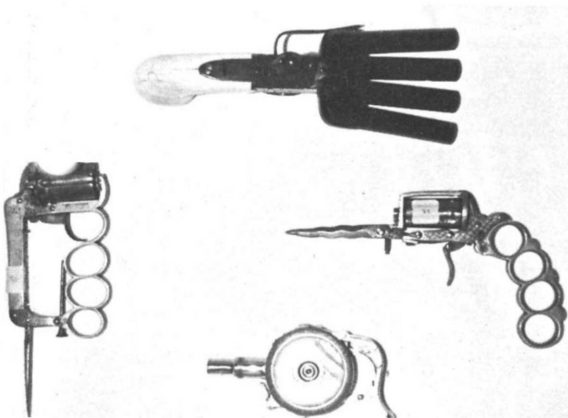
Mr. Charles C. Estes of Oklahoma City, is the proud owner of one of the largest and certainly most interesting antique gun collections in the world. He is also the proud owner of the Minox B, of which he says, "I use the Minox to photograph all of my guns (well over 500) in order to have a pictorial description in case one or more of the guns should turn up missing. I generally use ASA 25 because of the sharpness and detail it records. For most of the close-ups, I use the Minox BC flash with AG 1B bulbs and the neutral density filter." Mr. Estes, pictured with part of his collection, owns such interesting sounding firearms as the Volcanic Pistol, Harmonica Gun, Knife Pistol and Chicago Palm Pistol. He has certainly found an interesting and useful application of the Minox, but we can't help wondering who would dare try to make off with anything from the home of Charles C. Estes!



MINOXER SEEKS MEMO BACK ISSUES

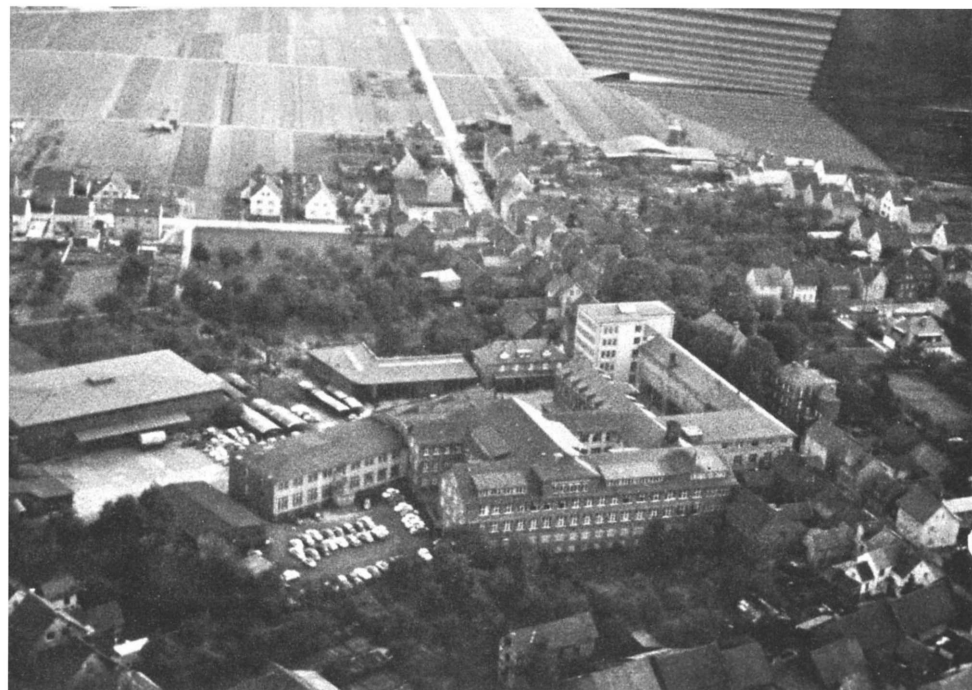
As far as Mr. C. M. Drees, Jr. is concerned, the Minox Memo is worth its weight in gold. It seems Mr. Drees had no sooner purchased his Minox Memo Binder, when he discovered a number of Memo back issues had disappeared — either through oversight or foul play.

Mr. Drees is so intent on possessing the complete set of Memos, he has asked us to advertise his needs to Minoxers throughout the world. The copies in question are: Vol. 1. Nos. 3, 4, 5, 6, 7, and 8; Vol. 2 No. 1; Vol. 3 No. 1. If you can help this frustrated Minoxer fill his binder, contact him at 923 South Euclid, Oak Park, Illinois. According to Mr. Drees, he will even purchase the copies if they can be obtained.



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





WHERE IT ALL STARTS

Just in case you thought your tiny Minox camera was born somewhere in an equally tiny workshop — take a Minox-eye-view of the place where it all started — the huge Minox factory in Giessen, West Germany. It is here where scores of skilled craftsmen work at their time-honored profession. Each of the 200 and more tiny parts is attended to by experts who are not considered skilled craftsmen until they have served an apprenticeship of ten years. It is their duty to see that each part, 33 miniature parts in the timing mechanism alone, is true in every detail. It is their duty to make sure that when you receive your Minox, you are getting a camera unmatched in precision engineering. Aerial Photo by Don O. Thayer.

NIGHT MINOXING SANS FLASH

Often are the times when we happen upon a photographic scene with the sun long departed — and, alas, we have forgotten our flash equipment. That disappointing situation didn't stop Mr. John B. Cunningham of Youngstown, Ohio — and it shouldn't stop you. When Mr. Cunningham found himself riding through the historic Zocalo square in Mexico City, at 9:30 in the evening, he simply had the cab driver stop, took out his Minox, stuck his head out the window, and shot with with speed set at 1/20 — and, of course, no flash. The results speak for themselves — and his outstanding shot should be more than enough proof to make you try it for yourself.



GOING...GOING...



GONE!

Whenever anything of photographic interest occurs in Baltimore, Md., you can bet your Minox that Mr. Samson Feldman will be "Minoxer-on-the-spot," ready for action. When the time came for the Century Theatre, a Baltimore landmark, to pass from existence, Mr. Feldman was there to record the sad event blow-by-blow. One shot in the excellent sequence clearly shows the wrecking ball at the precise moment of impact. It is easy to see why Mr. Feldman (who has already gained Minox fame through his picture of Madame Indira Gandhi, Vol. 5, No. 2) is never without his Minox.



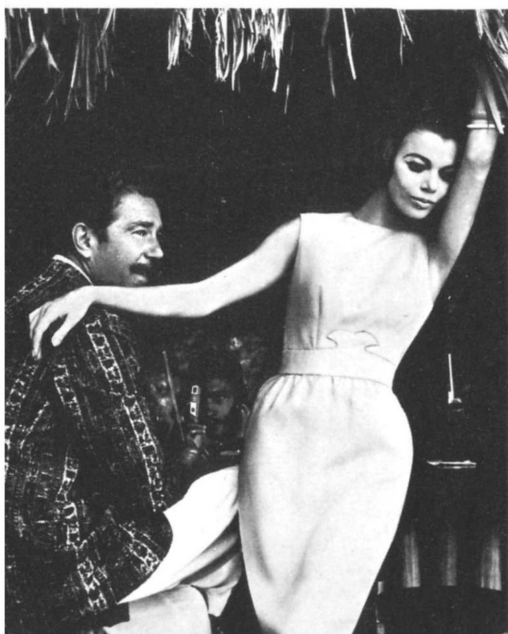
PICTURE YOURSELF

...you get your first taste of Jamaica's exotic charms...squiggling your toes in the sand...wearing a slim column of mistral blue linen, cool as the sparkling Caribbean itself. \$35. Protecting your shoulders if the trade wind grows too ardent, **MOYGAHEL** linen jacket with long sleeves. \$29.95. Right: slim, slightly tapered shorts in the same bellflowered, wrinkle-resistant linen, \$20. Sleeveless linen top, its colors keyed to resort life, \$12. All **BY MIDGE GRANT**. Ready to take big pictures, your tiny, gadget-free Minox camera. In the shore-side juggling act: **SAMSONITE** Silhouette luggage. Fashions at Goldwaters, Phoenix; Halle Bros., Cleveland; Boyd's, St. Louis; Needlecraft, Atlantic City.



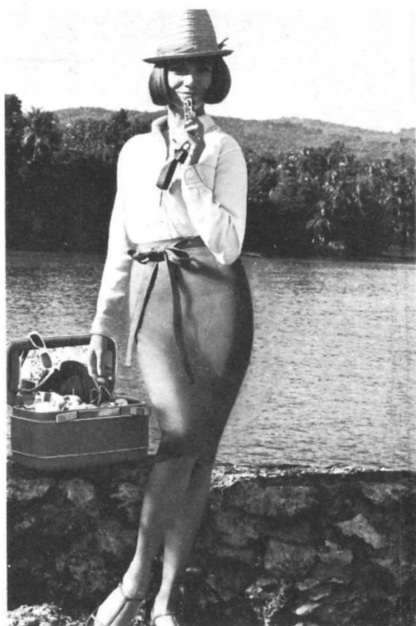
PICTURE YOURSELF

...where you meet the man-in-your-vacation...the infinitesimal, free-of-paraphernalia Minox camera focused on you both as you coolly sip the national drink of Jamaica...delicious planter's punch. Enhancing the tropical scene: sundog dress from your wardrobe of vacation-perfect Moygashel linens...sans sleeves, fresh as the Caribbean sunlight...the skirt softened by gentle shirring...your waist chiseled by a fleur de lis inset. \$36. **BY LANZ**. At hand, the elegant and commodious **SAMSONITE** Silhouette Beauty Case. Dress at J. P. Allen, Atlanta, Georgia; L. S. Ayres, Indianapolis; Bonwit Teller, New York; Godchaux, New Orleans; Jordan Marsh, Miami, Florida.



IN JAMAICA

WITH A MINOX CAMERA...3 1/4 ounces light...so unobtrusive, first ladies, princesses and queens never look like tourists...carry the Minox in their pockets or on their belts to take glowing full-color or superb black-and-white shots. Below, you manipulate your minuscule Minox wearing a red crease-resistant Moygashel linen skirt, bright as the bougainvilleas...the shirt, cool white linen, its edges pocked with red stitching. Skirt, \$15; shirt, \$13. **BY EVAN PICONE**. Silhouette Beauty Case by **SAMSONITE**. Fashions at Boyd's, St. Louis; M. M. Cole, Little Rock; Kaufmann's, Pittsburgh; Lord & Taylor, New York; May D. & T., Denver.



IN JAMAICA

...while champagne, Calypso and crisps, colorful evening separates mark the end of your perfect vacation. The wrapped dark green linen skirt is long and full of grace under a no-sleeves overblouse in natural linen. Skirt, \$29.50; overblouse, \$22. Over it, a sleeveless pocket in brilliant coral linen, \$45...the ideal costume for watching the Jamaica music on listening to the high of guitars. \$2. **BY J. P. ALLEN**. Atlanta, Georgia; L. S. Ayres, Indianapolis; Bonwit Teller, New York; Godchaux, New Orleans; Jordan Marsh, Miami, Florida.



PICTURE YOURSELF

WITH SAMSONITE SILHOUETTE LUGGAGE, elegant bags whose spacious interiors hold a complete wardrobe of Maytagel linen fashions, lightweight magnesium frames with not a lock in sight...scuff-resistant vinyl covers in Biscayne Blue, Pinnon Gray, Down White, Oxford Gray, Alligator Gold, Willow Green. Below, top row, Minox B camera, under \$150; Samsonite Silhouette Hat Box, \$25; Beauty Case, \$25; Bottom row, ladies' O'Neil, \$27.50; 24" Pullman, \$22.50; 26" Pullman, \$42.50; ladies' Wardrobe, \$40. The proud closet owner's Maytagel linen checked jacket, \$30; natural towed linen plaid skirt, \$18; matching overblouse, \$12. BY HARRIET. fashions at B. Altom, New York; J. Aka, Garfield, Washington, D.C.; Harshbarger, Kansas City, Mo.; Stewart Dry Goods, Louisville, Ky.; Jacobson Shoes, Jackson, Mich.



IN JAMAICA

...ready for a full fun-calendar...with boating, water skiing, scuba diving and other diversions to challenge your skill and exploit your Maytagel linen wardrobe. Left: Jamaica shorts in wrinkle-scoring linen, with unshirred flowers in blue or yellow, \$18. Matching short-sleeved top in blouse, \$14. Right: Reversal linen dress, its cool charm making you one of the prettiest sights on the island, \$40. All BY MARULLEN. Photographing the romantic scene, tiny Minox precision camera. SAMSONITE Hat Box. fashions at: Halle Bros., Cleveland; Purdell's, Baltimore; J. W. Robinson, Los Angeles; Sakowitz, Houston; R. H. Stearns, Boston.



MINOX HITS HIGH NOTE IN HIGH FASHION



According to the January issue of Harper's Bazaar, the truly chic gals who have everything and go everywhere — including Jamaica — go with the fabulous ultra-miniature Minox camera. In Jamaica or anywhere in the world, we agree with Harper's — "you're ready for anything with the infinitesimal, free-of-paraphernalia Minox camera . . . 3¼ ounces light . . . so unobtrusive, first ladies, princesses and queens never look like tourists . . . carry the Minox in their pockets or on their belts to take glowing full-color or superb black-and-white shots." That's your Minox, a high note in high fashion . . . the highest note in ultra miniature picture taking.

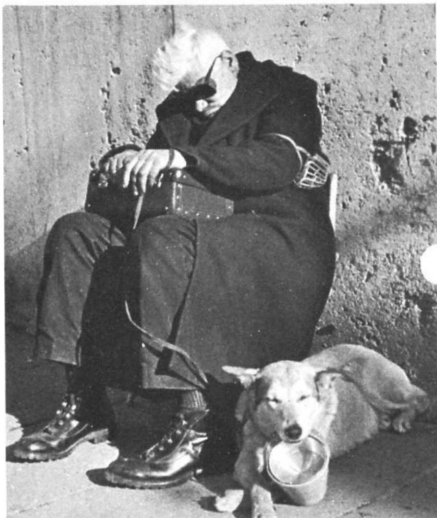
Minox Goes on Safari



Luckily for Raymond K. Panczyk, the two rhinoceros were more interested in each other than in their danger-loving photographer. For, believe it or not, this Minoxing was accomplished without benefit of a telephoto attachment.

According to Mr. Panczyk, a member of the Catholic Relief Services in Ethiopia, "The photo, taken in the Amboseli Game Park in Kenya, brought me as close to the animals as the photo indicates. The procedure while on safari in the park, is to remain in the vehicle at all times — but you are allowed to drive wherever you like, with or without the assistance of the very limited number of dirt roads. This practice affords many opportunities for truly interesting close-ups. By the way, at the extreme right of the picture, you can see the snow-capped peak of Mt. Kilimanjaro." For Mr. Panczyk, who certainly has more nerve than your editor, the Minox rates high, whether on safari in East Africa or in New York where close-ups are a trifle less dangerous.

CALIFORNIAN JUMPS THE GUN FOR 5th MINOX PHOTO CONTEST



Mr. Nicholas R. Rozsa, Hollywood, California, isn't waiting for a formal announcement of the beginning of the 5th Minox Photo Contest. He intends to make sure that his Minoxing of "Siesta," snapped while on vacation in Rome, doesn't arrive too late to be judged.

For those of you wondering when the next Minox contest will take place, all we can tell you at this time is, be sure to read the summer issue of your Minox Memo — and get your Minox warmed-up for prize-winning picture taking.

MARVIN MILLER — MINOX WORDSMITH EXTRAORDINARY

The continuing search for unique Minoxisms has resulted in the crowning of a new champion. Thanks to Mr. Marvin Miller, of Los Angeles, California, and his 27 new Minoxisms, we need only 3,468,163 more before the Minox Glossary can be published. Here are examples of Mr. Miller's word minoxventing:

Minoxceptional — Much better than usual. Applied to the high quality of Minox results.

Minoxpress — The speedy service offered by the Minox Processing Labs in returning prints.

Minoxxygen — The rarified air breathed by all Minoxers when their prints are returned.

How about you? Have you made your contribution to the world of Minoxisms?

**DUKE OF EDINBURGH
WRITES BOOK
WITH AID OF
MINOX**



The first book written by Prince Phillip, Duke of Edinburgh, is titled "Seabirds in Southern Waters" and we're mighty proud to state that 16 of the pictures used to illustrate the book were taken with our favorite camera. More than half the book, published by Harper & Row, is taken up with pictures snapped by the Duke and notes on the seabirds he photographed. The balance of the book is Prince Phillip's personal "off-duty" account of his travels. For those of you who are bird lovers, the book sells for \$4.50.



**FAMOUS SISTERS
AND AVID MINOXERS**

Jacqueline Kennedy and Lee Radziwell, two renowned sightseers, prepare to record their adventures with a pair of well-traveled Minox cameras. This picture by Paris-Match and a story on the famous duo appeared in a recent issue of Cosmopolitan magazine.

**WELCOME
NEW MINOXERS**

For those of you newly introduced to the Minox and the Minox Memo, we say hello on behalf of Minoxers the world over. With your Minox at your side, you may look forward to a new world of photography as only Minox owners know it. If we can be of assistance in answering questions about your new camera, or help you find a Minox Club in your area, do not hesitate to write. We will do our best to serve your needs. By the way, you'll find the ultra-miniature accessories that add even more pleasure to your Minoxperiences on the following pages.

ULTRA-MINIATURE ACCESSORIES



MINOMAT — SLIDE PROJECTOR

The Minomat Automatic Projector projects Minox metal and glass slides through powerful Minolux 1:1.6/35mm lens. Fan cooled, imported 150 watt lamp with extremely bright light output. You'll see big brilliant pictures, three times larger than those projected from other miniature projectors. Comes equipped with projection bulb, power-cord and magazine. **#40A Priced under \$200**

Remote control cord gives you not only the convenience of remote control but enables you to change slides in forward as well as in reverse direction. **#43 Priced under \$8**

Carry-all case for Minomat is custom fitted with ample room for additional magazines and accessories. Case cover has projection screen for convenient table top viewing. **#47 Priced under \$30**



MINOX B/C FLASH

The world's smallest and lightest flash unit, measures 2 x 1 x 1/2", weighs just 1 1/2 oz. Built-in telescoping reflector gives full illumination. Fits all cameras. Complete with belt case.

- #31** Model B for Minox B; chrome finish.
- #31BL** Model B for Minox B; black anodized finish.
- #32** Model A for Minox III-S; chrome finish.
- #32BL** Model A for Minox III-S; black anodized finish.
- #36** Battery for Minox B/C Flash.

All priced under \$17



TELEPHOTO/BINOCULAR CLAMP

Attaches Minox to binoculars for thrilling close-ups. Adjustable for oculars from 1" to 2" diameter. Can also be used as microscopic clamp. Has built-in tripod socket and cable release socket. Cable release not included. **#60**

Priced under \$22



Shutter Settings:

AVERAGE SUBJECTS:
Nearby people, house,
street scenes, gardens

LIGHT SUBJECTS:
Scenery, people in
marine, beach, snow

DARK SUBJECTS:
People in dark clothing,
dark flowers, animals

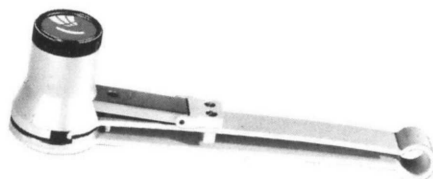
	bright sunlight	hazy sun	cloudy bright	cloudy dull
AVERAGE SUBJECTS	500	200	100	50
LIGHT SUBJECTS	1000	500	200	100
DARK SUBJECTS	200	100	50	20

CT-18 COLOR POSITIVE FILM

New high speed, extremely fine-grained color positive film for magnificent color transparencies for projection and glorious 2 3/4" x 3 3/4" color prints. This film is very versatile as you can see from the chart above. Packed one cassette per box (36 exposures per cassette).

#29

Priced under \$3.00

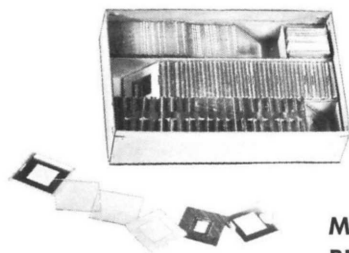


MINOX TRANSPARENCY VIEWER-CUTTER

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

#53

Priced under \$13

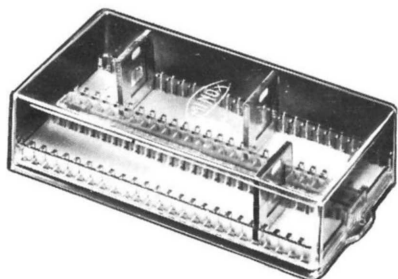


MINOX SLIDE BINDING KIT

Contains slide frames, metal masks and cover glass to complete 50 slide mounts.

#54

Priced under \$6



MINOX SLIDE SAFE

Transparent, dustproof slide file measures 3 1/4 x 6 1/2 x 1 1/2", holds 50 Minox slides in numbered and indexed slots.

#55

Priced under \$2

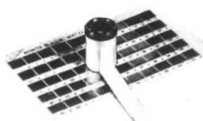


MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7/8 x 3/8" diam. Includes camera clamp, leather case.

#73

Priced under \$19

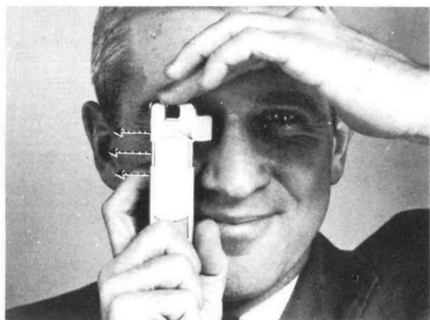


VIEWER MAGNIFIER

Specially designed for viewing Minox negatives or transparencies to select frames for prints or slides.

#94

Priced under \$6



RIGHT-ANGLE FINDER MIRROR

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

#62 for Minox B

#63 for Minox III-S

Priced under \$9

Priced under \$9



REFLEX VIEWFINDER

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

#65 for Minox B

#66 for Minox III-S

Priced under \$13

Priced under \$13



MINOX DEVELOPING TANK

Daylight loading, with thermometer.

#90

Priced under \$12



MINOX PHOTO ALBUM

Has transparent plastic pockets for 102 standard size Minox prints. Expandable to any size through refills. Covered with smooth, padded, simulated brown leather and gold-leaf Minox imprint.

#120

Priced under \$7

MINOX BELT CASES

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

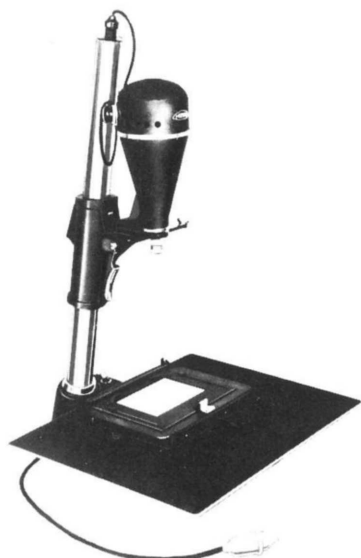
#104 Minox B belt case

#105 Minox III-S belt case

#110 Leather case for finder (without belt loop)

All priced under \$5





MINOX ENLARGER/COPY STAND

Enlarges up to 10" x 14". Has built-in light diffuser control, tilt back lamp housing, f/3.5 micro Minox lens, double condensers, high-low switch.

#80

Priced under \$150

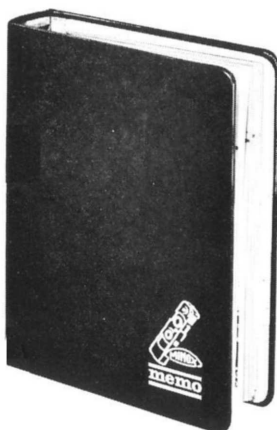


ADJUSTABLE COPYING STAND

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

#76

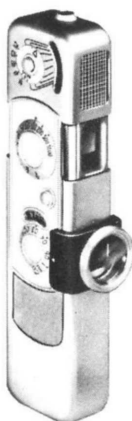
Priced under \$25



MINOX MEMO BINDER

Handsome luggage leatherette 3-ring binder with gold-leaf stamp. Keeps Minox Memos safe and ready for instant reference.

Priced under \$4



MINOX FILTER KITS

New, easy-to-use snap-on filters.

#67A For Minox III-S. Black and white "A" Filter Kit: yellow, neutral density gray and ultra-violet filters.

#67B For Minox-B. Black and white "B" Filter Kit: yellow, orange and blue filters.

#68 For Minox III-S and B. Three color correction filters: regular Skylight (pink); medium Skylight (reddish); Flash Conversion (light blue).

All priced under \$11



PRINCIPAL USES MINOX FOR SCHOOL ANNUAL

Mr. Asa H. Sparks, principal and teacher at the Highland Christian School in Chicago, has found his Minox B to be the ideal camera for taking candid shots of his students for use in the school annual. Mr. Sparks says, "By using my Minox constantly throughout the year, I had on hand a good supply of snapshots to use in our annual. I use Plus-X exclusively. The pictures, "Kindergarten Halloween" and "John Foster Studying??" (the question marks are Mr. Spark's), were taken with available light — and reproduced perfectly.



MINOXVENTION PROTECTS FLASH BULBS



Minoxventor, Fred W. Forrester, of Pacific Palisades, California, has come up with a handy and unique flash bulb container fashioned out of a Minox film box. Mr. Forrester first hinged the box, top and bottom. He used a standard brass hinge, $\frac{3}{4}$ " wide and $2\frac{1}{2}$ " long, gluing it firmly to the box with an epoxy cement. He then cemented a section of the plastic tubing that normally holds AG-1 flash bulbs to the top of the box. The tube should be fixed at a slight upward angle, so that the bulbs will rest against the bottom of the box when closed. This will eliminate rattle and possible breakage. As Mr. Forrester has constructed these boxes both for flash bulbs and for film cartridges, he paints them different colors for quick and easy identification. As you can see, there's really nothing to it — and it is truly a handy and safe way to carry flash bulbs in your pocket. If you Minoxers have minoxventions of your own, how about letting us tell and show other Minoxers what they look like.

MARX'S MINOXOLOGY

(Continued from page 5)

strip form to Minox Processing Laboratories, circling the number

of the negative or negatives you want enlarged. After you have studied your prints, make a . . .

LIST. It will be easier to later find negatives if you list and file them in an envelope with the prints. For positive identification and reference, record the city, site or subject and month and year on the envelope. Now, examine your . . .

NEGATIVES. If possible, hold them up to a white light. Use a magnifying glass, or better yet, the

Minox Negative Viewer. Are your negatives too dark and dense? Are they light and thin? Are you over-exposing or not getting sufficient light? Finally . . .

COMPARE your prints with the negatives. The processors have done their best to produce good prints from your negatives, but it's up to you to obtain . . .

BETTER PICTURES in the future. Remember these 12 words and the techniques that must become as familiar to you as your Minox. Is it worth it all? Just wait until you see that really beautiful, artistic picture that you took yourself . . . then you'll know the answer.



"Pedestrian" and "Light-Up" by Joe J. Marx are merely two of the outstanding reasons why the Cincinnati Minox has garnered fame and awards galore.



MINOX MEMO

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

Form 3547 requested

