

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 2

SUMMER/1963

SUMMERTIME IS TRAVEL TIME

It's the time of the year when we rediscover how very versatile the Minox camera is. Why, did you know that it's no trick at all to carry enough film in the palm of your hand to take more than 500 pictures? We don't really expect you to walk around this summer with ten or more cassettes in your hand, but we do hope you will take full advantage of the warm weather months and the amazing ability of your Minox to capture the magic and adventure of your travels.

Mr. Tracy Moore of Los Angeles, Calif., roamed as far from home as Naples, where he photographed the enchanting street scene pictured here. Though the light was dim and the weather some what gloomy, Mr. Moore expertly captured all the warmth and "old world" feeling of the picturesque Italian city, using

(Continued on page 2)

THE 5th MINOX PHOTO CONTEST!

It starts June 1, 1963, and ends August 31, 1964 — and with more and more Minoxers shooting better pictures, the 5th Minox Photo Contest promises to be a true test of ultra-miniature techniques.

NOW THREE DIVISIONS

Because of new Agfa CN-14 and CT-18 color film and the many advances in Minox color photography, Don O. Thayer, president of Minox Processing Laboratories, has announced a separate division to in-

clude all color photos, regardless of the subject matter. This is your opportunity to show what you and your Minox can accomplish in glorious full color.

As in the past, travel shots, family portraits and animal pictures are eligible for the Pleasure Division — but to simplify your selection of pictures for the appropriate classification, Mr. Thayer has revised the Business Division to in-

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SUMMERTIME IS TRAVEL TIME

(Continued from page 1)

ASA 25 and available light. Like most travelers, Mr. Moore is quick to agree that his picture-taking has greatly enriched each memorable event of every journey he has taken.

Wherever you roam during the days ahead, take as many shots as possible. Try landscapes with the new CT-18 Color Positive Film — try close-ups and, above all, perfect your skill with shots using available light. Remember that Plus-X and Tri-X Minox film have great range. In fact, it's possible to take excellent pictures in very dim light, shady spots and indoors using these films even when your exposure meter warns it can't be done. Just set your lens opening for 1/20th and shoot. After a bit of practice, and if you have a steady hand, you may be able to increase your hand-held shot to 1/15th. In situations where some light is available, shoot away and you will discover your efforts are repaid by pictures that excel in realism, softness and an artistic combination of light and shadow. But don't use these fast films outdoors in bright sunlight unless you slide in your neutral density filter.



Mrs. Robert Smith, Torrington, Conn., uses her Minox to capture this sunlit view of Mt. Rushmore. While there is hardly a photographer alive who would not love the opportunity to visit Europe with camera in hand, Mrs. Smith reminds us that our own beautiful country provides countless subjects for Minoxing and remembering.

And while you're traveling and Minoxing the summer scenes, remember these warm weather "do's and don't's":

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

DON'T — keep your Minox in the glove compartment of your car where the film can be destroyed from the heat.

DO — clean the lens window and

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"Mountain Trail," photographed by Mr. Robert C. Magee of Manhasset, New York, clearly illustrates the soft beauty and artistic light and dark values that can be obtained with your Minox and available light. His picture, shot on a misty morning in Cumberland gap, Kentucky is extremely effective. Don't you agree?

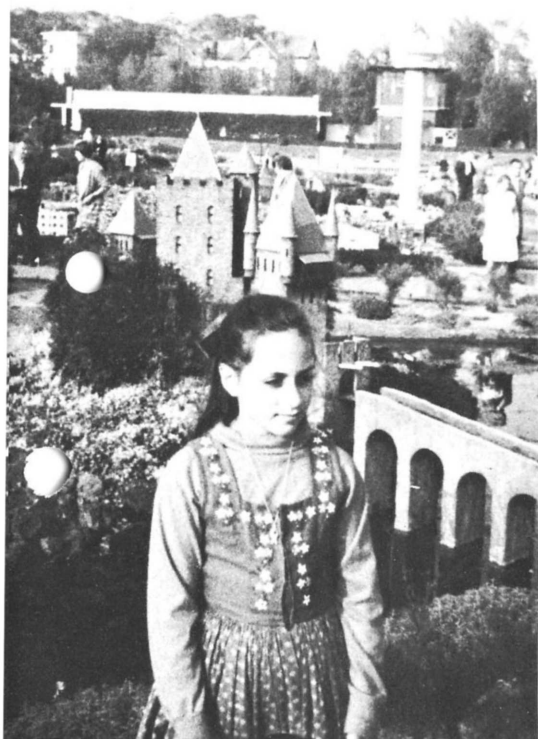
THE MINOX-MAGIC OF TRAVEL

For most people, and for Minox-fans in particular, it's a dream come true to travel through other countries — and the dream becomes a memory to be cherished forever when there are Minox pictures to recall each traveling adventure.

Copenhagen, Denmark, is a city that holds delightful memories for all who have had the good fortune to stop and visit. Children, as well as adults, are fascinated and inspired by such historical sites and landmarks as the changing of the guard, Tivoli Gardens, and the Little Mermaid.

The pictures, shown here, were snapped by a Peoria, Illinois tra-

veler during his family's visit to the famous Danish capital. They should serve as a lasting reminder that wherever we travel during the summer, in other countries, in other states and cities, or even if it's just miles away — there's a magical world of adventure to be captured for all time by our Minox camera.



SELF-MINOXING



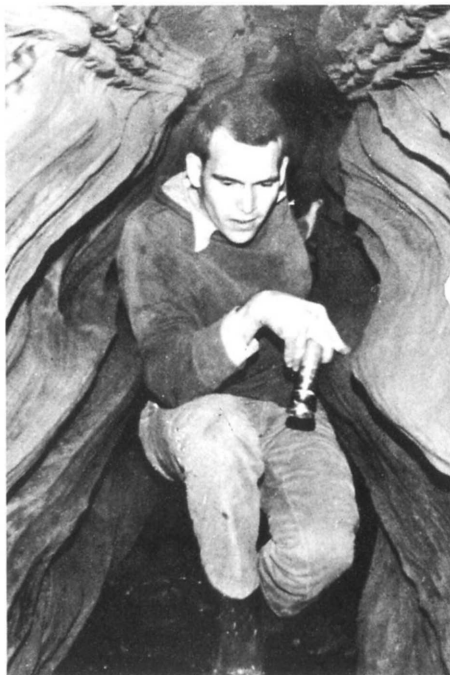
In spring a young girl's fancy lightly turns to thoughts of how her coiffure looks to the boys, or something like that. In any event, that's the thinking of this very attractive gal as she becomes her own model after a trip to the hairdresser.

For those of you who are more interested in subject matter than hair styles, our self-minoxing Minox serves as a valuable reminder that you are never without an interesting subject when you carry the most versatile of all cameras.

Here's all you do to add yourself to your photo collection: set the distance at two feet; extend your arm as far as possible; aim and shoot. If you cover the viewfinder with one finger, you are able to see your reflection before taking the final step.

If you haven't attempted self-minoxing yet, give it a try — the results are always surprising — and what is even better, there is no one to tell you to smile.

THIS IS RELAXATION?



What does a designer of atomic reactors do for relaxation? Why, he explores caves and takes pictures, of course. At least that is the hobby of Mr. J. Jedruch, atomic reactor designer from University Park, Pennsylvania. This very unusual shot was taken in a Pennsylvania cave, where natural light just wasn't available, with ASA 25 and the B/C Flash unit. Obviously, it would be impossible to carry any camera other than a Minox if Mr. Jedruch's picture is representative of cave exploring. Mr. Jedruch tells us that the Minox has also been his constant companion in Argentina and Brazil where it served to record his travels as only the Minox can.

HEY! THERE'S ONE OF THEM THERE HORSELESS CARRIAGES!

It's a 1912 Ford, to be exact, and it seems probable that this model, completely renovated, causes as much excitement today as when it first took to the road. The photographer (that's his reflection in the Ford's headlight) is Mr. James H. Turner of Sherman Oaks, California. Mr. Turner used Agfa CN-14 to capture the enchantment of the famous antique car, and his pictures are further proof of the complete versatility of CN-14 for black-and-white as well as color photography.

Mr. Turner has owned his Minox for barely more than a year, but he tells us he has already taken more than 500 shots covering a wide variety of subjects including plays, conventions and sales meetings. He adds that he is the proud owner of almost every possible attachment for his Minox B.



THE 5th MINOX PHOTO CONTEST!

(Continued from page 1)

clude news and on-the-spot adventure pictures, as well as commercial, industrial and general business photographs. Single or sequence pictures will be accepted for judging in the Business Division.

RULES

1. Prints must be Minox photographs taken between June 1, 1963 and August 31, 1964.

2. Entries should be mailed to the Minox advertising agency: Herbert Baker Advertising, Inc., 737 North Michigan Avenue, Chicago 11, Illinois — and marked "Fifth Minox Photo Contest" on the envelope.

3. All entries must be postmarked no later than midnight, August 31, 1964.

4. Print size must be $2\frac{1}{4}'' \times 3\frac{1}{4}''$ or larger. Negatives must be available of all prize-winning prints.

5. Enter as many prints as you wish in any or all divisions of the contest.

6. Each print submitted must have the following information given on the back of the picture:

A. Division in which it is entered.

B. Contant's name, address, city.

C. Type of film used.

7. Minox photographs entered in the Color and Pleasure Divisions will be judged on interest and artistic superiority.

8. Minox photographs entered in the Business Division will be judged on the useful application of the Minox in business, industry and news photography.

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.

PRIZES

Triplicate prizes, headed by the coveted Minox Trophy, with gold metal Minox camera replica, will be awarded in each of the three divisions.

1st Prize — The Minox Trophy, plus a Minox B Private Eye camera.

2nd Prize — Minomat Slide Projector, with projection bulb, power cord and magazine.

3rd Prize — Minox B Private Eye Camera.

4th and 5th Prizes — Minox Adjustable Copying Stand for copying letters, book pages, etc.

6th and 7th Prizes — Minox B/C Flash unit.

8th, 9th and 10th Prizes — Minox Right Angle Finder Mirror for around-the-corner pictures.

The judges, soon to be announced by Don O. Thayer, will be selected from among the country's most important figures in the world of photography.

You can be a winner — but don't let that August 31, 1964 deadline fool you — start taking those prize-winning Minox pictures today!

SHOOT — NO MATTER WHAT!



That's a difficult lesson for most photographer's, including Mrs. Murray Randel of Mount Vernon, N.Y., to learn. Like too many of us, Mrs. Randel had always waited until conditions were "just right" before shooting. She is now happy to report that she learned her lesson while on a recent trip to Germany when the weather just wouldn't cooperate. Mrs. Randel stated, "We visited Lindau on Lake Constance on the last day of our trip. I was determined to use my Minox, but the weather that began as ominous, turned into an all day rain. When it was almost time to leave, and I had no other choice, I took out my Minox and shot. When I saw the results — a clear, sharp picture with delightful patterns I had never achieved before — I vowed that from that day forward I would shoot — no matter what. That decision has given me a new appreciation of photography."

WHO LOST A MINOX?

The California Highway Patrol has found a Minox camera, serial number 629278. If the owner will notify the editor of the Memo, we will see that the camera is returned. According to Captain R. B. Langer, the Minox appears to be as good as new.

TV PRODUCER-DIRECTOR MINOX FAN

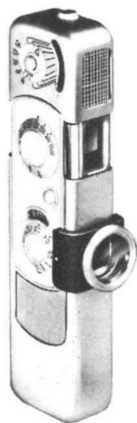


Mr. Jack Herzberg, television producer-director from Sherman Oaks, California, tells us, "last year I received a Minox as a gift and have since carried it with me, particularly while working. I often find myself in unique situations where I can catch interesting pictures of my casts and crews."

Mr. Herzberg's minoxing of actress Dawn Wells was captured with ASA 25 on the set of the television series, "Ripcord" — and for those of you who are wondering — yes, Miss Wells did "jump."



FILTER YOUR WAY TO BETTER PICTURES



With summer skies providing the backdrop for truly picturesque outdoor Minoxing, let's take a look at the three Minox Filter Kits designed to help you take better pictures in black-and-white and color.

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

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

The #67B black-and-white Filter Kit, for Minox B cameras only, contains yellow, orange and light blue filters.

The #67A black-and-white kit, for model III-S cameras, contains yellow, neutral density gray and ultra-violet filters.

Regardless of which Minox you own, two Minox Filter Kits will give you all the filters needed for every possible lighting condition or special effect. Full instructions are included with each kit. The chart below shows proper use and effect of the various filters.

KIT	FILTER	PURPOSE	USE WITH		EXPOSURE CORRECTION
			B&W	COLOR	
#68 Color Correction for Minox B and III S	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	½ shutter speed slower
	B6-Flash Conversion (light blue)	For using clear flash bulbs with daylight color reversal films		X	Always set shutter at '20'
#67B For Minox 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		1½ 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'
#67A For Minox III S	Yellow 2	Darkens sky tones; brings out white clouds	X		1 shutter speed slower
	Ultra-Violet	Sharpens pictures that might be fuzzy from high-altitude Ultra-violet radiation (Minox B had 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)

ALL FILTER KITS PRICED UNDER \$11

TRY IT IN SEQUENCE

More and more Minoxers have been experimenting with sequence shots, as illustrated by these pictures of a boy eating ice cream, captured by a New York Minox fan, using Plus X and available light. If you have ever closely watched the typical youngster devour a dish of ice cream, you can appreciate the ability of the Minox to record "rapid" movement in sequence. Sequence photography opens the door to a completely new and captivating world of photography for you and your miniature camera. It is especially useful and effective in business situations — but, for that matter, there are a 1001 occasions where you can give sequence photography a try. And take our word for it — you'll be happy you did!

LOCAL MINOX CLUBS

We've had word from a Minoxer looking for a local club to join in the St. Petersburg-Tampa, Florida area. His name is:

Mr. Franklin P. Stamm
3314 S. San Miguel
Tampa 9, Florida

The editors of the Minox Memo are always ready to assist in the formation of new local clubs — and to help existing clubs gain new members.

If you are interested in organizing a Minox club, send us your name and address and we'll be delighted to spread the word through these pages.

And don't forget to send us the news from your own Minox club — an unusually interesting meeting, a local Minox contest, tips on better Minoxing — you tell us and we'll pass the information on to Minoxers throughout the country.



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

500

hazy
sun

200

cloudy
bright

100

cloudy
dull

50

1000

500

200

100

200

100

50

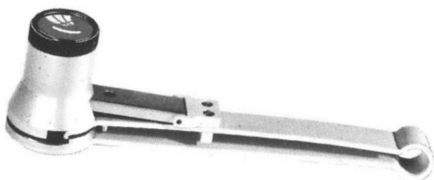
20

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

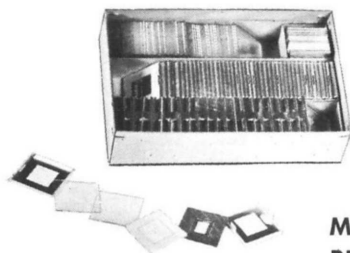
Priced under \$3.00



MINOX TRANSPARENCY VIEWER-CUTTER

Examine frames through built-in magnifier, then cut by thumb pressure. Facilitates speedy slide mounting. #53

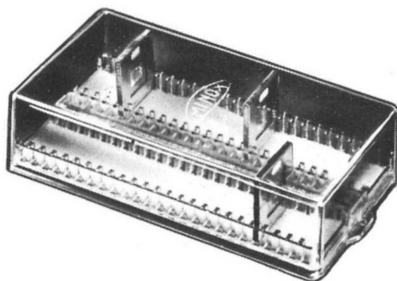
Priced under \$13



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 3/4 x 6 1/2 x 1 1/2", holds 50 Minox slides in numbered and indexed slots. #55

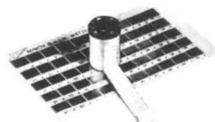
Priced under \$2



MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. 7 1/4 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 BELT CASES

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

#104 Minox B belt case

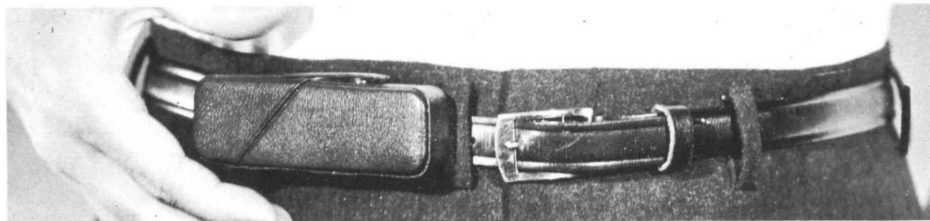
#105 Minox III-S belt case

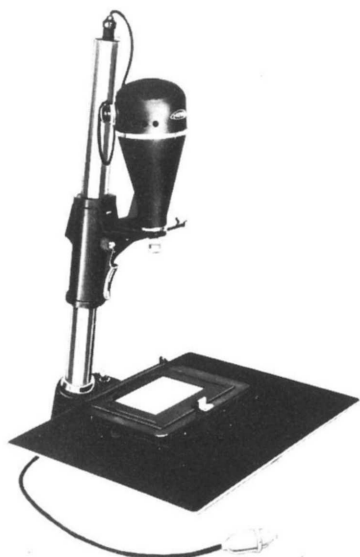
#110 Leather case for finder (without belt loop)

All priced under \$5

NEWS FLASH

Last year's Minox Contest pictures are now being returned. We are indeed very sorry that the return of the thousands of Minox pictures submitted for the 4th Minox Photo Contest have been delayed. However, we are pleased to tell you that they are now on their way and your photos should be in your hands soon. Thank you for bearing with us.





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

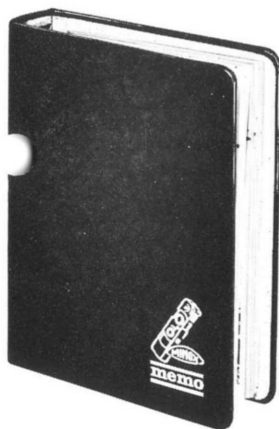


ADJUSTABLE COPYING STAND

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.

#126

Priced under \$4



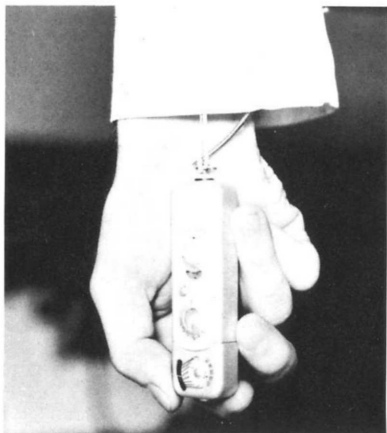
MINOX PHOTO ALBUM

Show off your best Minox candids in these attractive, compact photo albums of brown simulated leather with padded covers, specifically designed to hold 102 Minox prints in transparent plastic pockets. Concealed binding posts can be extended to hold an unlimited number of photos through the addition of album refill sheets.

MY DEALER IS OUT OF STOCK, PLEASE SEND ME:

- ☐ #120 Minox Photo Album with pockets for 102 2¾" x 3¾" prints. Over-all album size 9¾" x 6" ...under \$7.00
- ☐ #121 Album refills for 48 2¾" x 3¾" prints, including necessary extension postsUnder \$3.00
- ☐ #120A Minox Photo Album with pockets for 102 3½" x 4¾" prints. Over-all album size 11½" x 7" ...under \$7.00
- ☐ #121A Album refills for 48 3½" x 4¾" prints, including necessary extension postsunder \$3.00

UNDERCOVER SAILOR



Mr. Robert E. McCaleb, Puyallup, Washington, a commercial diver now serving in the U.S. Navy, is also an avid photographer who always has something up his sleeve — his Minox camera. To keep his camera concealed yet handy at all times, this sly sailor devised a simple rig consisting of a piece of braid to fit around the upper arm and a strong rubber band attaching the Minox to the braid. After a picture is taken, he merely “lets go” and the Minox disappears from sight. Though we have our doubts as to whether the Minox can be included as part of a regulation Navy uniform — we must admit that sailor McCaleb may well have started a new fad for long-sleeved civilian Minoxers.



A bird in the hand is always worth at least a few Minox pictures. That's the approach used by Mrs. Allan Powell, Alberta, Canada. The bird in this hand is no less than a Sharp-shinned hawk, Minoxed with ASA 25 while being banded at Ocean City, Maryland.

SMILE!

The most famous of them all belongs to the noted model Mona — Lisa, that is. It is also one of the most photographed grins, but the picture-taking is seldom accomplished under the conditions experienced by Ernest T. Desrochers of Charlestown, Mass.

Visiting the Louvre Museum in Paris, resting place of the Mona Lisa, presented a once-in-a-lifetime opportunity for Mr. Desrochers and his Minox B. His enthusiasm was only slightly dampened when he discovered flash bulbs were not allowed and, alas, his camera was loaded with ASA 25. Rather than miss the opportunity, he aimed and shot five times, hoping that possibly one picture would “come out” under the unfavorable conditions. You guessed it! All five pictures were masterpieces in themselves — and final proof to Mr. Desrochers that his Minox B and ASA 25 are tops for candid photography.

Editor's Note: Since the Mona Lisa was pictured so many times during her recent trip to our shores, we decided to be different and not show her here. No reflection on Mr. Desrochers' expert Minoxing.

HAS YOUR WORK BEEN IN THE MINOX MEMO?

If it hasn't, you can take it from your Minoxing cohorts, "There's a real thrill to seeing your own photos in print." Let's face it — there's a little ham in all of us and a lot in most of us — and if you take an unusually interesting picture, why shouldn't you show it and tell its story to other Minoxers the world over?

Now that we have convinced you to send us your work, take a look at your photos and select those that illustrate your talents and those of the Minox. Maybe it's a photo you shot at work . . . possibly it's a humorous picture or a bit of that "drama in every day life" that is captured so well by the Minox.

There are countless reasons why a picture or a sequence of Minox photos are of interest to other camera lovers — and no one knows the reasons better than you, the photographer. Get those pictures together, include a few words about the history of the picture or pictures and send to: The Editors, Minox Memo, c/o Herbert Baker Advertising, Inc.; 737 N. Michigan Avenue; Chicago 11, Illinois. Minox Processing Laboratories will send a free roll of Agfa CT-18 to all whose stories and pictures are printed in the Memo.

If you happen to take a picture with an interesting story and decide to enter it in the 5th Minox Photo Contest, send a duplicate shot to the Memo. In that way, you can "make" the Minox Memo and not take the risk of your entry missing the contest.

REMEMBER! The Minox Memo is the eyes, the ears and the voice of Minoxers everywhere. Send your contribution today!

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



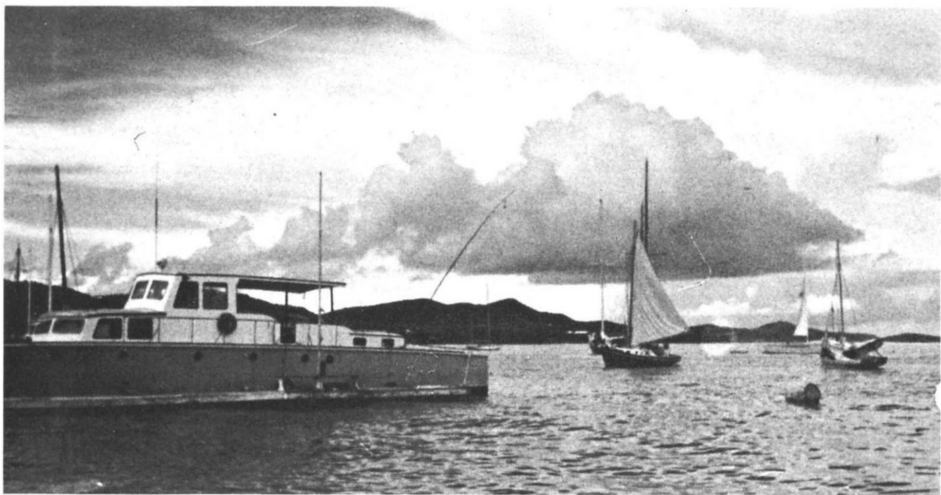
ANOTHER AMERICAN IN PARIS

Dr. Tom M. Fullenlove, of San Francisco, is another world traveler who will not go anywhere without his trusty Minox — and that includes the exciting Folies Bergere in Paris, where many a photographer spends more time staring than snapping. Of his Folies photography, the Doctor had this to say, "With Plus X in my Minox, I set the speed at 1/50 and used the available stage lighting — nothing else. I recall we were so crowded, six to a box, that I couldn't have used any other camera to take the pictures."

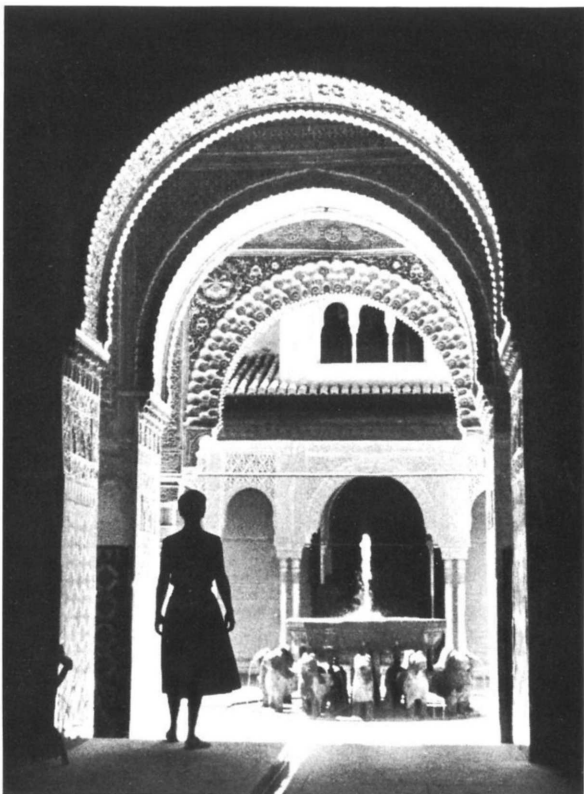


HELPING HAND

Who said chivalry is dead? An elderly woman, a Detroit policeman and Minoxer David Goldbaum of Benton Harbor, Mich., prove that it is very much alive.



When asked how he achieved the wondrous cloud effects illustrated above, Mr. Robin Wool of Yonkers, New York, answered, "I didn't — the magic little built-in green filter did the job. The clouds were there and the Minox saw them even better than I."



This usually effective study of light and shadow was snapped at the "Alhambra" in Granada, Spain, by Mr. Rodolfo Petschek of Berkeley, California — and it is an outstanding example of what can be accomplished with available light and Plus-X film. Like many photographers who own more than one camera, Mr. Petschek purchased his Minox B because it is easy to carry, inconspicuous, and has a record of delivering high quality results.

CLOSE-UPS AT OLYMPIA

When Mr. and Mrs. Lynn Poole, co-authors of 17 books for teenagers, traveled to Greece to gather background material, their Minox B camera went with them. The Baltimore, Maryland couple took several hundred Minox photos, with one of the most interesting series shot at Olympia, site of the ancient Olympic games. The Pooles have kindly consented to let us preview one of the pictures that assisted in the preparation of their book, "Olympic Games of Greece."



MINOX IN LIFE MAGAZINE

Page A6 of the March 15th issue of Life Magazine clearly illustrated that our favorite camera is still "tops for cops." The occasion was the underworld funeral for the late Brooklyn dock boss, Tony Anastasio. It seems that funerals and weddings provide the local police and FBI with rare opportunities to photograph underworld leaders. As for the role of the Minox at the funeral, we quote Life, "Obviously the man in the baker's truck with the Minox camera, guarded by a uniformed cop, was not delivering bread to the funeral, but was clicking away at some of Tough Tony's old pals."

MINOX FILM PACKAGING

The next time you prepare to slip a new cassette into your Minox camera, take a few moments to note the skill and care with which the cassette has been sealed and tightly hand-wrapped with a protective covering. Notice how the accompanying literature and mailing bag have been neatly folded and, with the cassette, carefully placed into the sturdy film box. It is easy to take this process for granted — but in reality, each step, from the delicate loading of film to the final packing, is accomplished by the skilled hands of people who take great pride in their work. The fact that these workers are sightless is not coincidental — for during the past 10 years, the Minox Processing Laboratories has discovered the work of the blind to be far superior to all others tried. Their dependability and accuracy is unmatched.

Loading film into the precision-engineered cassette is by itself a difficult, painstaking task since it must be accomplished in total darkness. The cassette, with its 10 separate and intricate parts, must be handled with the greatest care and with an extremely light touch. The cassette's film channel is built to such precise tolerances that the slightest warpage or scratch can result in useless film and even hopelessly jam the camera itself. The entire film loading process is executed by blind workers at the Minox factory in Giessen, West Germany. The same people then seal the cassettes and tightly wrap them with a protective cover to prevent light from entering and damaging the film.

The loaded cassettes are then shipped to the Industrial Home for the Blind in New York, where literature and a mailing bag are added and the final packaging is completed. The packaging of Minox

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SUMMERTIME IS TRAVEL TIME

(Continued from page 2)

finder gently with a cotton swab or Q-tip when necessary.

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

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

DON'T — be afraid to shoot lots of

close-ups — they're generally very effective.

DO — take as many pictures as possible — it will help make this a summer never to be forgotten.

MINOX FILM PACKAGING

(Continued from page 17)

film is a carefully inspected, closely guarded process — it is your assurance of better, more dependable picture-taking.

If you are a manufacturer or if you are in a position to buy packaging services — why not give the handicapped an opportunity to serve you. You can add to their welfare and, at the same time, buy a first class job.

"SOLO"



The life of a student pilot has its ups and downs — but it's generally the downs that cause the most trouble. Mr. J. S. Munsell, Columbus, Ohio, was Minox-on-the-spot with ASA 25 to record what turned out to be something less than a three point landing. Fortunately, all the student pilot hurt was his pride and a landing gear.



Mr. Roger Cross, Racine, Wisconsin, used ASA 25 and available light to capture this study of "pure delight." Mr. Cross tells us that available light with his Minox handheld at 1/5 sec. have resulted in excellent prints time after time.

WHEN IS BUSINESS A PLEASURE? . . . OR, "CONTEST ODDITIES"

If you read the article about the 5th Minox Photo Contest, you will have noticed that the Business Division has been amended to include news and "on-the-spot" adventure pictures. This decision was made because of the difficulty of many Minoxers to determine the proper classification for their photos. The 5th Minox Contest should prove less confusing — but we must admit that we will miss the chuckles resulting from some of the misdirected pictures.

For instance, there was a photo showing a very appealing secretary perched upon her boss' lap, entered in the business division. Now that's a business your editor would like to be in! There were countless pictures of operations and accidents submitted for judging in the pleasure division. We received many photos that completely defy description and some that would cause even the editors of Playboy magazine to blush.

In addition to the photos themselves, the method in which a few were sent deserves at least a mention. There were, of course, the usual number of empty envelopes. We can't help but wonder if those Minoxers ever discovered their mistake. Photos were often scotch-taped together in a manner that tested the skill of our secretaries more than that of the judges. And then, there was the woman who actually enclosed cat fur with her entry so that the judges could see the color of the cat she had Minoxed in black-and-white!

As you can see, in addition to the thousands of outstanding pictures received for the 4th Minox Photo Contest, the editors of the Minox Memo had the good fortune



MARVIN MILLER "EXPOSED"

Page 12 of the last issue of the Memo listed three Minoxisms sent to us by Mr. Marvin Miller of Los Angeles, California. It seems that in our haste, we made Mr. Miller almost as imperceptible as his famous employer, the fellow who gives away those million dollar checks. That's right — Mr. Miller and Michael Anthony of the TV show "The Millionaire," are one and the same. You may remember that Mr. Miller graced the cover of the Winter/1961 Memo. Since he is still knocking on doors in most cities, we thought we had better stay on his good side and correct our oversight in not giving the complete information.

to encounter the oddities of every contest that help make our business a pleasure.



MINOX MEMO

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

Form 3547 requested

