



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 3

WINTER/1963

WHO CARES ABOUT THE FILM?

According to Robert C. Johnson, crew chief of WGR-TV in Buffalo, New York, he and his Minox recently had a most exciting experience photographing two torrid items in one week.

The first, a studio fire, resulted in a number of fine Minox action shots. The second, Miss Mansfield, was snapped while appearing at the studio for a local version of the "Tonight Show."

We agree with Mr. Johnson, Jayne Mansfield, was the more exciting subject . . . and we can hardly blame him for forgetting to tell us what kind of film he used.



Every city has its men who have seen better days, its empty wine bottles, and, ironically, its Fortune magazines. The unlikely combination of all three caught the eye of Donald R. Klein of Fayetteville, New York, during a trip to Manhattan. He stopped, aimed and shot, using Plus X and available light. The result — one the most unusual shots of the year.



W. L. Manley, a teacher from Anderson, Indiana, tells us that this year's vacation, his first with a Minox in his pocket, was the most enjoyable ever. His exceptionally interesting picture of "Boats at Rest," taken at Annapolis Maryland, indicates that it didn't take long for Mr. Manley to learn ultra miniature technique. The picture was taken with ASA 25 at 1/50.



"HIS HONOR"

Another face has been added to the growing list of dignitaries candidly captured with a Minox. This time, it's Justice Arthur Goldberg of the U. S. Supreme Court, "pictured" during a luncheon in Chicago. The details: Plus X film with available light, hand held at 1/15 at a distance of only 15 to 18 feet.

NEW MINOX JEWELRY

Because so many avid Minoxers have asked for it, we have designed and produced, in time for Christmas, a limited quantity of minuscule Minox jewelry. You'll want to get your order in early so that we

can ship in time for gifts for all the Minoxers on your list. See postage-paid order card in the center of this Minox Memo.

MEMORABILIA

The Circus Museum in Sarasota, Florida, is a circus buff's dream come true, according to Ferd J. Kaufman of New York city. The performers, animals and colorful exhibits of circus memorabilia provide a wealth of material for Minox on-the-spot action photography. Using ASA 25 at 1/50 and available light, Mr. Kaufman captured this dual-subject picture of an attractive girl and a very famous oil painting by Landseer.



A POLITICIANS LIFE

Not to be confused with hand-shaking, baby-kissing politicians, Iowa Representative David Stanley (R) is the first "baby sitting" politician we've seen. According to Dillard Stokes, who snapped and published this Minox picture in his newspaper, The Council Bluffs Nonpareil, the gentleman Representative was left "holding the baby" while mother went shopping. How did the Representative score as a baby-sitter? Interested observers claimed that Rep. Stanley managed to make two speeches in the Iowa House without once forgetting his first obligation. The picture was taken with Tri-X and available light.



800 Years Old!

Mr. C. M. Lagvanec of Memphis, Tenn., went underground to take this extremely sharp picture, using ASA 25 with the help of his flash attachment. The subject, believed to be a painting of either an indian chief in eagle regalia or a mythical eagle, is more than 800 years old. The painting is kept in the underground burial grounds at Chucilissa Indian Town, just outside of Memphis. Mr. Lagvanec points out the amazing sharpness of detail of this intricate painting.



GOVERNOR'S WIFE AVID MINOXER

Mrs. William Scranton, wife of the Governor of Pennsylvania, likes to turn her Minox on the ever present photographers — just as she's doing here during a recent parade. Governor Scranton, perhaps one of the four most important figures in Republican plans for '64, is often the subject of Mrs. Scranton's picture

taking — as are countless other government dignitaries.

This picture of the first lady of Pennsylvania, supplied by the Philadelphia Inquirer, recalls another famous Minoxer illustrated on page 13 of the Spring 1963 Memo. She, too, is a first lady . . . the first lady of the United States.

WHO'S ON FIRST?

Pity the poor executive who must interview and hire so many girls, he can't remember which pretty face belongs to whom. A San Francisco Minoxer, readily admits that a pretty face certainly isn't a hindrance and uses his ultra-miniature camera to help remember so that he can select the best prospect.

Our anonymous hirer was kind enough to send pictures of three gals who recently competed for the same position as a public relations "girl friday." We know who got the job — what's your guess? If it helps, our intrepid interviewing executive is not married.



MARX'S MINOXOLOGY



Editor's Note: Joe J. Marx, now retired and living in Sarasota, Florida, is one of the world's most avid and talented Minoxers. Recipient of many photo honors and awards, Joe J. Marx is a regular contributor to the Minox Memo.

How many times have you armed yourself with extra Minox film and anything else you felt was necessary for prizewinning picture-taking — then wondered what in the world you should use for a subject?

If you're like most photographers, it's happened more often than you care to admit — and I, for one, think it's time we did something about it.

Whenever I look through my thousands of Minox negatives, I'm reminded of the seemingly endless variety of subjects I have photographed — animals, flowers, boats, landscapes, sculpture, architecture — and, above all, people. Babies, youngsters and adults. By themselves and in groups.

There are, of course, scores of other subjects that I have photographed at one time or another — but what is most notable is the fact that they are basically the identical subjects that confront you and your Minox.

Perhaps you are not aware that subject matter for outstanding pictures, even prize-winning pictures, is everywhere. If this is true, it is simply because you do not observe

them — and there is the one word answer to the question, "What should I Minox?" **OBSERVE!**

You must make it a habit to **OBSERVE** everything while looking for pictures. Look for the unusual, look for even a slight adaptation of what might otherwise be considered usual. Remember, a photographer is as much an artist as an individual who uses paints to express himself. The tools you use are your Minox and your talent in **OBSERVING** subject matter.

OBSERVE the surroundings as you follow your daily routine. Perhaps a young child will catch your eye. Maybe it will be two old women or a statue in a park. Whatever it is, if you do not **OBSERVE**, you will miss hundreds of pictures that can bring enjoyment for years to come.

I might mention that **YOU**, as the owner of the Minox, have a distinct advantage over other photographers when it comes to **OBSERVING** and shooting various subjects. First of all, you can carry your Minox with you at all times. If you don't, start. Second, people are seldom self-conscious when standing in front of your ultra-miniature Minox. Your efforts will result in better candid shots.

Look around right now! Slowly. Notice the pattern made by the table light. See the frame and interesting shadows created by the open door. **OBSERVE! OBSERVE! OBSERVE!** That prize-winning picture may be only inches away!

Editor's Note: Joe, drop that ukulele and start **OBSERVING!** You can't take a picture with your Minox closed! Maybe Joe was just trying to see if we were **OBSERVANT!**

MINOX— THE CHOICE OF CHIMNEY SWEEPS!

Reprinted through the courtesy of the Camera News of West Germany.

"The light conditions are very poor in a dark and dirty chimney."

This is the world's all-time champion in understatement. It was spoken by Mr. Alfons Gorisch. In Europe, as in most other parts of the world, because of his occupation, he is considered to be a walking good-luck charm. Alfons is a Minoxing Chimney Sweep.

As a matter of fact, he is the chief county chimney sweeper at Hilden, Rheinland, and a most unusual chief chimney sweeper he is indeed. He is the world's one and only (as far as we know) genuine authority on taking pictures of the insides of chimneys.

He uses a Minox for a camera, and for illumination he uses anything from matches to pocket flashlights to a sparking sort of fire tool. In his own words, here is how the whole thing started:

"For some time I have been searching for a way to prove damages within a chimney by means of photographs. These damages, because of age of the building, or poor construction, are quite common, and they are dangerous but quite difficult to prove. Often the case has to go to court.

"Taking pictures inside a chimney, however, always seemed impossible. I knew of no camera that had the required ruggedness, versatility and compactness the job called for.

"I first read about the Minox in a technical journal, and realized that if there was one camera that could do the job, it was probably Minox.

"I purchased one with some hesitation, but it lived up to and even exceeded my fondest expectations. I found it usable in all imaginable situations; it proved foolproof, soot and dirt-proof, and in spite of daily use within chimney conditions, I have never had a failure or an instance of jamming.

"Flash cannot always be used inside a chimney because of space problems. At times I set the Minox's shutter on "T" and use the sparks from my fire tool as the only source of illumination. At other times, when I am lucky, I can utilize the dim daylight filtering down from the top, or, if space permits, I can use my small pocket flashlight for lighting."

Mr. Gorisch points out that his Minox



Mr. Alfons Gorisch in work clothes. As chief county chimney sweep, he uses Minox to record interior damages in chimneys.

pictures already have served as accepted evidence in courts of law. And he says, "Those who have been in court know that courts are very thorough. A clear proof is often difficult, especially since we deal with dark chimneys."

Editor's Note: So the next time you're inside a chimney, do as our champion chimney sweep does . . . don't shoot with your Rollie or Bolex or Leica. You're liable to get stuck. The Minox Memo is noted for practical tips?



This picture, typical of Mr. Gorisch's fine work, was shot with the help of daylight entering chimney.

STILL SINGING

You're right — it's Eddie Fisher, looking a bit melancholy (who can blame him?), but still singing. A Portland, Oregon salesman, in New York for a convention, Minoxed Mr. Fisher during the show at the Americana Hotel. The only available light was a soft, dark green spotlight.



Mr. Samson Feldman of Baltimore, Maryland, has sent us a truly excellent "shot" of the New York skyline, as seen through a 45th floor window of the new Americana Hotel. Mr. Feldman, who is quickly becoming one of our most proficient ultra-miniature photographers, captured this vivid picture using ASA 50 with a green filter at 1/50.

English Get "Excited" Over The Minox

There's a rumor that our friends from across the Atlantic are not easily impressed or excited. In fact, they might be called downright placid.

We recently discovered that the Minox B had been reviewed in the book, "Cameras — The Facts," published by the Focal Press of London, and we thought you might like to know what the English think of our Camera. Here are a few quotes: "Precision ultra-miniature camera designed as a constant pocket companion." "High performance lens of critical definition at full aperture." "Shutter accurate within close limits of the engraved speeds."

There was more — all good, by the way — and though they didn't say, "a really cha'ming camera," one does get the impression that the usually staid English really do like the Minox.

TAKE A GIANT STEP FORWARD



We might all take a lesson from Mr. William Robertson of Baltimore, Maryland, who is always ready to "move-in" for better pictures. Mr. Robertson has encountered a great deal of success in taking close-up shots of the more friendly members of the animal kingdom. This extremely effective picture of a dining cat was taken with Plus X, with a speed of 500 and at a distance of only 10 inches. If you haven't tried this kind of ultra-miniature photography, you're missing out on one of the bigger thrills provided by your Minox.

MINOX HITS HIGH NOTE WITH RCA VICTOR

RCA VICTOR Records THE ACTION
GLIMMERING FILM FROM THE MOST TRUSTED NAME IN RECORDS

Henry Mancini
Paul Anka

A MINOX CAMERA Snaps THE ACTION

"RCA Victor Records The Action" and "Minox Snaps The Action." That dual "action" theme is being used by RCA Victor to spark the sale of Henry Mancini and Paul Anka pop albums.

In case you haven't seen them, the Minox is featured in huge window displays and full page ads. In addition, our favorite camera is being illustrated on three RCA L.P. album covers and is also being used as sales prizes for record dealers.

RCA VICTOR RECORDS THE ACTION... MINOX SNAPS THE ACTION!

Three great recording artists
RCA VICTOR

Henry Mancini
Paul Anka

THERE'S ALWAYS ROOM FOR ONE MORE "SPORT"

If you haven't heard about "piano reducing," you're way behind the times. To be honest, we knew very little about the new "sport" until Fredric Feer, a student at Clark University in Worcester, Mass., sent these action-packed, though somewhat thought-provoking, sequence shots.

It seems that swallowing goldfish (that was back in our time) and stuffing an unbelievable number of students into a telephone booth is truly passé on campus. The new "sport" is demolishing, they call it reducing, pianos. Where does the "sport" come in? The winning team is the one that reduces the piano in the least amount of time — and believe it or not, we're told that the pieces must be small enough to be pushed through a wire mesh.

We really don't know what the official record is — but we have been told than anything under 5 minutes is "big time" reducing.

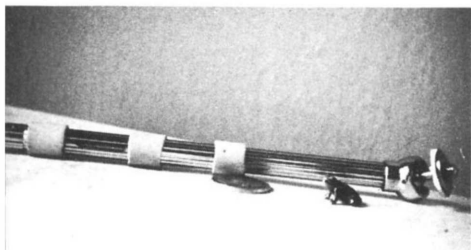
There may or may not be a moral to this story, but the pictures do expertly illustrate the effectiveness of the Minox for capturing action in sequence and "sporting" events.



BEFORE ▲

AFTER ▼

ANOTHER MINOXVENTION

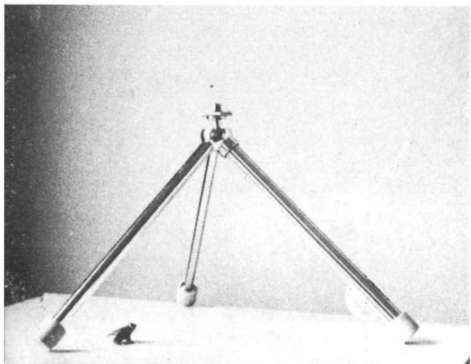


We may be prejudiced, but we firmly believe that Minoxers are among the most creative people in the world of photography — and here's more proof from Henry F. Robbins of the Bronx, New York.

Mr. Robbins writes: "When I found my Minox Pocket Tripod a bit slippery on smooth surfaces, I spent a few cents for a 6" piece of white rubber tubing with an inside diameter of $\frac{3}{8}$ " and outside diameter of $\frac{1}{2}$ ".

"To complete the job, I cut three pieces of tubing, each $\frac{1}{2}$ " long. The tubing encircles all three legs when the tripod is closed — and when I'm ready to use it, I simply push the tubing down so that one piece fits at the bottom of each leg. With the tubing acting as sturdy 'feet' it's completely safe to use the Tripod even on slanting smooth surfaces."

Thank you, Mr. Robbins, for a Minoxvention we can all use to good advantage.



LOCAL MINOX CLUBS

Members of the Minox Camera Club of Forest Hills, New York, seem determined to build their group into one of the biggest and most active Minox clubs in the country. During recent months they have enjoyed a guest speaker from Sylvania Electric Products, Photo Flash Div., in addition to holding a photo trip where new members and guests were welcome.

Interested Minoxers in the Forest Hills area may contact Mr. Richard Lehrfeld, Minox Camera Club of Forest Hills, 107-21 — 71st Avenue, Forest Hills 75, New York.

We have heard from two ultra-minia-ture enthusiasts looking for local Minox clubs in their area. They are:

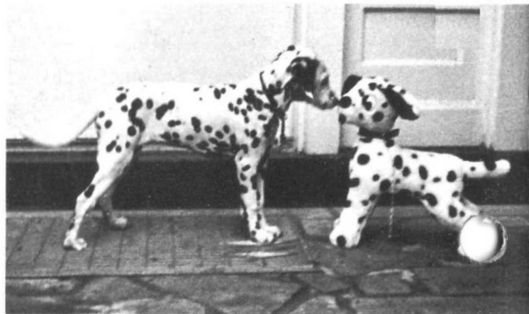
Mr. A. Wayne Field
1159 East Madison
Colorado Springs, Colorado

Mrs. Francis Robert Byrne
Comus, Maryland

Remember! One of the most vital functions of the Minox Memo is to assist in the formation and continuing growth of local clubs. If you're looking for a club to join — or if your existing club needs members, just send us your name and address and we will be delighted to publish your request in the Memo.

And don't forget to send us news, with pictures, about your club's activities. We would like to feature a local club in each issue of the Memo — but we can't do it without your help!

LOVE AT FIRST SIGHT



Mr. Saul B. Ades of Louisville, Kentucky, used ASA 25 in his picture of two Dalmatians — one who must have been confused and the other who couldn't care less.

JUDGES NAMED FOR 5th MINOX PHOTO CONTEST

Don O. Thayer, president of Minox Processing Laboratories, has named four judges — each an important figure in the world of photography — for the 5th Minox Photo Contest. They are: Joseph D. Mann, photo editor of the Chicago Daily News; Vincent T. Tajiri, picture editor of Playboy Magazine; James Whitmore, photo editor of Encyclopaedia Britannica; and Stephen Heiser, well-known Chicago commercial photographer.

Judging from the number and quality of the pictures already received, this promises to be the most exciting of all Minox Photo Contests.

Before reviewing the rules, we would like to clarify a few points that are causing some confusion.

First, be sure to include all required information on the back of each entry — not on a separate loose piece of paper. If you would rather not write on the back of the picture itself, put the information on a piece of paper and tape or glue it to the back.

Second, regardless of the number of pictures entered, and even the number of division, you may send all your entries in one envelope. Just be sure that each picture is properly identified.

Third, color slides will not be accepted. Entries must be prints $2\frac{1}{4}'' \times 3\frac{1}{4}''$ or larger.

Fourth, many people are sending duplicate pictures to the Contest and to the Minox Memo. In all fairness, we cannot print Contest entries in the Memo until the Contest is over.

As for acknowledging entries — sorry, but there are just too many. Make sure the address on the envelope is correct, and we will get them.



A. L. Wilkinson of New Braunfels, Texas had never entered his work in a photographic competition before entering the above in last year's 4th Minox Photo Contest. In fact, he had only "shot" five rolls of film with his Minox — yet his sensitive study, "The Watchmaker," was honored with a Special Judges Award for great clarity of detail and composition.

Remember, there are three divisions in the 5th Minox Photo Contest: Color — which includes all color shots regardless of subject matter; Pleasure — travel shots, family portraits, animal pictures, etc; and Business — news and on-the-spot adventure pictures, as well as commercial, industrial and general business photographs.

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.

(Continued on page 17)

BEWARE OF PLASTIC CASSETTES

From time to time Minox Processing Laboratories receives from Minoxers film packaged in plastic cassettes — and although we try our best to process film packed in this manner, at times the positive results may be "negative."

We doubt that the packager is aware of the intricate technical problems involved, but the fact remains that when Minox film is stored in a plastic container for any long period of time, the chemical properties of the plastic react unfavorably on the film. The solution? Beware of plastic cassettes. This you can accomplish easily by making sure you always purchase Minox-packaged film.

If you should send us film in a plastic cassette for processing, we will do our best — but we cannot guarantee the results.

TRI-X FILM

If you are one of the many Minoxers who have been having trouble finding Tri-X film at your dealers, you will be pleased to know that by the time you receive this copy of the Minox Memo, your dealers should have a supply of this film on hand for your holiday picture-taking. We are sorry if this temporary shortage has caused you any inconvenience. If, perchance, you should be unable to purchase Tri-X any time in the future, Plus X (ASA 200) film may well prove to be a worthy substitute.



ULTRA-MINIATURE ACCESSORIES FOR CHRISTMAS— GREAT GIFTS!

**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

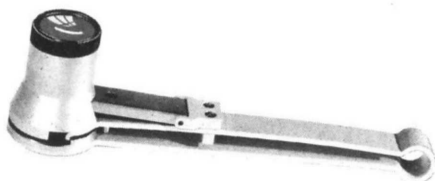
	bright sunlight	hazy sun	cloudy bright	cloudy dull
AVERAGE SUBJECTS:	500	200	100	50
LIGHT SUBJECTS:	1000	500	200	100
DARK SUBJECTS:	200	100	50	20

CT-18 COLOR POSITIVE FILM

New high speed, extremely fine-grained color positive film for magnificent color transparencies for projection and glorious $2\frac{3}{4}$ " x $3\frac{3}{4}$ " 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

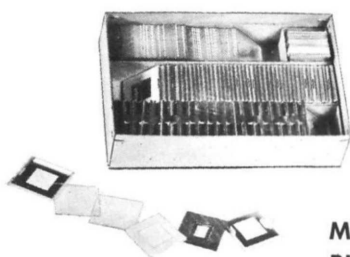


MINOX TRANSPARENCY VIEWER-CUTTER

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

#53

Priced under \$13

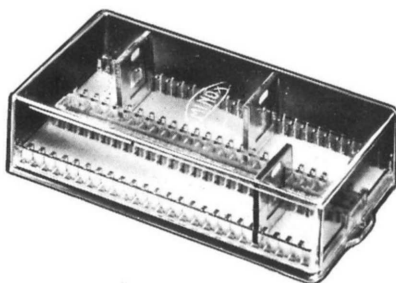


MINOX SLIDE BINDING KIT

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 $3\frac{1}{4}$ x $6\frac{1}{2}$ x $1\frac{1}{2}$ ", holds 50 Minox metal and glass slides in numbered and indexed slots.

#55

Priced under \$2

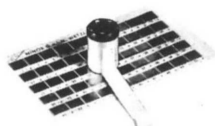


MINOX POCKET TRIPOD

Sets up in 10 seconds, collapses into own case. Has tilting head and cable release. $7\frac{1}{4}$ x $\frac{3}{8}$ " 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 For 2 3/4" x 3 3/4" prints

#120A For 3 1/2" x 4 3/4" prints

Both priced under \$7

MINOX BELT CASES

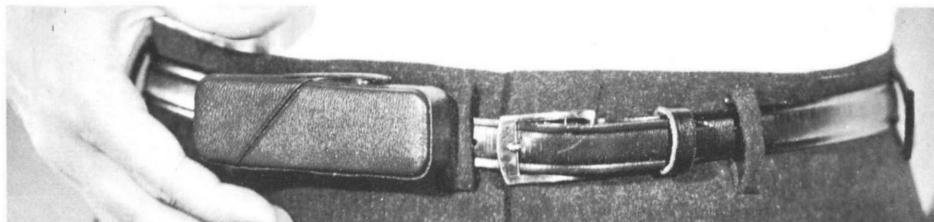
Lets you wear your Minox. Choose from genuine black, brown or red leather.

#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 11" 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

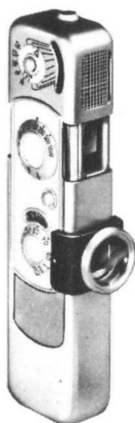
Priced under \$25



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

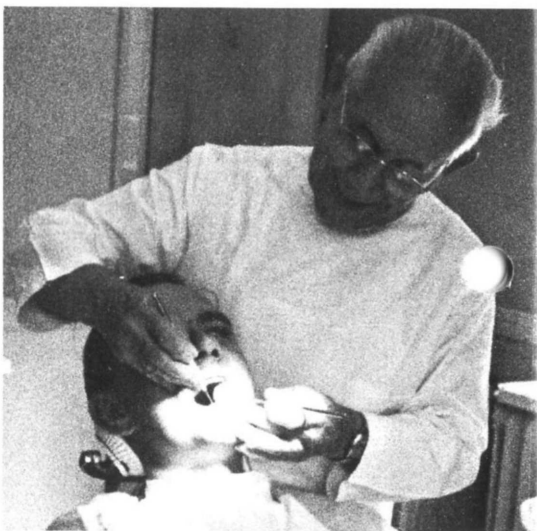


OHIO ATTORNEY WELL-ARMED WITH 3 MINOX CAMERAS

Attorney Edward J. McCormick, Jr., of Toledo, Ohio, says that it takes three Minox cameras, two chrome and one Private Eye, to satisfy his needs. He keeps one camera loaded with ASA 25, one with Plus X, and his Private Eye is always loaded with Tri X. Judging from these samples of Mr. McCormick's work, (he has a collection of 5,000 Minox negatives in all) he is anything but a beginner when it comes to ultra-miniature photography.

Mr. McCormick used Tri X and available light to capture the exceptionally artistic "shots" in the dentist's office and of the two nuns attending Mass. He used ASA 25 for the picture taken at Fisherman's Wharf in San Francisco.

In addition to his store of cameras, our Minoxing attorney is thoroughly equipped with a Minox Pocket Tripod, Right Angle Viewer, Telephoto Binocular Clamp, two Developing Tanks and a Minox Enlarger.



JUDGES NAMED FOR 5th MINOX PHOTO CONTEST

(Continued from page 11)

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. Contestant'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 to be used for publicity purposes at their discretion.

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.

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, plus B/C Flash Unit, in black anodized finish.

2nd Prize — Minox B Private Eye Camera.

3rd Prize — Minox B Chrome 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.

How about it! Have you entered the 5th Minox Photo Contest yet? If you haven't, it's time you got in on the fun and excitement of award-winning picture-taking. And even if you have already entered pictures, it doesn't mean that you can't send more. That next picture might just be the winner!



**"WATCH THE
CATERPILLAR"**

Sergeant John E. Hendry, stationed in Germany, has found his own way to hold the attention of young models — and it may just put "birdies" out of work. In this case, the girl behind the glasses is the sergeant's two-year old daughter — who would rather do almost anything but pose for Daddy.

According to the sergeant, the near impossible was accomplished through a combination of apprehension and fascination, in the form of a very wiggly caterpillar. The model stood still and the photographer went to work with his Minox B, one of four Minox cameras he owns, ASA 25 and green filter. You can see the results for yourself. It might open up a new market for very wiggly caterpillars — and don't say we didn't tell you first.

LEICA LEAGUE FORMED

The Barnack Leica League International, a new photography club named for the inventor of the Leica camera, the "Cadillac" of quality in cameras, has been formed.

Mr. Jim Forsyth, club founder, tells us that because a great many Leica photographers use a Minox for their second camera, Minox owners will gladly be accepted as members. We might also mention that the Minox was the only other camera featured in the club newsletter, "Leica Lore," and it will continue to be because Leica owners "leica" the precision engineering of our favorite ultra-miniature camera.

Perhaps the best way to summarize what Mr. Forsyth and "Leica Lore" have told us about the new club is to quote the founder's words, "It is a clear invitation to venture-some photography."

You may obtain additional information by writing to: Barnack Leica League, P. O. Box 275, Jacksonville, Florida.

WHEN IN GREECE



The world-famous Acropolis in Athens, Greece, was the site of this Minox picture taken by Jerome F. Kutak of Hammond, Indiana. Mr. Kutak added an extra bit of interest to his subject by including two boys busily "shooting" the Parthenon (Their camera appears to be somewhat larger than the ultra-miniature Minox).

THE MINOX IN BUSINESS

Each year sees the ultra-miniature Minox camera playing a more vital role in big business — for the Minox has quickly and quietly become the new standard for corporate, service and sales awards . . . an able assistant to executives . . . and an invaluable aid in public relations.

As a Minox enthusiast, you can readily appreciate why more and more companies are using the Minox to say, "Congratulations for a job well done" — and why more and more key executives and public relations experts use this minuscule masterpiece during sales meetings and conventions to record people, places and things.

The Valspar Corporation

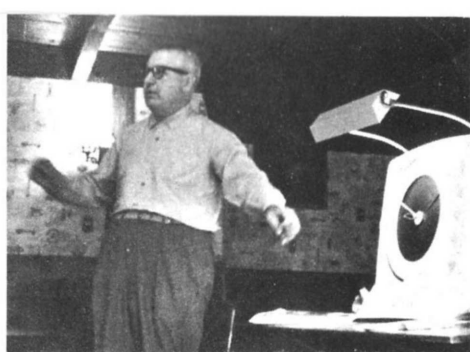
When the Valspar Corporation of Rockford, Illinois, a world-famous name in paints and varnishes for more than 150 years, held their national sales meeting, the Minox was "camera-on-the-spot" to record the action.

Pictured on the opposite page are a number of key executives listening to and watching Mr. Ralph Baudhuin, Valspar president, as he demonstrates the company's fantastic Tel-A-Color machine. The unique apparatus, part of the Valspar Color Key program, enables the consumer to see 104 square inches of any one of 750,000 differ-



ent colors before buying.

In addition to using pictures like these in sales bulletins and office displays, The Valspar Corp. has



selected the Minox camera for sales awards, service recognition programs and a wide range of public relations functions.

Ald, Inc.

Another company using the Minox camera in countless ways is ALD, Inc., United States and Canadian distributor for Westinghouse and other commercial laundry and drycleaning equipment.

Many key executives of ALD, Inc. carry a Minox, so there was a lot of Minoxing going on during a recent breakfast meeting held in the Edwardian Room of New York's Plaza Hotel.

The meeting was in regard to the development of diversified marketing of Westinghouse Laundromat Laundry and Drycleaner Stores as a part of such chain operations as service stations, supermarkets, discount stores, etc.

According to the man who did the Minoxing, the great importance of the meeting, and the gathering of top personnel resulted in pictures that will be used time and time again in press releases, house organs and in sales messages to the sales force and trade.

Pictured here are Riley Bates, (top) vice president and national accounts manager, Woodside, New York — and James D. Fitzgerald, national accounts manager, Watertown, Mass. Note the "Bachrach"-like quality of the pictures, taken in this dimly lit room using Plus X with available light and hand-held at 1/20.

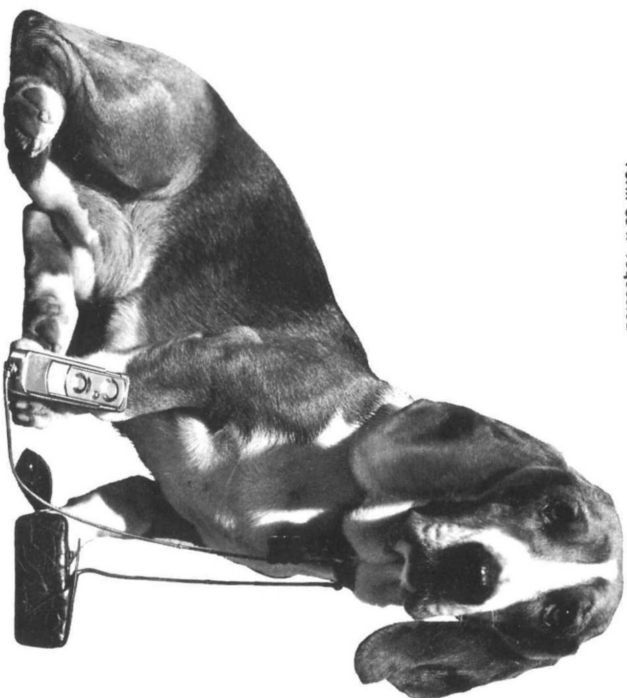




MINOX MEMO

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

Form 3547 requested



SAD SACK LOVES HIS MINOX

... but, he won't be really happy until he has
some new Minox jewelry!