



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 7 number 1

SPRING/1964

NEW MINOX JEWELRY GETS WARM RECEPTION — NOW IN 14K GOLD, STERLING SILVER

Judging by the flood of orders in response to the story in the last issue of the Memo, it's pretty clear that thousands of men and women are as "gone" on the smart new Minox jewelry as they are on the camera itself. It was also very gratifying that the press was quite receptive to publicizing the new line. Perhaps you saw one of the many flattering stories.

(Continued on page 10)



HOW DO YOU FIT OUR PICTURE?

MINOX REPORTS ON ITS SURVEY

Who are your fellow Minoxers? What do they like most about Minox? What do they do when they're not taking or talking about pictures? How are you like them? How are they like you?

From over 10,000 recent surveys, the Memo now has the answers to many questions. We think you will find them quite interesting.

Here's the profile on our "aver-

age Minoxer"! He is most likely a professional or businessman. Chances are excellent that he is a doctor or an executive. He owns approximately $1\frac{1}{8}$ Minoxes, which he has probably purchased himself, though the chances are four to one that he was gifted with the camera.

He almost always carries his Minox with him, and his closest

(Continued on page 6)



Authors Minoxed During Network Telecast Interview

Lynn and Gray Poole, authors of the recent book *A History of Ancient Olympic Games*, were the guests of Jack Lescoulie on NBC's *Today* program January 3 of this year. Mr. Lescoulie questioned them about their new book and showed 14x24-in. enlargements of its photo illustrations. All the pictures used were taken by the authors with one or the other of their two Minox B cameras. They took all the photographs in Greece during 1962 while completing research on their book.

When in the Olympia Museum, the Pooles sought to photograph the Hermes, a sculpture of Praxiteles. Another photographer present doubted Mr. Poole would have any success with his Minox. However, Mr. Poole knew better and proceeded to photograph, using ASA-25 at 1/50 sec. and holding the camera by hand. He got five good pictures (one of which is the page nine illustration in the book) and

sent three to the doubting photographer who responded with a charming note.

The Pooles are planning another trip to Greece to gather final material for still another work they are currently writing. They hope, and the Editor of the Memo hopes with them, that every illustration for it can be a Minox photograph.

The picture of Mr. and Mrs. Poole with Jack Lescoulie is by Louisa de Balas using one of the Pooles' Minox B cameras.

SORRY FOR ANY DELAYS!

The Minox Processing Laboratories profusely apologize for any inconvenience you may have had over delayed processing. An extraordinary rush of new business resulting from the Christmas holidays created a snafu. Everything is under control now, and all orders should go out promptly. Thanks for your patience!

DE KUN COMES OUT OF AFRICA

After spending 14 years in the Eastern Belgian Congo, Dr. Nicholas de Kun has many fascinating stories to tell. As District Manager for the Cobelmin Co., a subsidiary of Societe Generale de Belgique, Dr. de Kun enjoyed a matchless opportunity to pursue his keenest side interest: African primitive art.

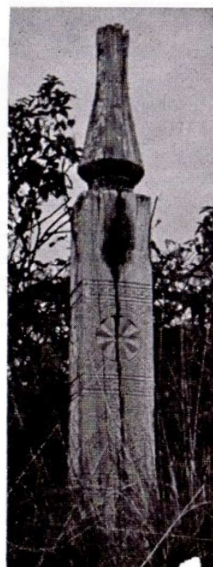
During this period, Dr. de Kun became an established authority on the Warega cultures. His knowledge embraces a mastery of the language and a thorough familiarity with its rare primitive art forms.

In the course of his study, Dr. de Kun gathered one of the world's foremost collections of Warega sculpture and ethnological specimens. He has thoughtfully submitted several pictures he took with his Minox, and the Memo is highly pleased to publish them.

Dr. de Kun's other professional achievements in Africa include work in the recent establishment of a plan for industrial development in the Republic of Malagasy. At present, he is Adjunct Professor of Mineral Development at Columbia University, New York City.



This handsome display of smaller sized pieces indicates that Dr. de Kun's collection is richly varied.



Left, rare Betsileo wooden tombstone is 30-70 years old. Right, on Madagascar, Dr. de Kun stands beside a 1500-year old tombstone.



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





BRIDGE-WATCHING: A PET PASTIME IN CHICAGO

Whenever the bridges over the Chicago River go up, a crowd usually collects to view the novelty of a boat passing through the sluice in the skyscraper canyon. To a Chicagoan with a Minox, it's also an excellent opportunity to take some sequence shots.

If you've taken any interesting sequence shots recently, the Memo would like very much to see them.

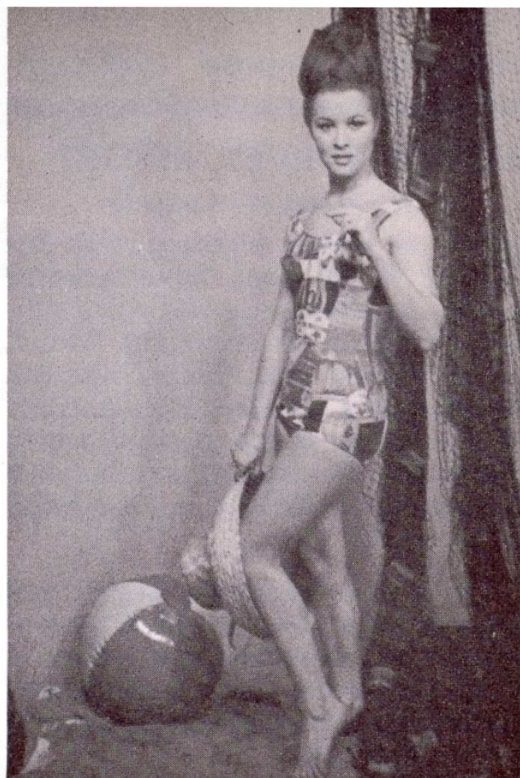


BRITISH MINOXER AVID TO CORRESPOND WITH AMERICANS

The Memo was most pleased to receive the glamour photo appearing here as well as a delightful note from Albert H. Whiter of England. He is quite enthusiastic about his Minox B and reports that it "causes a stir" at various functions he attends in London. He is often asked if it is a light meter.

Mr. Whiter also mentioned that a regular contributor to *35 mm & Sub Miniature Photography*, a British monthly magazine, uses the Minox as his own working camera.

In business at the Covent Garden Fruit Market, Mr. Whiter amusingly notes that we shouldn't write and ask for tickets to the Royal Opera House. He would like very much however, to hear from Minoxers in the U.S.A. or meet them when they are in London. To correspond, write: Albert H. Whiter, 28 Lech-

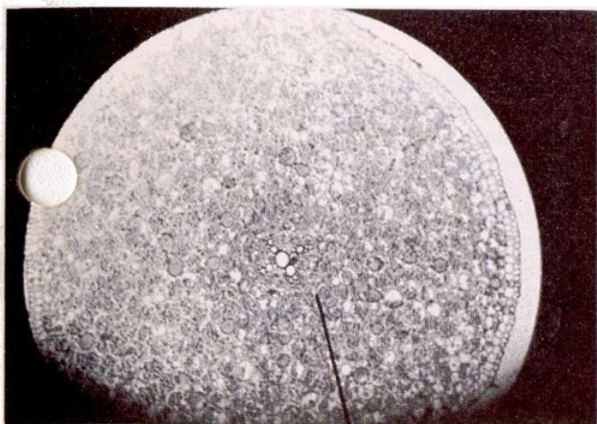


A fair lady Minoxed for London's 1963 Photo-Cine Fair by Albert H. Whiter.

mere Avenue, Chigwell, Essex, England.

In closing his note, Mr. Whiter wondered if, after having seen the Beatles, Americans still have the impression that the English are staid. And our answer, Mr. Whiter, is a resounding NO!

MINOX GETS TO THE ROOT OF THE MATTER



Mr. Marc E. Korman of Milwaukee, Wis., Minoxed through a microscope in a botany laboratory to achieve this interesting study. The slide he photographed was a cross section of a plant root. He set his focus at eight inches and shutter speed at 1/50 sec., with Plus-X in his Minox. Daylight (not direct sunshine) coming through a window and hitting the microscope mirror was the only illumination used.

MINOX SURVEY REPORT

(Continued from page 1)

hobby is taking pictures with his Minox. If he does have another hobby, he usually makes it the subject of Minox photography. Minox clubs interest him, though he's not necessarily a member. He wants his Minox handy on his vacation, which likely may be abroad; and finds his Minox very useful, if not essential, to his work.

He is devoted to his Minox and likes it as a fine, precision instrument. Its conversational value is very important, and as a crowd-pleaser and party object, he finds it most appealing.

In addition to his 1½ Minoxes, he also owns at least two Minox accessories and is considering purchasing others.

Several things emerge as fair certainties. As a group, Minoxers are brighter and more prosperous than the average American and make an important contribution to their community.

To give you a somewhat more exact picture of who the owners of Minox cameras are, the Memo has prepared a table of occupations and other data. Note that approximately two-thirds of all Minox owners are in elite professional and executive business categories. This is quite significant when you consider that these categories form only a small part of total adult Americans.

Total number of questionnaires	
Compiled and analyzed	10,770
Owned by women	988
Owned by men	9,782
Number who purchased their Minox	9,047
Number who received their Minox as a gift ..	1,733
Number who own two or more Minoxes	824
Number who use their Minox for pleasure ...	7,407
Number who use their Minox for business ...	744
Number who use their Minox	
for business and pleasure	2,563

Total number of professional	
people who own Minox	3,188
Accountants	200
Attorneys	424
Clergymen	60

Education:

Teachers	194
Professors	98
Administrators and others	20

Medicine:

Physicians and Surgeons	1,050
Optometrists	16
Nurses	26
Pharmacists	64
Dentists	184
Scientists and Researchers	152

Total number of businessmen

who own Minox	3,858
Advertising, Marketing, Public Relations	118

Building, Real Estate:

Builder and Contractor	104
Real Estate and Operating	236

Finance:

Banker	126
Business Research	54
Investor	36
Stockbroker	104
Insurance	292

Management:

Corporation Executive	1,010
Office Manager	84
Personnel	72
Management Consultant	50
Manufacturer	126

Retailing:

Auto Dealer	62
Funeral Director	26
Hotel, Motel, Restaurant	64
Store	250

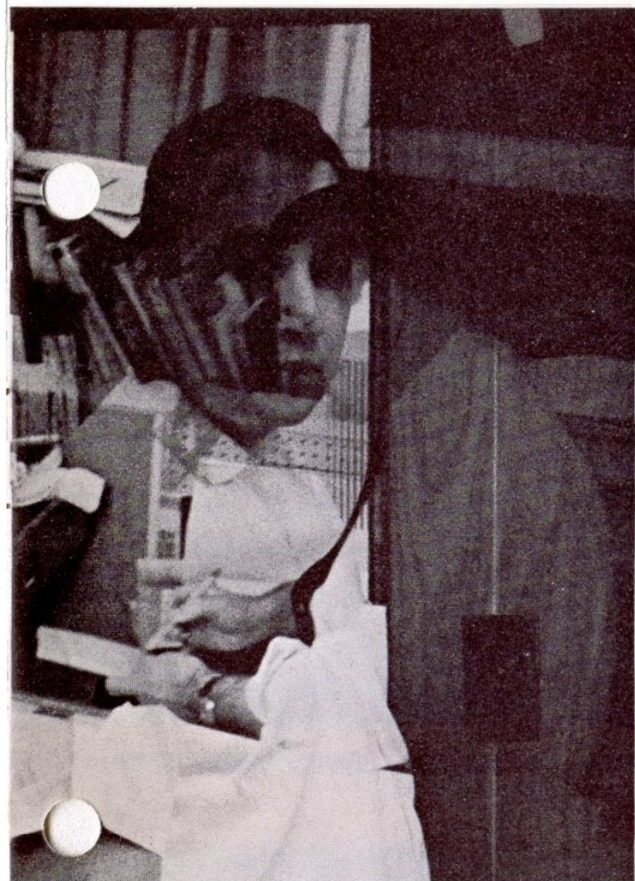
Sales:

Salesman	452
Sales Manager	264
Sales Representative	136
Wholesaler	92
Transportation	50
Other	50

Total number of Minox owners

in other occupation groups	3,724
Agriculture	82
Creative Arts	290
Government	234
Homemaker	496
Military	252
Office Worker	188
Retired	353
Semi-Skilled and Non-Skilled Workers	152
Students	368
Unknown Occupations	706
Unusual Occupations	21

(Continued on page 7)



HOW COULD THIS HAPPEN?

How did it, Minox Processing Laboratories? We thought it was impossible to get a double exposure with a Minox. Is that what it is? Or is it a case of double printing? A Minoxer from Los Angeles would like to know, and so would we . . .

MINOX SURVEY REPORT

(Continued from page 6)

The Minox Factory, Minox Processing Laboratories and the Editors of the Memo all want to express their deepest thanks to all Minox owners who cooperated in the Survey. Because of your willingness and thoughtful consideration, we have learned many interesting and helpful facts that we trust will enable us all to do a better job for all Minoxers. In future issues of the Memo we shall publish sidelight stories on the Survey, and again, thank you very much!



MINOX ALBUM FOR AMERICAN BAR ASSOCIATION PRESIDENT

Persons and proceedings at the recent dedication of the ABA's new wing in Chicago were photographed by New York lawyer Max Chopnick with his Minox.

Chairman of the ABA Section of International and Comparative Law as well, Mr. Chopnick (left) here presents his pictorial record to Walter E. Craig, ABA President.

The album may well prove to have historical significance for the ABA. Among the many distinguished legal figures who congregated for the dedication were four U.S. Supreme Court Justices, ABA officials and state and local bar officials.

The Memo is proud that Minox participated in this important event.

WHAT'S ALL THIS ABOUT PLUMBING ! ? !

Business management knows the value of Minox. A clear-cut case: executives of Universal-Rundle Corp., noted New Castle, Pa., plumbing manufacturer. At the recent Homebuilders Show in Chicago, they Minoxed interesting new ideas, as well as some of the feminine feature attractions. How are these shots for making business a pleasure?



What more interesting way to display U/R's new Neptune bathtub?



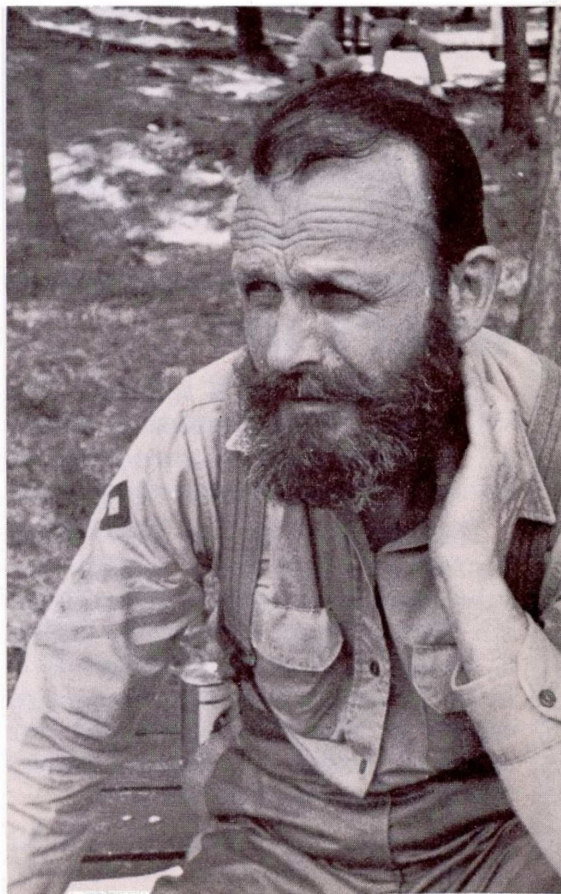
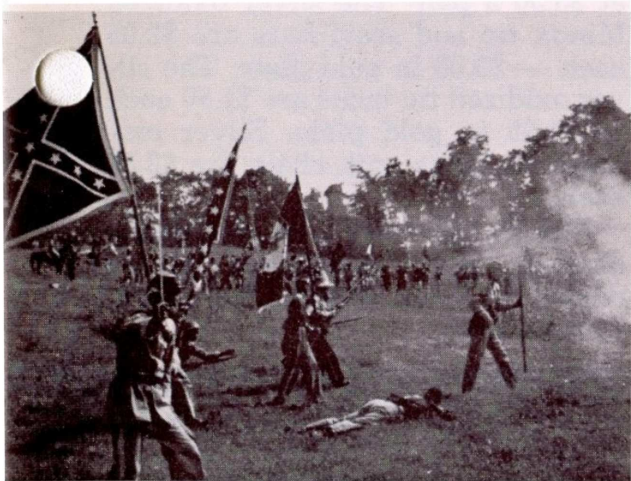
The U/R Saturn lavatory makes a splash. So does the pretty demonstrator.

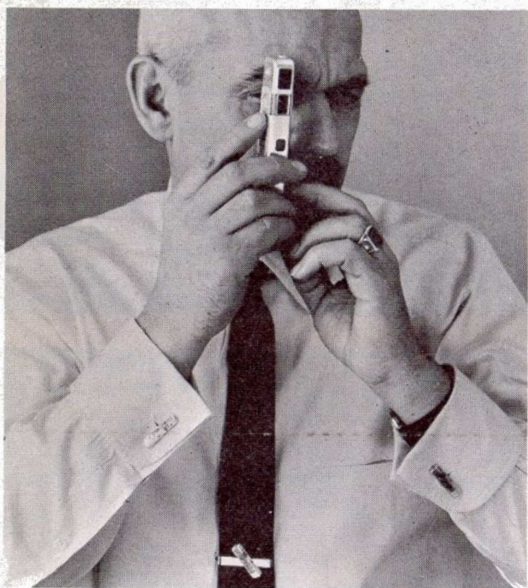
Above, Bill Evans, Universal-Rundle marketing vice president, shows keen interest in samples offered by Broadway star, Shirley White. Luckily for the Homebuilders, Miss White managed to take time from the guest appearance at Chicago's famous Sherman House.

"MY MINOX MARCHED WITH STONEWALL"

That was the title of a unique album of photographs submitted to the 4th Minox Photo Contest by William H. Garber of New Market, Virginia. As his official entry, the album of 54 superb pictures made such an extremely fine impression with the judges, they honored him with a Special Judges Award.

The four pictures shown here, selected from the album, bear eloquent testimony to the distinguished merit of his work. Incidentally, Mr. Garber confided to us that he is never without his Minox. Again, our congratulations!





MINOX JEWELRY

(Continued from page 1)

So, Minox fans, stand up and be counted! Identify your interest with distinctive Minox jewelry. Each replica duplicates every intricate detail of the camera, is handsome and well made to fine jewelry standards. Now in 14K gold and sterling, as well as in the costume jewelry finishes recently advertised. As additional creations are introduced, you'll be able to build a whole collection!

For her: the attractive earrings in sterling silver priced at \$9.95 a pair; in 14K gold — \$47.50 a pair; charm or pendant at \$4.95 in sterling silver and \$24.95 in 14K gold.

Both men and women can wear the handsome silver oxidized cuff links at \$2.95 a pair — in gold plate at \$3.50 a pair. The silver oxidized Minox tie and scarf bars are \$2.95 each — \$3.50 in gold plate. The silver oxidized tie tacks are \$1.50 each — \$1.95 in gold plate. Silver oxidized tie tacks with chain are \$2.50 each.

Minox jewelry is available through your authorized Minox dealer or from Minox Processing Laboratories.

WHAT'S UP?

Okay, Ookie, we'll tell you. The 5th Minox Photo Contest is what's up. And we want to encourage all Minoxers to submit their best work.

This picture of the New York Aquarium's first baby walrus was submitted as an official entry in the 4th Minox Photo Contest by Sylvia C. Bergel of Port Washington, N.Y. In that competition, Mrs. Bergel received a Special Award for her splendid series of Minox photos taken in Europe and the U.S.

For news and details on the 5th Minox Photo Contest, see page 16.





"Across the Hudson and Through the Trees" could easily be the title for this picture by Ralph Shomer. Note the interesting composition with the tops of the pier pilings forming a parallel with the Manhattan skyline.

LETTERS TO THE EDITOR

A Challenge to Joe Marx

To the Editor: . . Make no mistakes about it — I'm out to unseat Joe Marx — Joe's retired and now has more time to Minox the world about him than I, but I hereby declare "war" on Joe . . . From this day forward, you (the Editor of the Memo) are to be deluged, pestered, swamped, and virtually snowed under with Minox pictures, trivia, etc.

. . . I've somehow managed to contact people whose work has appeared in the Memo, but it would surely help if you published their addresses . . . I believe a "Letters to the Editor" column would bring controversy and stimulate Minox talk and experiences.

Sincerely,
Ralph Shomer
1686 Teaneck Rd.
West Englewood, N.J.

Editor's Note: Readers' comments are welcome. And to Joe Marx, how do you like being "challenged?"



RUSSIAN WAIF? NYET!

She's really a Chicago executive career gal, waiting a moment for Windy City gusts to subside in last December's 9° below zero weather.

NORTHERN CALIFORNIA, VIRGINIA, INDIANA CLUBS FORMING!

Mrs. E. M. (Elizabeth) Marvin, 110 Redwood Drive, Hillsborough, Calif., has advised us that The Peninsula Minox Camera Club is most interested in recruiting new members. Residents of the San Francisco Bay area and Peninsula are eligible and heartily welcome.

With the 5th Minox Contest now in progress, the Club points out that this would be an ideal time to join, swap ideas, techniques and equipment. All inquiries will be an-

swered within a few days of being received. Those interested should write to: The Peninsular Minox Camera Club, P.O. Box 1577, San Mateo, Calif.

And Mr. J. Nichols, 6318 N. 29th St., Arlington, Virginia 22207 would like to join a Minox club or would like to hear from other Minoxers about forming one.

Mr. Floyd A. Schrantz, 4131 W. Evelyn St., Indianapolis, Ind., invites Minoxers to form a club with him.

The Memo encourages all those interested to contact Mrs. Marvin, Mr. Nichols or Mr. Schrantz. Club news and inquiries are always welcome by the Memo.



ULTRA-MINIATURE ACCESSORIES ADD EXTRA DIMENSIONS TO MINOXING!

**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

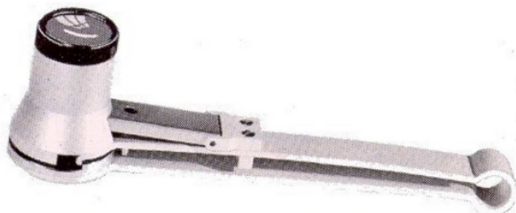
20

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

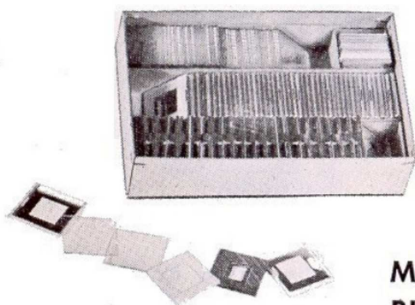


MINOX TRANSPARENCY VIEWER-CUTTER

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

#53

Priced under \$13

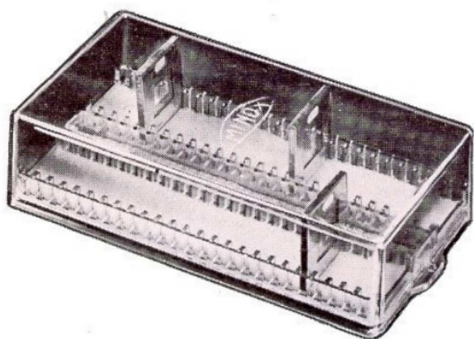


MINOX SLIDE BINDING KIT

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

#54

Priced under \$6

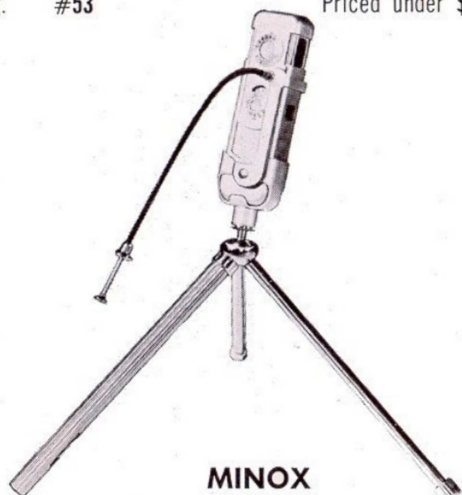


MINOX SLIDE SAFE

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

#55

Priced under \$2

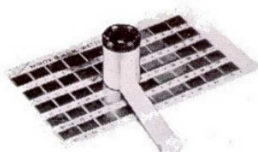


MINOX POCKET TRIPOD

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

#73

Priced under \$19

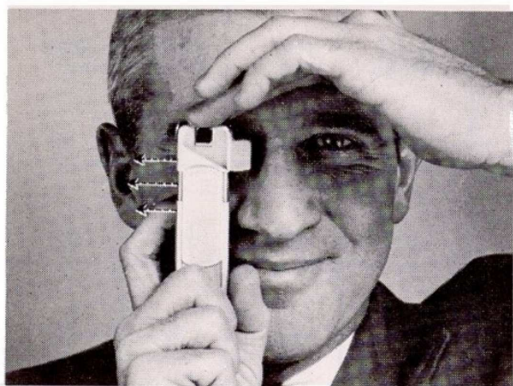


VIEWER MAGNIFIER

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

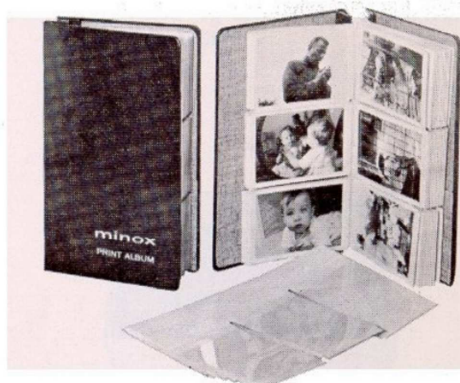


MINOX DEVELOPING TANK

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 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

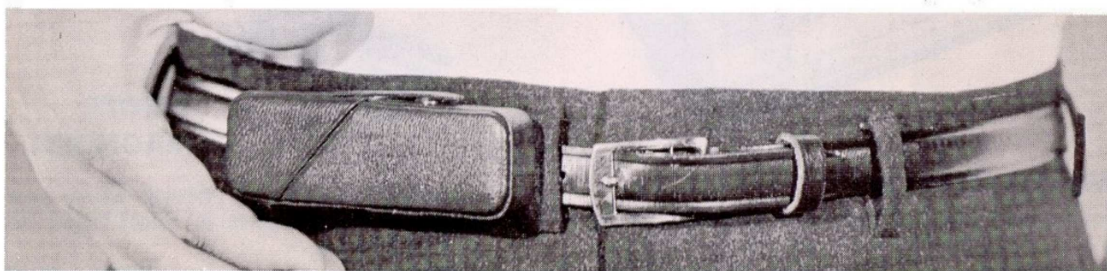
Lets you wear your Minox. Choose from genuine black, brown or red leather.

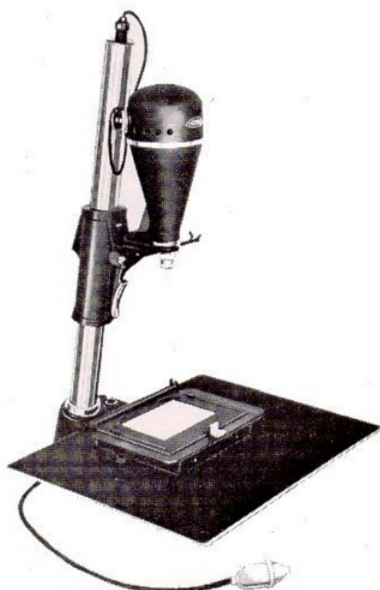
#104 Minox B belt case

#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

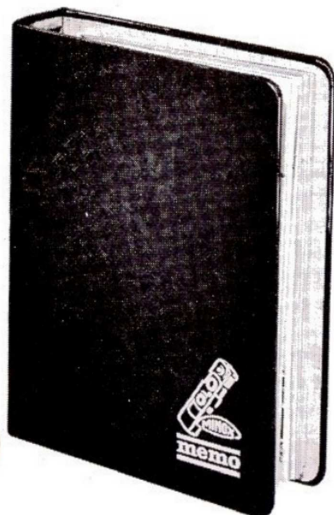


ADJUSTABLE COPYING STAND

Sturdy stand for copying letters, book pages, documents. Adjustable for distances for 8" to 18". Folds to only 9 x 1 x 1 1/2".

#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.

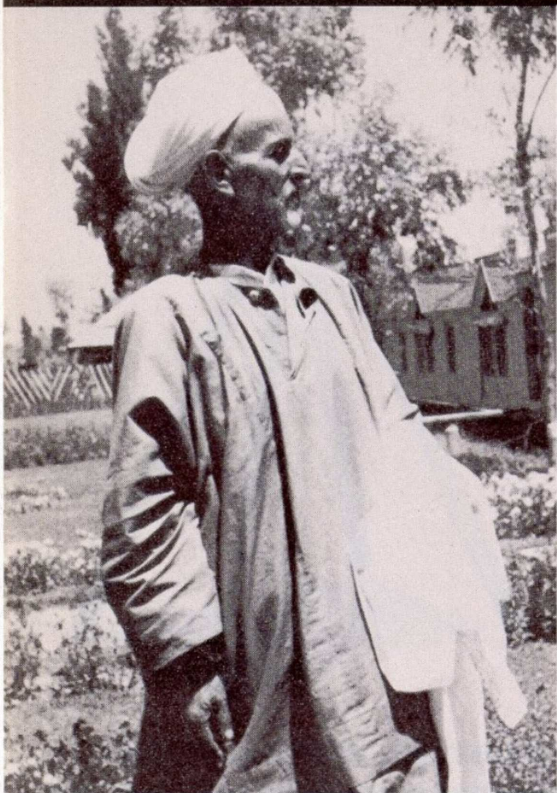
#67A For Minox III-S. Black and white "A" Filter Kit: yellow, neutral density gray and ultra-violet filters.

#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





Last year, Mr. Frank Walton, Chief of the Public Safety Division of the United States Operations Mission to Viet Nam, was honored with a Special Award in the 4th Minox Photo Contest. Mr. Walton submitted a series of exceptional pictures taken in Viet Nam and India, scene of the photograph shown.

5th MINOX PHOTO CONTEST ENTRIES ARE POURING IN! How About Yours?

Judging by the number and quality of the pictures submitted to date, we predict that this may be the most exciting — even controversial — of all Minox Photo Contests.

Be sure to take advantage of this opportunity to have your pictures reviewed by our panel of distinguished judges: 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, noted Chicago commercial photographer. The thrilling part is — they may choose you as the winner!

(Continued on page 18)

MINOX PREFERRED FOR PR



The promotion and publicity manager of Strombecker Mfg. Co., makers of Tootsie-toy Table-Top Racing Sets and toys, as well as Strombecker Model Road Racing Sets, had his Minox handy at a recent new products meeting. He took a number of pictures, both of products and firm executives attending. Prints of the photo shown here accompanied his news release to trade publications.

This news is extremely gratifying to the Memo Editor. If your Minox has proved particularly useful to you in your business, we would certainly be pleased to hear about it.



CREPES HELP FIGHT CANCER

A lighter moment at the annual dinner meeting of the Foundation for Cancer Research was the Crepes Suzette competition. Two chief contenders, Minoxed solo and in duet, are Howard Arvey and Chester Schultz, who somehow managed to lose his hat for the duet finale. If you have any unusual photos from a meeting of your organization, the Memo would like to see them.

Minuscule Minox Masterfully Displayed At Minox Dealers

Now, serving you will be more interesting and easier than ever. Equipped with the compact, efficient new display you see pictured here, your dealer has the Minox B and all its ultra-miniature accessories at his fingertips and can demonstrate them in seconds.



MINOX CONTEST

(Continued from page 16)

If you're planning to enter, and we certainly hope you are, be sure to submit all required information on the back of each entry. Note: not on a separate piece of paper. If you prefer not to write on the back of the picture itself (a smart decision), put the information on a piece of paper and affix it to the back.

Regardless of the number of pictures you enter or the number of divisions, you may send all entries in one envelope. Just be certain that each picture is properly identified.

NO COLOR SLIDES will be accepted. Entries must be prints $2\frac{1}{4}'' \times 3\frac{1}{4}''$ or larger.

Owing to the great number submitted, we cannot acknowledge each entry. However, if it is forwarded in a properly addressed envelope, you can feel confident that we will receive it. Duplicates of Contest entries submitted for publication in the Minox Memo cannot, in fairness, be published until the Contest has ended.

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,

MINOX CANDID EYE

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. 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.



Heartening results are possible with a Minox handy. Here: a familiar bit of Americana snapped by Henry L. Kronstadt of Washington, D.C. during a business trip to Oxford, N.C. Film: ASA 25.

CHRISTMAS STARS TWINKLE ON THE MAGNIFICENT MILE

The technique which produced these arresting nighttime shots is well worth noting. The Minox, loaded with Plus-X, hand-held and braced against a building, was set for 1/15 second. These examples clearly illustrate the splendid results possible when your Minox is carefully hand-held.

Credit goes to a Minox fan from Rockford, Ill., who shot the famous Italian lights on Chicago's North Michigan Avenue during the past holiday season.

Other Minox fans who have achieved unusual success on hand-held shots are encouraged to submit their results to the Memo.



LIKE A NEEDLE IN A HAYSTACK — FINDING A MINOX

Lucky for someone who lost his Minox! We don't remember if Diogenes ever found the honest man he was looking for, but we luckily have heard from a lady who most decidedly is honest.

A Mrs. J. B. has written to the Memo that she has found a seemingly brand new Minox in her home town. If you have lost yours, please contact the Editor of the Memo. State where you lost it and mention the camera serial number if you know it. The Editor will forward all replies to the finder, who will decide on the correct ownership of the camera.

In a future issue of the Memo, after the Minox has been returned to its rightful owner, we will be proud to name the finder.



ONLY THIS BIG?

Our sweet little squinter might well be asking the Minoxer, A. T. Holzman of Santa Barbara, Cal., if she's indicating the proper size of the Minox negative. The Memo hasn't tried to make a scale measurement to see if she's right, but from the look of things, she's close!



MINOX MEMO

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

Form 3547 requested



About to plumb the U/R scene at the Homebuilders Show, a Minoxing miss gets Minoxed herself. See page 8.

Bulk Rate

U. S. POSTAGE

PAID

Flushing, New York
Permit No. 232