



92 LIBERTY STREET
NEW YORK, N. Y.
CABLE MINOX NEW YORK



July 9, 1940

Gentlemen:

We would like to take this opportunity to announce the advent of the new MINOX MINIATURE CAMERA to the American photographic market.

In order that you may get some idea as to its description, may we ask that you visualize a camera slightly larger than a pack of chewing gum--its entire mechanism concealed within a strong stainless steel case of beautiful design. Now, our comparison of the camera to a pack of chewing gum is probably causing you at this time to emit a rather skeptical groan. BUT--we would like to be present to observe your reactions after you have digested the characteristics listed below.

Within its streamlined stainless steel case, the following features are concealed:

- A. A highly corrected 3.5 anastigmat lens of 15mm. focal length. (Giving extreme depth)
- B. A built-in 2x yellow light filter that automatically returns to its housing after the exposure has been made.
- C. A brilliant, direct vision viewfinder with automatic parallax compensation.
- D. Shutter speeds of 1/2 second to 1/1000 second, including time and bulb.
- E. A focusing scale which permits accurate focusing up to 7 3/4 inches.
- F. Last but not least, the shutter winding and the film transport are automatic and simultaneous so that fifty exposures can be made at one loading with ease and rapidity.

At this point it might be wise for us to give you a brief history as to how the camera came into being and how it has been received on other markets.

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The camera is manufactured in its entirety, in Latvia, a neutral country. It is patented in twenty-five countries, including five singular patents in the United States. The MINOX was the outcome of extensive research by a group of scientific engineers, representing VEF, who in employing over four thousand workers is the largest and most widely-known technical plant in the Baltic States. Immediately upon first presentation of the MINOX, during the latter part of last year, it was received as a huge success. In fact, the demand was so great that it was not until now that sufficient production could be effected to attempt distribution on the American market. Likewise, the reaction abroad was such that multitudes of inquiries are constantly being forwarded from our foreign associates everyday. The MINOX camera is becoming more widely known everyday, and the list of MINOX users, which already tops several thousands, is rapidly increasing.

We are enclosing for your inspection, enlargements made from a portion of a MINOX negative. We have purposely made them up on a glossy surface to accentuate the fact that they have NOT been retouched. Pleasing pictures like these can consistently be obtained with the MINOX, and there is no restriction as to the range of subject matter that the MINOX embraces.

We are also enclosing a booklet which we hope will be instrumental in acquainting you with the camera even better than the before mentioned description.

We are having our cameras sold only through photographic dealers of authorized standing. Insofar as you are properly listed as an authorized dealer, we would be happy if in the future you had occasion to aid in the disposal of our cameras. Meanwhile, should you be faced with any inquiries concerning the camera, it might interest you to be acquainted with the existing prices of the MINOX. The MINOX camera \$79.00. The small MINOX enlarger \$35.00. The MINOX developing tank (daylight loading) \$8.50. The MINOX tripod head \$2.95. MINOX film, 50 exposures per cassette \$.90. All items to be sold at list according to a Fair Trade agreement. Dealers discount will be 33 1/3 per cent.

In the very near future, our representative will call upon you, and it will be his pleasure to give you more information concerning the MINOX camera and its accessories. If personal contact is not made by our representative before late August, you can be assured of seeing him at the N. P. D. A. Convention in Chicago.

Very truly yours,

E. J. MEEHAN



SALUS MANAGER
MINOX, INC.

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Enclosures