The Smirnoff ad in this

What Mel Dixon's photographs do is "tell it like it is." They capture a

forced, nothing artificial. He can elicit from people or objects a naturalness which is often lacking in other works. The photograph on the center page is a perfect exam-

Given the assignment to interpret the black family experience at Christmas for Smirnoff Vodka, Dixon wanted to capture warmth, caring and genuine communication in his photograph; he also wanted to capture an element too often missing—the gathering of generations.

The ad you see shows a real family - grandmother, son and daughter - in - law they are not models. More importantly, all of the people are close personal friends of Dixon. Two of them now occupy his former apartment. The setting is in the home of another close friend. The photography session was anything but structured.

"I brought some people together who really loved each other, and the vibes never stopped," he said. "What makes the shot is that it is totally unrehearsed and completely candid our interaction was total; my camera just happened to be there."

That's Mel Dixon's style, his language.

He speaks it very well.

Fomato Treat

To make a "sunburst" turn the tomato over, stemend down, blossom end up. Cut down about three-fourths of the way through to make 6 to 8 wedges which are still joined at the base and fan out the wedges to resemble flowers.

You can make decorative "roses" from the tomato peelings and use them as garnishes. Take a very sharp little knife and start peeling the tomato, making a long spiral of it. The peel should be about three-fourths inches wide.

Mel Dixon Lets The Camera 'Tell It Like It Is' singular as theirs. language. He speaks with

MEL DIXON

his camera but so do most photographers — at least the the work of Mel Dixon. good ones. His ability to Mel Dixon is a black communicate through the photographer with a gift for

lens is obvious; his work has been featured in national magazines since 1969.

As a technician, he's considered a pro. Dixon apprenticed with photographers like John Rawlings, Richard Avedon and Hiro. He took from them the best of their singular techniques, nuances in lighting and camera angle and to his highly developed technical skill has added a personal philosophy which makes his style as

moment of reality, nothing

month's issue of DAWN is

Quick Quotes

"The only secret that a woman is sure to keep is the secret of her own age."

"When a man says that he has told you the truth, it does not necessarily mean that he has told you all of it."

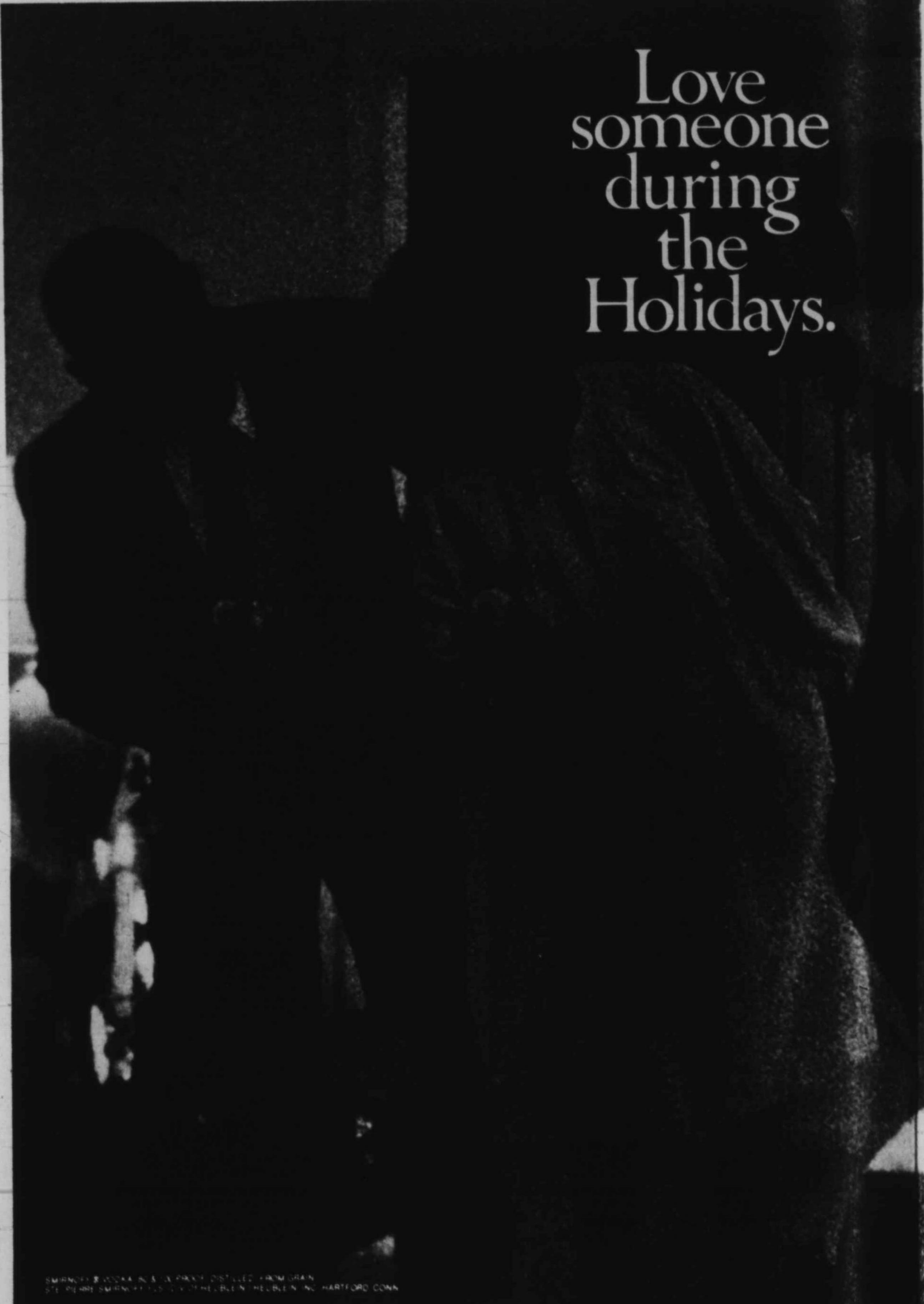
"Youthful beauty is like a fleeting moment in time, once gone it never comes back."

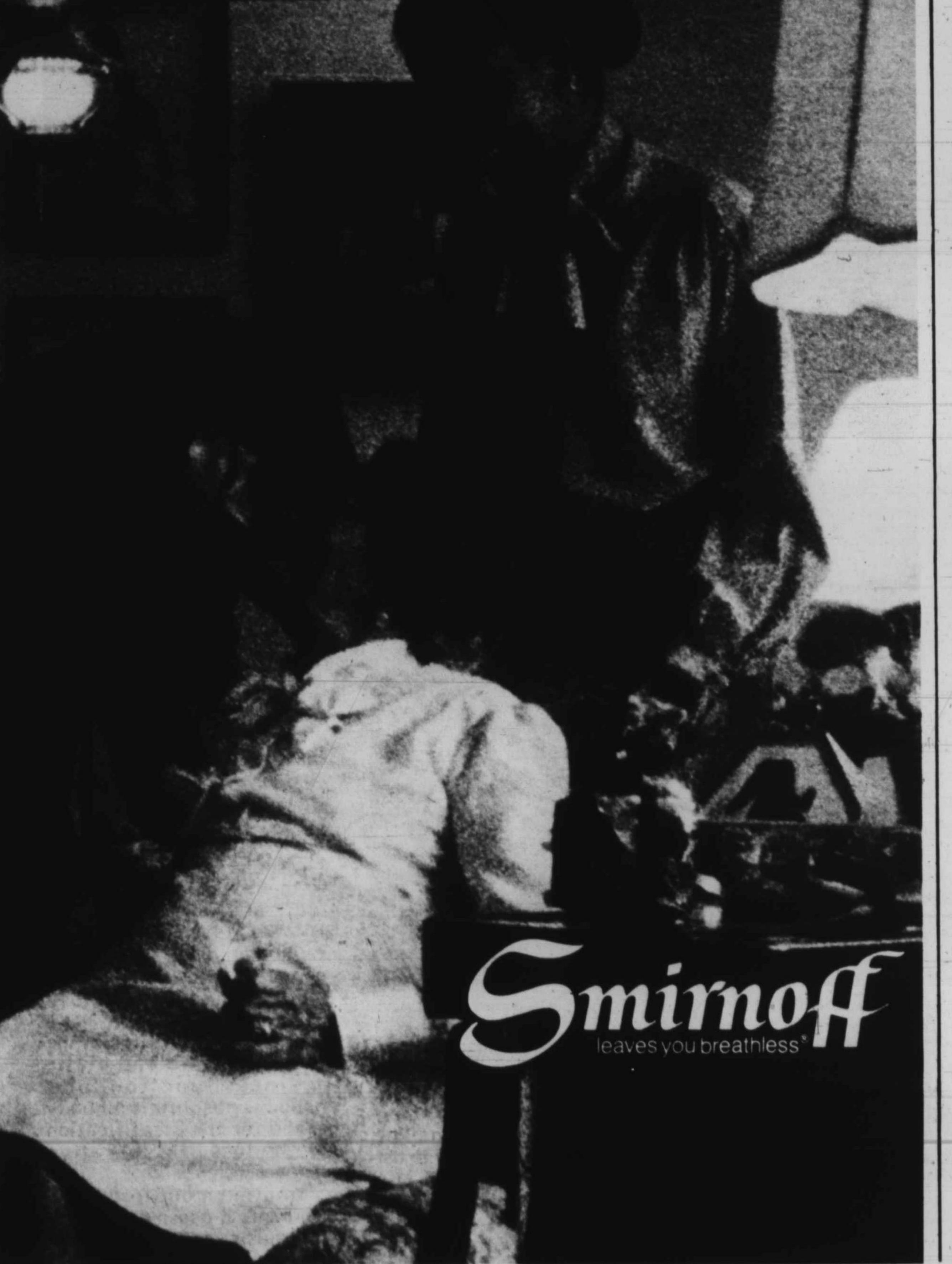
"Poverty of a man's mind is ten times worse than the poverty of his pocketbook."

"One sure way to end up in the hands of misery is to spend too much time in looking for happiness."

"While it is undeniably true that most shopkeepers are honest men, twice blessed is the merchant who doesn't let his greed for profit turn him into a thief."

-DAVID M. WARREN PAGE 16





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