

# CAMERA *Angles*

By IRVING DESFOR  
AP Newsfeatures

Photo enthusiast Joe J. Marx of Loveland, Ohio, is a tiny-camera fan who does small things in a great big way.

He proved this recently by making probably the largest mur-

al ever taken by the smallest camera. The result is on public view in the Cincinnati Public Library: a 15-foot panorama of the city's skyline photographed with a sub-miniature camera. The original scene was shot on four negatives each of which measured

less than half an inch.

I know Joe Marx from his previous achievements in the ultra-miniature field. For two years in a row he took the first prize awards in the national Minox photo contests. He couldn't do it a third time, however, because in 1960 they asked him to become a judge in the contest.

But what spurred him on to his recent feat?

"I had often studied a 40-foot daguerrotype mural on permanent display in the library," Marx explained. "It was a view of Cincinnati's waterfront taken from the Kentucky side in 1848, enlarged from eight daguerrotypes, each 4 x 5 inches.

"What tremendous changes have taken place since then," I thought. "The city . . . cameras. Why not use the smallest, most modern camera to take the same picture? What a challenge."

With this goal in mind, did Marx rush down to the river's edge, camera in hand, shooting in all directions like a Roman candle?

No, he went back to the library to look up some photo books. Till now he had specialized in closeups and human interest pictures and he realized a little research was in order. He found some helpful information in the Focal Encyclopedia, a British publication, which has been put out in a new desk edition distributed in this country by Macmillan Co., New York.

He learned that to make a good panorama, a tripod must be used, something he had never used before with a Minox. In addition, it would require a car-



**MURAL, MINOX** and Marx prove that small things can be done in a big way. Joe J. Marx holds the tiny camera which produced the 15-foot mural which hangs in the Cincinnati Public Library.

painter's spirit level to make sure that the film plane remained absolutely vertical in each of the separate exposures. Without it, the Ohio River might run up hill at the extreme edges of the picture.

Marx made the enlargements for the mural in his own bathroom-darkroom, printing 30 x 36 inch panels with a slight overlap at each edge. Not having big enough trays, he worked on a waxed masonite board set in the bathtub. He slobbered on the developer with a big sponge and controlled the rate of processing with a garden hose. He sponged on the hypo too and hosed the prints for washing.

In mounting, the shorelines of each panel had to meet and the light and dark tones had to match. The final assembly was on a 15-foot masonite board.

Public recognition of his feat, Marx believes, is a tribute to what can be done with a sub-miniature camera.

"But this was a special project

off its usual beat," he says. "I think it shows up best in every-day-picture-taking. An ultra-miniature camera is portable, concealable and available.

"Obviously you can't get pictures if you don't have a camera at hand when you run across something unexpectedly. And many another good picture has been lost because the camera, if it is on hand, is too obvious.

"Look at me now. Would you know that I'm carrying three Minox cameras and a flash unit under my jacket? One is loaded with a fast film, one with slow film and one with color. I'm prepared for anything and my pictures won't look posed because they aren't posed.

"For a final bit of advice to other camera fans, I'd say this: Shoot more close-ups. Select one important person, thing or detail and concentrate on it. Make it an exercise for one whole roll of film . . . nothing but close-ups. See if you don't like the results."

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## Painless Or Not, Liquid Diets Help Fatties In Battle Of Bulge

NEW YORK (UPI)—The hula hoop fad was small potatoes compared to the proportions of the liquid diet fad.

Secretaries are sipping the "900-calorie" drinks at lunch counters, bosses are drinking them in the privacy of the executive suite, mothers are using the stuff for an emergency meal for the kids.

It's even appearing at cocktail parties!

One of the fluid meals reportedly has made it to the menus at the White House.

And the Quaker Oats Co. announced that its "Quota," in chocolate, vanilla and banana flavored powder form, is being test-marketed in the Midwest and soon will go into supermarkets nationally.

You also can buy liquid diet powder in orange, chocolate, vanilla butterscotch, and even coffee-flavored. For the dieters who want to wander from the regular flavors, there are other ways of dressing up the drinks.

You make it rum flavored by adding imitation rum extract; get a brandy-flavored one by adding imitation brandy.

Prices on jars and cans of the compounds in the New York area range from 89 cents to \$1.59 for a full day's supply. The lowest price is found at a discount house pushing its own brand of "900-calorie" a day powder.

Competition is so hot in the

fluid meal field that the nation's first producer—Mead-Johnson Co.—recently cut its price from \$1.59 to \$1.29.

The firm brought out Metrecal in September, 1959, beefing up its sales promotion with clinical reports from doctors who had used liquid diets in reducing programs.

Some patients had lost nearly a pound a day. Others lost less, but almost all who stuck to the liquid meals lost some weight.

William De Lay, a spokesman for the Indianapolis firm, said production constantly is being expanded to keep pace with demand.

The pioneer producer also was the first to offer ready-mixed liquid diet in a six-can carton—like beer—making it easier for those who want to tote liquid meals to the office or a cocktail party.

The Mead-Johnson firm has no firm hold on the basic formula, De Lay said. As a result, there now are some 40 brands available.

Leo Bertish, president of the Whelan Drug Co., said his firm is getting best results with a version of the liquid diet powder that combines coffee and chocolate flavoring. The coffee gives the dieter an extra surge of energy.

Bertish said his firm's compound, like the others, is fortified with essentials needed for nutrition. As a result, the body

is not robbed of anything during the liquid diet.

But to keep on the safe side, many makers of liquid diet repeatedly point out that physicians should be consulted on how you should work the liquid diet into your reducing program.

Persons who have heart trouble, kidney ailments and other difficulties are urged to see their doctor before trying liquid diets.

But meanwhile, the liquid diets have done more than reduce some fatties. They've taken over where "Miltown" left off as a topic of conversation.

A public relations executive complained that his secretary, on a liquid diet for seven weeks, is beginning to look like six o'clock.

National Airlines allows its stewardesses to serve the stuff to those who prefer it for breakfast.

There are no guarantees, of course, that the diet will reduce everyone. A New York career girl—plump but also short—went on the diet for 10 days and gained a half pound.

"Besides I was burping all over the place," she said.

To make the liquid dieting easier, many restaurants and hotels serve it on request. Some drug stores find it is giving the hamburger competition.

When the diet works, it proves, of course, what doctors have maintained all along: that most persons are overweight because they eat too much—and the excess calories are stored in pads of fat.

By limiting the intake to 900 calories a day—a difficult diet the old calorie-counting, food-limiting way—the body is given a chance to burn up calories stashed in fat. The fat goes away.

The liquid diets do not wash fat out of the system, as some reducing products in the past have claimed to do.

A New York accountant who had this idea was using the liquid diet instead of dessert. He gained weight.

### Are New Liquid Diets Safe?

Dr. Philip L. White, secretary of the American Medical Association Council on Foods and Nutrition, answers the question this way:

"The use of better grade formula weight reduction products under proper conditions is medically sound. However, the careless use of such formula diets is unsound.

"The short-term use of the 900-calorie formulas will not harm the individual who is just a teeny bit overweight.

"However, such persons will achieve more satisfactory long-term results when they develop and maintain good eating habits — then weight maintenance will no longer be a problem."