

# American Architect Overtaking Artists Illustrating Science Fiction



NEW MUSEUM—New York's Guggenheim Art Museum, designed by the late Frank Lloyd Wright, is shown in the picture. The museum is an example of the trend of architecture today. (UPI)

By LEROY POPE  
NEW YORK (UPI) — The American architect is overtaking the artists who draw fantastic illustrations for the science fiction magazines.

He is giving the country a facelifting with startling speed — replacing the boxes and rectangles we are used to living, working and worshipping in with a poetic assortment of cylinders, domes, cones and pyramids.

The circle and the cylinder have fascinated builders for centuries, but, except for rotundas and domes, not much could be done with them. Masonry construction made them look too massive, and the need for total land utilization in our cramped cities made them impractical.

But now that we have light, airy building materials and the automobile has enabled, even forced, us to move out to the countryside where everything can be on a spacious scale, the circle and the cylinder at last are coming into their own in

architecture, particularly in the United States.

The late Frank Lloyd Wright's pile of concentric cylinders that comprise the Guggenheim Art Museum on Upper Fifth Avenue dismayed many New Yorkers when it was put up a few years back.

But it was forerunner to many beautiful cylindrical buildings all across the land. A branch of the National Shawmut Bank in staid Boston that looks like a circular labyrinth raised almost as many eyebrows as the Guggenheim Museum — but it's generally agreed the building is a small masterpiece.

Some other praiseworthy eye-openers are:

**Cuyahoga Falls, Ohio** — A circular medical office building with a windowless upper cylinder of precast concrete panels sculpted in abstract forms, overhanging a lower cylindrical story faced in colored stone. Harry Wheeler was the architect.

**East Chicago** — U. S. Reduction Company's circular, win-

dowless one-story office building of brick by A. Epstein. The president's office is in the dead center of the circle — those of the three vice-presidents radiate outward from there.

**Nashville** — The octagonal office building of the Southern Baptist Convention by Hart, Freeland & Roberts. It has a grilled curtain wall of anodized aluminum, laced with green stone.

**St. Louis** — The new Planetarium, which looks like a giant spool sitting on end.

**Philadelphia** — Ward Park Hospital, one wing of which is cylindrical with glass walls.

**Niles, Ill.** — A tall cylindrical office building with alternating stainless steel and glass panels. Done by Bell & Bell of Chicago for the Golf Mill Shopping Center.

The circular amphitheatre is being used in more and more new school and college buildings as trustees, alumni and architects all have revolted against the low box-like flats of brick and glass classrooms

stretched end-to-end that make up most of the school construction built so hurriedly since World War II.

There is vigorous movement to get away from severe functionalism and to put more aesthetic value into all types of modern architecture — to make the new materials serve beauty as well as economy.

**Opportunity Given**  
The world's fair opening in New York's Flushing Meadows next year is giving architects from all over the world an opportunity to let their imaginations run riot.

But previews indicate the fair buildings will contain few novelties not already being used by architects to lift the face of America, urban renewal programs going on in a score of cities are providing the funds and the inspiration for much of the face-lifting.

Office buildings, big stores, public edifices such as courthouses and auditoriums and many high rise apartment developments are the challenge

and opportunity to the architects in these rehabilitation programs.

In addition to the cylinder, there are other innovations. A mosque to serve the 8,000 Moslems living in Los Angeles will simply be a vast scaled dome of pre-cast concrete in bright colors, surmounted by a central domed tower and minarets.

Northwestern National Life Insurance Co. of Minneapolis is putting up an office building designed by Minoru Yamasaki that at first blush looks like a

classical Greek temple with beautifully landscaped grounds, two pools in front and a spacious covered loggia.

But the Greeks never could have put up such a building. Its tall pre-stressed concrete pillars are as light and airy as poplar trees.

They surround the building and the loggia in brilliant white. Back in their shadow is a curtain wall of dark green glass and metal. The whole building is to be of panels of pre-cast, reinforced lightweight concrete.

## Hogue Discusses Lumber Industry At Club Meeting

Jackson county now has more than 5,000 steady, year-round employees engaged in lumber and forest products industries, with a direct payroll of over \$25 million, Russ Hogue, Medford Corporation official told members of the Southern Oregon Advertising Club when he addressed the organization in observance of National Forest Industries Week.

This payroll has a direct economic importance of more than \$81 million, Hogue said. He also stressed the fact that \$3 million per year is brought into the valley in the receipts of timber sales from U.S. Forest Service and Bureau of Land Management sales, making it possible to operate Jackson County government without any additional monies.

Local charities also, Hogue contended, are widely benefited by the lumber industry with the forest products industries the greatest contributor to such drives as the United Fund.

Forest products industries must have integrated products today to stay in business, Hogue stated. Although the national demand for lumber is declining, he explained, the plywood demand is increasing approximately 10 per cent a year with production keeping pace with the demand.

National Forest Products Week was launched several years ago by the Hoo-Hoo Club, Hogue said, with all persons engaged in the lumber field eligible to membership. The association was founded in 1910 and numbers 3,000 clubs in the Uni-

ted States, with 5,000 to 6,000 people attending the annual national conventions.

The next meeting of the Southern Oregon Advertising Club will be held at the Rogue Valley Country Club at 7 p.m., Wednesday, Oct. 30. Mayor James Dunlevy will be the speaker.

Membership in the club is open to any person participating in the buying, producing or selling of advertising, it was pointed out at the meeting, and to any student of advertising.

Persons wishing to make reservations for the Oct. 30 meeting are asked to telephone Marco Advertising, 772-9453.

## Martin Denny Set For Homecoming

ASHLAND—Martin Denny and his orchestra will provide the music for the Homecoming dance at Southern Oregon College at 8:30 p.m. Saturday, Nov. 2 in Britt ballroom.

Martin Denny has appeared on television shows such as the Tennessee Ernie Ford show, Bing Crosby, Stars of Jazz, Dinah Shore and America Pauses. The group has recorded over a million records and five million sellers.

All alumni are invited to attend the dance. The price of admission is a Homecoming button which are on sale now at the college and will also be on sale the evening of the dance.

Clip and Save This Handy Program Schedule!



# K B E S - T V



## OREGON'S OLDEST TELEVISION STATION!

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00		Captain Kangaroo	Captain Kangaroo	Captain Kangaroo	Captain Kangaroo	Captain Kangaroo	
8:30		↓	↓	↓	↓	↓	
9:00		MORNING NEWS	MORNING NEWS	MORNING NEWS	MORNING NEWS	MORNING NEWS	
9:30		I LOVE LUCY	I LOVE LUCY	I LOVE LUCY	I LOVE LUCY	I LOVE LUCY	
10:00		THE McCOYS	THE McCOYS	THE McCOYS	THE McCOYS	THE McCOYS	NCAA KICKOFF
10:30		PETE & GLADYS	PETE & GLADYS	PETE & GLADYS	PETE & GLADYS	PETE & GLADYS	NCAA FOOTBALL (Depending on Game Time)
11:00		Love of Life/News	Love of Life/News	Love of Life/News	Love of Life/News	Love of Life/News	↓
11:30	SOCIAL SECURITY	Search for Tomorrow	Search for Tomorrow	Search for Tomorrow	Search for Tomorrow	Search for Tomorrow	↓
12:00	FAITH FOR TODAY	ERNIE FORD	ERNIE FORD	ERNIE FORD	ERNIE FORD	ERNIE FORD	↓
12:30	CITY POLICE VISIT	As the World Turns	As the World Turns	As the World Turns	As the World Turns	As the World Turns	↓
1:00	HIGHER EDUCATION	PASSWORD	PASSWORD	PASSWORD	PASSWORD	PASSWORD	↓
1:30	NFL FOOTBALL (Depending on Game Time)	HOUSE PARTY	HOUSE PARTY	HOUSE PARTY	HOUSE PARTY	HOUSE PARTY	PRE-OLYMPICS
2:00	↓	TO TELL THE TRUTH	TO TELL THE TRUTH	TO TELL THE TRUTH	TO TELL THE TRUTH	TO TELL THE TRUTH	TOUCHDOWN '63
2:30	↓	EDGE OF NIGHT	EDGE OF NIGHT	EDGE OF NIGHT	EDGE OF NIGHT	EDGE OF NIGHT	SATURDAY MATINEE
3:00	↓	SECRET STORM	SECRET STORM	SECRET STORM	SECRET STORM	SECRET STORM	↓
3:30	↓	WHO DO YOU TRUST	WHO DO YOU TRUST	WHO DO YOU TRUST	WHO DO YOU TRUST	WHO DO YOU TRUST	↓
4:00	↓	TRAILMASTER	TRAILMASTER	TRAILMASTER	TRAILMASTER	TRAILMASTER	BOWLING
4:30	ORAL ROBERTS	↓	↓	↓	↓	↓	↓
5:00	HOOTENANY	ALVIN	SKY KING	TENN. TUXEDO	MIGHTY MOUSE	FRIDAY AT 5	Quick Draw McGraw
5:30	↓	RIN TIN TIN	Woody Woodpecker	YOGI BEAR	ROY ROGERS	HUCK HOUND	SMOOT-MANION
6:00	20TH CENTURY	CHANNEL 5 REPORT	CHANNEL 5 REPORT	CHANNEL 5 REPORT	CHANNEL 5 REPORT	CHANNEL 5 REPORT	JIMMY DEAN
6:30	MR. ED	WALTER CRONKITE	WALTER CRONKITE	WALTER CRONKITE	WALTER CRONKITE	WALTER CRONKITE	↓
7:00	JAMIE McPHEETERS	WAGON TRAIN	DEPUTY	CANDID CAMERA	MAVERICK	BATTLE LINE	PASSWORD
7:30	↓	↓	MY 3 SONS	OZZIE & HARRIETT	↓	77 SUNSET STRIP	JACKIE GLEASON
8:00	ED SULLIVAN	↓	RED SKELTON	THE NURSES	RAWHIDE	ROUTE 66	↓
8:30	↓	LUCY SHOW	↓	↓	↓	↓	PHIL SILVERS
9:00	JULY GARLAND	DANNY THOMAS	Petticoat Junction	BEVERLY HILLBILLIES	PERRY MASON	TWILIGHT ZONE	DEFENDERS
9:30	↓	ANDY GRIFFITH	JACK BENNY	DICK VAN DYKE	↓	↓	↓
10:00	OUTER LIMITS	BREAKING POINT	GARRY MOORE	DANNY KAYE	LAURENCE WELK	ALFRED HITCHCOCK	GUNSMOKE
10:30	↓	↓	↓	↓	↓	↓	↓
11:00	SUNDAY NEWS	NEWS FINAL	NEWS FINAL	NEWS FINAL	NEWS FINAL	NEWS FINAL	Science Fiction Movie
11:15	CRISIS						↓
							STAGE 5 LATE SHOW



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