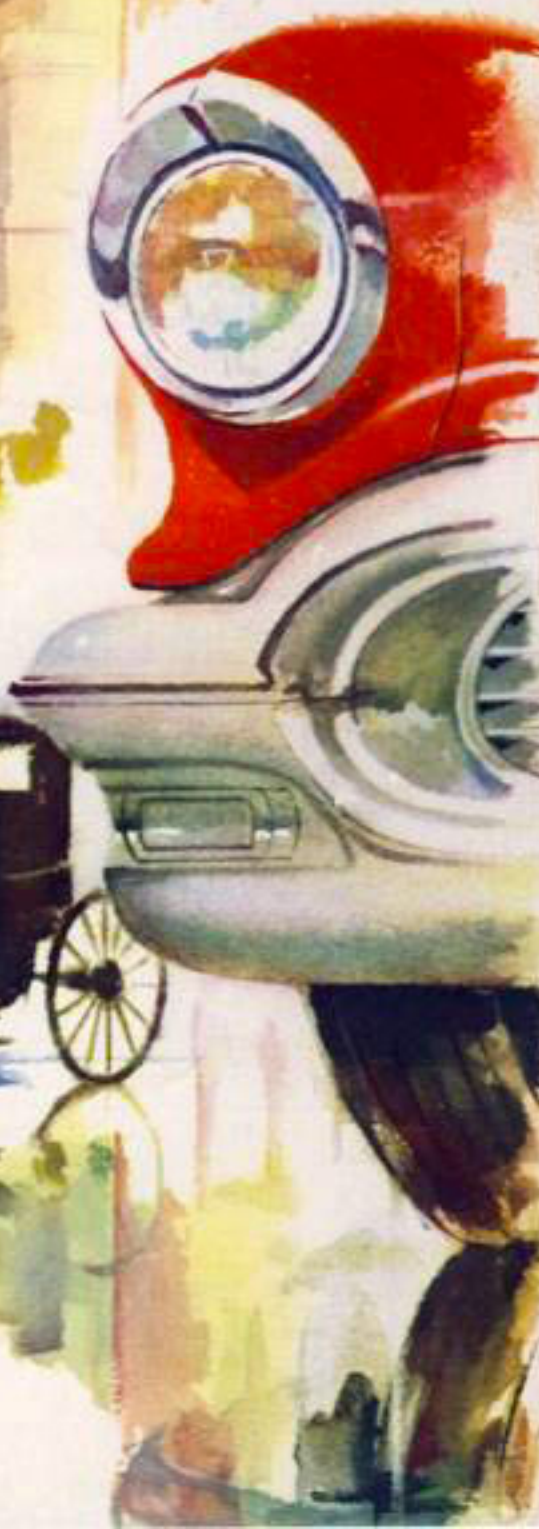
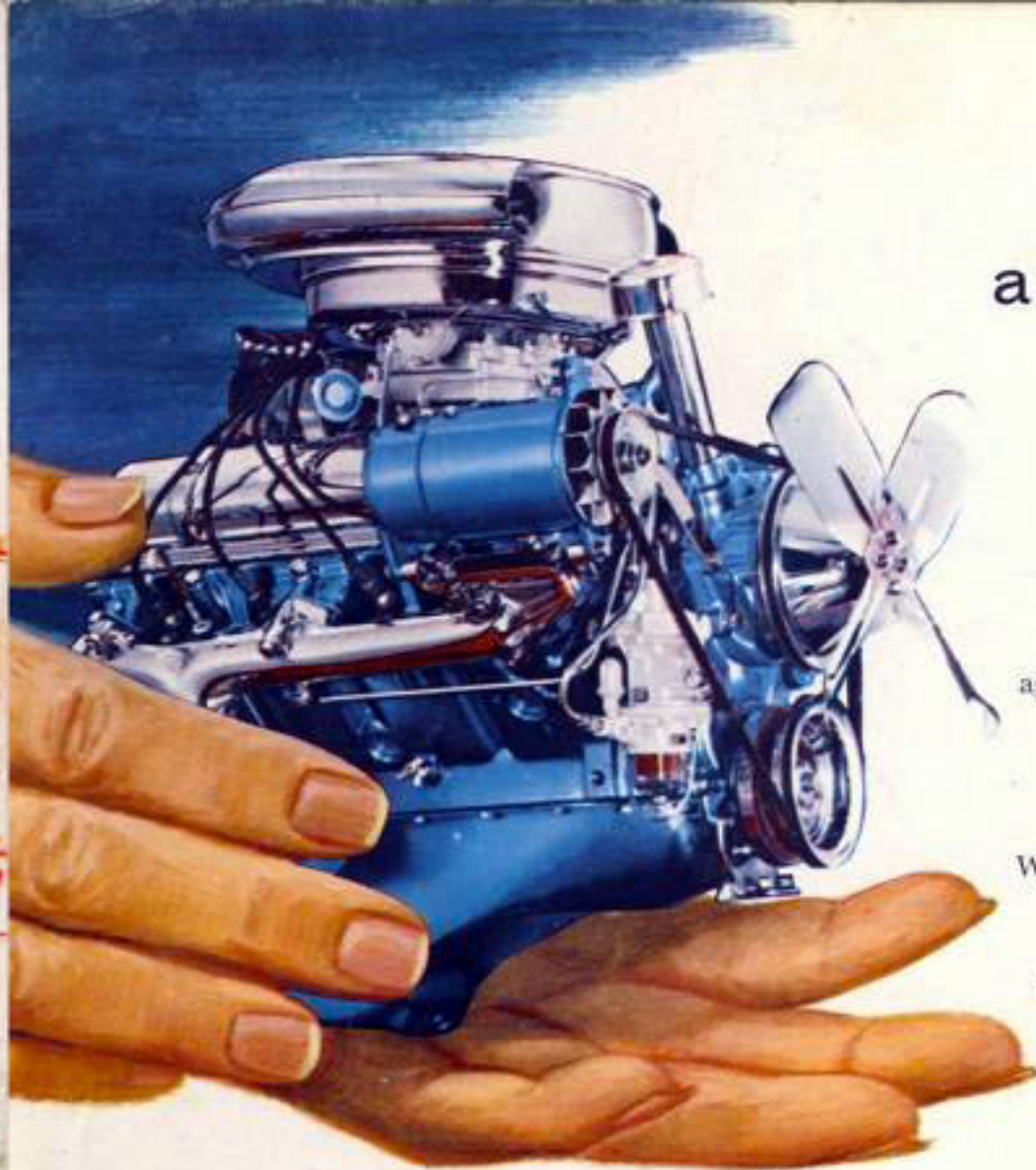


OLDSMOBILE

ROCKET CIRCLE



April • May 1956



## an Understanding Ear and an Educated Hand!

THERE ARE MANY THINGS about your Oldsmobile—the power-famous Rocket Engine, for instance—that are quite agreeably different. We know your Oldsmobile better than anyone else. We know its many new features, how to give it proper care, how best to repair it if you have a mishap.

We have a special interest in helping you select your new Oldsmobile—and then we want to help you get the most in satisfaction throughout its life. That's why we so urgently recommend that you come *here* regularly for Protective Maintenance Service. Your Oldsmobile's best friends are our Service Mechanics.



Mr. Heber Jones

**HEBER JONES, INC.**  
440 North Verity Parkway  
Middletown, Ohio

Phone 26301



Dick Jones



## ACROSS MY DESK

By *J. F. Wolfram*  
J. F. WOLFRAM

General Manager of Oldsmobile  
and Vice President of  
General Motors Corporation

IN OBSERVING TODAY'S drivers, I am constantly impressed by the growing number of ladies at the wheel.

Our statisticians tell me that about a third of all drivers' licenses are issued to ladies. And our stylists have often impressed me with the importance of designing our cars so that they will appeal to feminine taste.

And statistics assure us that the ladies are safe drivers. These statistics come to life when I note how alert the lady-driver's car is in stopping for the school bus, or giving right-of-way to pedestrians, or keeping right of the center line on hills.

Statistics tell us that they take excellent care of their cars. I see evidence of this time and again in Oldsmobile dealerships where women insist on important things like checking the tires for nails and cuts, making sure that the exhaust system is safe, and about regular Safety Maintenance Service.

I see so many outstanding examples of skillful driving by the ladies. And in every instance, one characteristic is always apparent. They are not "hot-rod" drivers. They don't take unnecessary chances.

Ladies who drive cars have earned my wholehearted respect. It is a great pleasure to have a hand in the development of the motor cars which they handle so expertly and which bring them so much new-found freedom and pleasure.

OLDSMOBILE ROCKET CIRCLE MAGAZINE, VOL. 1 NO. 3. Editorial office: 41 E. Oak St., Chicago 11, Ill.; business office: 2320 Wabash Ave., Chicago 16, Ill., published eight times each year. Nothing that appears in this magazine may be reprinted either wholly or in part without written permission of the publisher. Pub. and litho, Edwards & Deutsch Lithographing Co., Chicago, Illinois. Copyright 1955. For subscription information see your Oldsmobile dealer.

ABOUT OUR COVER: CENTRAL PARK in the spring, sensitively portrayed in an original painting for the Rocket Circle.



It's a major production...

### WHEN AN AD IS BORN...

Artists, writers, businessmen, craftsmen in a dozen trades all have a big part in the ads you see in your favorite magazines. For example, the small red, yellow, blue and black illustrations on this page represent the engraver's art — the "progressive proofs" used in color printing. Turn the page and meet some of the people who have found successful careers in advertising.





"SALESMANSHIP IN PRINT" is one definition of advertising. A meeting of minds on the basic message calls for many conferences between the advertiser and the advertising agency.



WORKING WITH THE WRITER, the layout artist searches for an illustrative idea that will attract attention and present the message in an interesting way. He may do 50 rough layouts to hit on one.



MODERN BUSINESS HAS FOUND advertising an effective way to tell the public about its products and plans. Every advertisement gets the "fine-tooth comb" treatment before approval.



EVERY AD IS SEEN IN "proof" form long before it is released to a magazine for publication. A small proof press turns out an exact reproduction of the ad as it will finally appear.

THE MODERN PHOTOGRAPHY STUDIO is a jungle of lights, power cables, specially constructed sets and cameras. Hours of adjusting and posing take place before the shutter snaps. Every detail, from a model's gown and jewelry to a vase of flowers or a piece of luggage, must pass close inspection to be sure it adds to the desired feeling of the final picture.



ADVERTISING IS NO "IVORY TOWER" job these days. It all starts with a product and a company philosophy. Countless conferences and meetings, hours of planning and research provide the background before writer or artist ever put pencil to paper. Then after the ad appears further research can scientifically measure its effectiveness. In designing an ad, the artist and writer often work as a team—each adding to the other's ideas. For actually, advertising is words and pictures working together. From 10, 20, or more, rough layouts



and an equal number of pieces of "copy" the idea develops. Department heads of the advertising company study this "rough" in terms of policy, sales strategy and market conditions. When approved by the advertiser, possibly after many changes, the "production" work starts. An illustrative artist or photographer prepares the art elements. Models must be selected—and that may even involve a poodle dog with just the right personality! At the same time, typesetters are putting the copy into final form. With art and type ready, the engraver assembles these elements and makes "plates"—four separate, matching plates in the case of color ads. Even then, many further technical steps are required before the ad is ready for a magazine's giant printing presses. Turn to page 12 for a look at the Oldsmobile Rocket Circle ad that went through this thorough process.



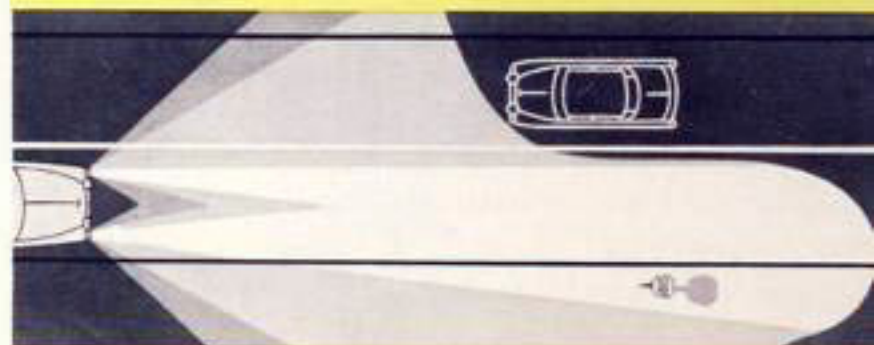
## Three New Points on SAFER NIGHT DRIVING!

THE SERVICE MAN above is setting the new headlights on a 1956 Oldsmobile—in broad daylight! Three glass points projecting slightly from the headlamp lens have made aiming as simple as that.

From the driver's seat you find the road much better lighted, see 80 feet farther ahead on the driving beam. On the passing beam all of the light is concentrated on the right side of the road, as shown in the "light-pattern" illustration below.

In rain, snow or fog your vision is much better too. There is practically no glareback, thanks to a deflector above the filaments. Safety experts call these new T-3 headlights the greatest advance in road lighting since the first electric headlamps.

You'll agree, too, when you try them.







WOMEN'S OVER-ALL CHAMPION Willa McGuire does graceful water ski ballet.



THESE FLORIDA AQUAMAIDS swing gracefully on double handled ropes.

USING ROPES OF STAGGERED LENGTHS to achieve this perfect formation, the Cypress Gardens Aquamaids skim over Lake Eloise behind a tow boat traveling about 35 miles an hour.



Take a long week end,  
the nerve for water skiing—  
and you can master this  
spectacular sport of speed

## Spills thrill!

WATER SKIING is probably America's youngest sport, since it began a scant 30 years ago when the late Fred Waller adapted it from aquaplaning. Today, spurred on by the many vacationers who have imported it to their home lakes from water skiing's capital, Cypress Gardens, Fla., water skiing has become America's fastest growing water sport. This has been encouraged by the phenomenal growth of small boat ownership in the last ten years.

Exceedingly easy to learn, water skiing is one of the few "one lesson" sports. You can learn the basics of the "take-off" on dry land, then transfer the knowledge to a deep water start—which you make from a sitting position in water which reaches your shoulders. As the tow boat gradually increases speed, you rise slowly until you are standing with back straight and knees slightly bent. You're now skimming along the water's surface at about 20 miles per hour. You take the turns on the outside, so as not to slacken the ski rope; you bend your knees resiliently to absorb the slight shock of passing across the boat's wake—you gather confidence, even daring, and raise one arm to wave toward the shore.

By the end of a long week end, you may have ventured a few tricks—and had a few spills. No matter. Stick to it. You'll soon be skiing at greater speeds, jumping, even carrying a partner on your shoulders. This may sound like an exaggeration, but it isn't. Water skiing brings out the daring in nearly everyone, because its basics are so simple—and so much fun!





The "Intagrille Bumper" was inspired by Oldsmobile's experimental Delta model which received such enthusiastic approval at Motorama displays in 1955.



## *ALL'S NEW on the Olds Front !*

One of the most talked-about style characteristics of the 1956 Oldsmobile is its unique front end

WHERE ORDINARY CARS have separate front bumpers and radiator grilles the new Oldsmobile has an integrated unit, in which the grille is actually a part of the bumper.

Where most other cars have highly ornate grill-work Oldsmobile has simple grille bars, deeply recessed within the bumper where they are not objectionably conspicuous.

The result is the new front end effect which has excited so much comment in styling circles . . . an air scoop with that "car-of-the-future" look, without sacrifice of radiator protection.



Does this foretell a new style trend? Have people grown tired of conspicuous radiator screens which are more decorative than functional?

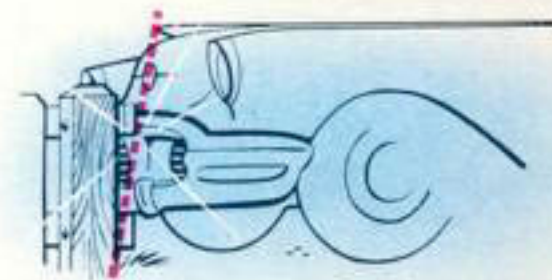
Oldsmobile stylists explain that the success of new style trends is dictated only by the public, as people express their likes or dislikes . . . and that there is every indication today that Oldsmobile has scored another spectacular "first" in its 1956 front end styling.

The "Intagrille Bumper," as Oldsmobile's integrated bumper and grille is called, has important



functional advantages which are bound to win public favor, too.

It admits a generous volume of air for engine cooling under all conditions. Even in a crosswind there is adequate air intake—the vertical center member is an effective baffle which directs the



airstream right back to the radiator.

The upper and lower bumper members, which completely surround and support the grille, are unbreakable steel . . . there are no exposed fragile members. There is no hard-to-clean screen or lattice work. There is nothing to rattle.

The center member protects the entire grille. And the main bumper member sweeps way around the fenders, generously shielding the sheet metal.

Oldsmobile's "Intagrille Bumper" is the year's outstanding example of functional styling.





## MAGNIFICENT POSSESSION

What a wonderful way to renew your membership in the exclusive "Rocket Circle".

For here is the ultimate expression of Oldsmobile elegance. Glamorous Starfire styling, with new "Intagrille Bumper" design . . . "Fashion-First" interior luxury . . .

Rocket T-350 power and new Jetaway Hydra-Matic\* smoothness. This is *inspiration*, in every detail . . . the supreme compliment to your good taste. This is the car for *you*.

\*Standard on Ninety-Eight models; optional at extra cost on Super 88 models.

**OLDSMOBILE NINETY-EIGHT FOR '56**







IN THIS SPLIT-LEVEL home, the family room is below the sleeping quarters—while the formal living and dining rooms are midway, on a level with the entrance hall. Two couches and a giant hassock encourage loafing in front of the massive stone fireplace, while an octagonal game table, self-service buffet and bookcases beckon from room's other end.

INTERIOR BY WILSON-JUMP CO.



STUDY AREA in this contemporary room is given open feeling by the striped Armstrong Cork floor design, and by draping mural wallpaper panel to give impression of window. Built-in phonograph, desk make for cozy, compact arrangement.



## Relaxed Living.....

that's the key to the finest architects' planning for the homes of 1956. Rooms become more versatile, flow together—discourage compartmentalized living, encourage integrated family recreation

IN GRANDMOTHER'S DAY, the great spacious kitchen was the "family room." The prim parlor was reserved for visits from the parson and other distinguished guests. Back in the kitchen, the friendly crackle of the wood-burning "cook stove," the delicious aroma of fresh hot breads and the round pedestaled dining table created an all-encompassing warmth that helped distinguish the family unit.

Today's adaptation of the family room is found in many of the new homes. It's deliberately planned as both the physical and psychological center of the functional home. It is the *really large* room in the floor plan—for it is the living and entertainment center for the family and intimate friends. It's a combination of recreation room, den, living room, play area—and sometimes it includes both eating and cooking space. Nearly always, it is planned around the hearth of a to-be-used-often fireplace.

Although family rooms undoubtedly owe their ancestry to the one-room provincial dwellings of early New England and Pennsylvania Dutch country, the present trend seems to have spread eastward from California, where the accent on informal living has encouraged such national innovations as patios, the ranch-style house and the split-level. Split-level homes, so popular within the past few years, are ideally suited to the family room—since they allow the informal disarray of spontaneous living to be isolated from the rest of the house.

If you are planning on buying, building, remodeling or redecorating, you'll find plenty of inspiration in the well-planned family rooms shown here.



LOOKING FROM A FULLY equipped open kitchen (below) across this huge family room, see the ingenious fold-away buffet table hinged to the island of game cabinets. Couches are arranged to comfortably face either fireplace or pickled elm entertainment wall, which offers TV, AM-FM radio and high fidelity recording transmission. At far end, there's a circular dining table at the sliding glass door entrance to the barbecue patio. Lightweight sectional sofas, French Moroccan rug are easily movable for dancing parties.

INTERIOR BY MARSHALL FIELD & CO.







## .....Luxury on the Highways

EVERYWHERE YOU DRIVE—along the main arteries that traverse America—are overnight villas, cottages, efficiency apartments that are a far cry from the auto courts of old. The bare tourist cabins that dotted the nation in the twenties and thirties have given way to sleek motels, which offer thermostatically controlled heat, air conditioning, television, shower stalls, all in the privacy of an individual building—usually located convenient to fine restaurants and facilities for automobile service.

Nearly 60,000 motels beckon the traveler. In the warmer climes, they often boast swimming pools, golf practice greens, shuffleboard—enough to encourage more than an overnight stop. Many Florida and Southern California motels, in fact, offer free weekly chuck wagon suppers, fish fries or late evening buffets, sometimes with entertainment and music for dancing.

Spearheaded by the major associations of motels, the standards of accommodations have risen re-

markably in the past ten years. It is common for favorably located motels to be completely redecorated every year, refurnished every several years—as an incentive for repeat business, and to ease daily maintenance. Free newspapers, fresh flowers, even “club breakfasts” are offered by many to heighten your enjoyment.

Whereas, years ago, these direct descendants of the country inns of England were regarded primarily as a manner in which to add to retirement income, today's top motels are guided by professionals who are trained in scientific management techniques. One group of motel operators spent two years in research and design before erecting the first four of its projected chain of motels. This type of thoughtful planning, which typifies modern motel management, is reflected in the motel of today—attractive, quiet, relaxing, fully equipped, clean and cheerful. Just right for a comfortable overnight stop, or a pleasant vacation.



BLUFFS LODGE, Blue Ridge Parkway, N. C., is a modern motel in rustic design which blends with its surroundings.



GOLDEN SHORES, at Pompano Beach, Fla., has private ocean beach, swimming pool, ballroom and deep sea fishing boat.

LAKE WILDERNESS Lodge, between Seattle and Tacoma, is a motel-resort, offering saddle horses, bicycle boats and a roller rink.



TROPICALLY-INSPIRED main guest lounge of the Castaways, Miami Beach, is designed for luxurious relaxation.



MID-CITY MOTELS are the latest trend. These are the poolside rooms at New Orleans' fabulous The de Ville, which affords such extras as baby sitters, room service.





## Rocket Circle Picture Profile

Jess E. Hall, Jr.



HALL'S WIFE, Pattie, watches as daughter Sheila, Hall and son Jess III enjoy some playful antics.



THE HALLS recently moved into a rambling new home in Houston.



PURE BRED Aberdeen Angus on his ranch help Hall in improving beef cattle strains.

FOURTEEN YEARS AGO, when Jess E. Hall, Jr. was 21 years old, he and his brothers and his dad, Jess, Sr., started an oil field equipment company in Weatherford, Texas, on a shoestring. "We didn't have enough money for red beans and onions," he says. Today, Hall's scholarship fund for petroleum engineers gives young men who lack funds the opportunity to enter the oil industry.

Mr. Hall, Jr.—now president of the firm, and employing 500 persons in the United States, Mexico and Canada—started out in the oil fields as a driller.

From the beginning of his career, Mr. Hall's progress was rapid in business and community service. He's an acknowledged expert in the fields

of sales instruction, public relations, industrial psychology and shop management. His many social service activities, for which he is known as "Mr. West Texan," include Y.M.C.A., 32nd Degree Mason, B.P.O.E. and Lions Club. He has donated his assistance and important sums of money to projects of the Weatherford Junior Chamber of Commerce, high school and the city's Posse club. He has provided planes to fly polio invalids all over the nation for treatment. And each year he donates a Christmas fund to a Canadian Catholic priest for distribution in poverty stricken homes with children.

A veteran Pilot of World War II (Air Transport Command, Alaskan Division), flying is Mr. Hall's favorite hobby. His firm owns eight planes, but

Jess Hall's is a twin engine Beechcraft, which he has flown all over North and Central America. When he's on the ground, he commutes by Oldsmobile Super "88". In fact, Hall's firm, the Weatherford Oil Tool Company, owns 42 Oldsmobile "88's". "We give automobiles rough workouts here. The Oldsmobile can really take it!" Rough workouts consist of spinning over hundreds of miles of unpaved roads on the West Texas desert, of toiling through Louisiana gumbo and of powering through the snow in the Rockies each winter.

Jess E. Hall, Jr., a true son of the West. A vigorous, successful leader, he was born in Arizona, educated in California, and lives in Houston and Weatherford, Texas, where he has a ranch.

JESS E. HALL's far-flung firm owns 42 Oldsmobiles and eight airplanes. He commutes from his Houston home to his Weatherford plant.



HALL BEGAN his career as an oil field worker; still keeps in close touch with field problems.

## ROCKET CIRCLE LETTERS

Still the letters pour in with comments about the first issue of Oldsmobile Rocket Circle magazine. Here's a cross-country sample of how Oldsmobile owners like their charter subscriptions.

### READERS' REVIEWS

Sirs:

I found your magazine, like your automobile, to be up-to-date, colorful and fast moving. Comparing the publication to the "Rocket" is as great a compliment as I am capable of bestowing. Thank you, for both.

M. EUGENE RODRIGUES

Pismo Beach, Calif.

Sirs:

This interesting publication really touched on a sport that I am very much enthused about and enjoy . . . Your article "Nothing Equals the Thrill of Ice Boating" is 100 per cent the truth and will certainly acquaint many enthusiasts with facts that I am sure they never realized.

HARRY E. HAHN

Hopatcong, N. J.

Sirs:

In addition with being very happy with my Oldsmobile . . . I now receive your wonderful magazine, which contains articles that are interesting and informative for every member of my family. It is certainly a great step forward for dealer-company-customer relationship.

E. S. ROBBINS

Dubuque, Iowa

Sirs:

Re your article on Jai Alai, we the people of Dania, one of the oldest cities on the Lower East Coast of Florida, are boasting of the newest, most elaborate and ideally situated fronton of all: The Dania Jai Alai Fronton on Highway A1A just off US Highway #1.

LAMAR PALMER

Dania, Fla.

Sirs:

My husband and I enjoyed the magazine as much as we are enjoying our "88." Being a housewife whose hobby is preparing new and interesting dishes, I was very much taken by the delightful menus you featured. I am anxious to try out the barbecue Cornish hen.

(Mrs. D.C.) CALLY LIOLLO

Charleston, S.C.



All across the nation this spring,  
millions of families will make week-end  
excursions into children's playlands  
springing up in every city

# SATURDAY WONDERLAND

EVERY CITY HAS ITS WONDERLAND for children. There's a junior grade Coney Island, Riverview or Asbury Park—a fun park just for children—near you.

There're The Bobs, only the peaks and the valleys aren't so sharp; Crack-the-Whip, in giant tea cups; a Ferris wheel, only 12 feet in diameter; a miniature railroad . . . there are thrilling but safe rides for your youngsters, with skilled attendants

watching little fingers and safety belts.

Wonderful place for a birthday party! Get a roll of tickets in advance; reserve the rides, the popcorn and the triple-thick shakes. Let the little adventurers celebrate in their dream worlds.

This color picture story follows two-year-old Paul and five-year-old sister Helen on a spring outing at their favorite wonderland. You may have seen them there.



SPEEDBOAT co-pilots take their task seriously, give bell hawser sharp tugs.

MISS HOTROD burns up the track, while she dreams of her "someday" convertible.



MERRY-GO-ROUND on wooden steeds, prelude to rides on real ponies!



"ALL ABOARD" on the miniature railroad, final thrill at nearly every Saturday wonderland.

HAND CAR allows a railroad veteran to inspect tracks, while setting her own pace.







## a model dialogue

by Stephen Leacock

*In which is shown how the drawing-room juggler may be permanently cured of his card trick*

THE DRAWING-ROOM JUGGLER, having slyly got hold of the pack of cards at the end of the game of whist, says:

"Ever see any card tricks? Here's rather a good one; pick a card."

"Thank you, I don't want a card."

"No, but just pick one, any one you like, and I'll tell which one you pick."

"You'll tell who?"

"No, no; I mean, I'll know which it is, don't you see? Go on now, pick a card."

"Any one I like?"

"Yes."

"Any color at all?"

"Yes, yes."

"Any suit?"

"Oh, yes; do go on."

"Well, let me see, I'll—pick—the—ace of spades."

"Great Caesar! I mean you are to pull a card out of the pack."

"Oh, to pull it out of the pack! Now I understand. Hand me the pack. All right—I've got it!"

"Have you picked one?"

"Yes, it's the three of hearts. Do you know it?"

"Hang it! Don't tell me like that. You spoil the

thing. Here, try again. Pick a card."

"All right, I've got it."

"Put it back in the pack. Thanks. (Shuffle, shuffle, shuffle—flip)—There, is that it?" (Triumphantly.)

"I don't know. I lost sight of it."

"Lost sight of it! Confound it, you have to look at it and see what it is."

"Oh, you want me to look at the front of it!"

"Why, of course! Now then, pick a card."

"All right. I've picked it. Go ahead." (Shuffle, shuffle—flip.)

"Say, confound you, did you put that card back in the pack?"

"Why, no. I kept it."

"Holy Moses! Listen. Pick—a—card—just one—look at it—see what it is—then put it back—do you understand?"

"Oh, perfectly. Only I don't see how you are ever going to do it. You must be awfully clever."

(Shuffle, shuffle, shuffle—flip.)

"There you are; that's your card, now, isn't it?" (This is the suspense moment.)

"NO. THAT IS NOT MY CARD." (This is a flat lie, but Heaven will pardon you for it.)

"Not that card!!!! Say—just hold on a second. Here, now, watch what you're at this time. I can do it on father, on mother, and on everyone that's ever come round our place. Pick a card. (Shuffle, shuffle, shuffle—flip, bang.) There, that's your card."

"NO. I AM SORRY. THAT IS NOT MY CARD. But won't you try it again? Please do. Perhaps you are a little excited—I'm afraid I was rather stupid. Won't you go and sit quietly by yourself on the back veranda for half an hour and then try? You have to go home? Oh, I'm so sorry. It must be such an awfully clever little trick. Good-night."

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## Everybody Spruces Up in Spring!



THIS IS THE TIME OF THE YEAR when nature sets an example that no one can ignore. When the new leaves and blossoms come out in all their springtime glory, every living thing feels the urge to spruce up to match.

Even the family car usually gets the full treatment, which is good for the car, as well as for the owner's morale.

Winter scars will not grow and spread, if they are attended to promptly. Fortunately, the blemishes on the paint—the spots on the chromium, are usually all on the surface and respond readily to expert treatment.

Even the reminders of a wintertime mishap, which may have dented the metal, can all be erased. Your Oldsmobile dealer's body reconditioning department can restore your automobile to new-car perfection.

When your Oldsmobile service man gives your

car its spring cleanup he will also inspect it for hidden results of winter wear and tear. He gives special attention to wheel alignment, which so often is destroyed in a skid on a slippery pavement, and to exhaust system leaks, which are so much more apt to develop in cold damp weather.

No one need drive into summer with a winter-scarred car. See your Oldsmobile dealer now.

