

# Oldsmobile Rocket Circle

Volume 6 • Number 3, 1961



Beach  
Houses  
Drive to  
Alaska  
Sidewalk  
Cafes  
Gamefish  
Junction



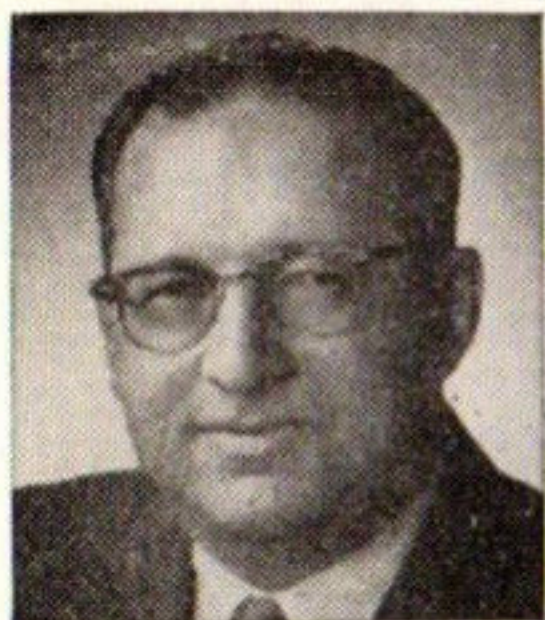


## RECIPE for a RELAXING VACATION

Start with the finest car on the road (Oldsmobile). Have it properly pre-serviced (see page 23). Load in the most wonderful family in the world (yours). Rocket away for the playland of your dreams (getting there is half the fun in an Olds).

*For TWICE the FUN  
Start Off in a new OLDS '61!*

What could be more thrilling! Enjoy Oldsmobile's new quiet comfort, brisk new action, eye-catching new styling. And you'll be breaking it in right, at highway speeds. Come in now, for the model of your choice and our vacation-time deal.



Henry Feferman

**BEN FEFERMAN MOTOR SALES CORP.**  
602 South Michigan Street Phone AT 9-0311  
South Bend, Indiana

MR EARL G WILDEY  
3232 REXFORD DR  
SO BEND 15 IND

10 270

BULK RATE  
U. S. POSTAGE  
**PAID**  
Permit No. 330  
Hinsdale, Ill.





## ACROSS MY DESK

Oldsmobile's reputation for quality, performance, and value remains the highest in the industry.

Today, in this fast-moving, hard-hitting competitive age, it takes a lot of good positive thinking and a lot of sound forward planning to build and maintain such a reputation.

That calls for tireless effort by dedicated and determined people—engineers, designers, stylists and production experts. We have them at Oldsmobile—they are the key to the fast progress we are making.

### "FOR THE CROWD TO ADVANCE, A FEW MUST GO FIRST"

*That thought reflects the attitude of our stylists, whose innovations have started many new styling trends.*

*That is the attitude of our engineers, whose many outstanding achievements have maintained Oldsmobile's position of being always ahead with new ideas.*

Our new Starfire, especially, speaks well for our forward product-programming in line with people's wants. This high-performance sports convertible is getting more favorable comment than any other new model we have introduced in years. Its almost instant success inspired a second Oldsmobile sports model—this time a 2-door sports car in the F-85 line.

The F-85, as you know, is designed and built for the smaller-car buyer who is not willing to sacrifice the quality, performance, long life and pride of ownership that an Oldsmobile offers.

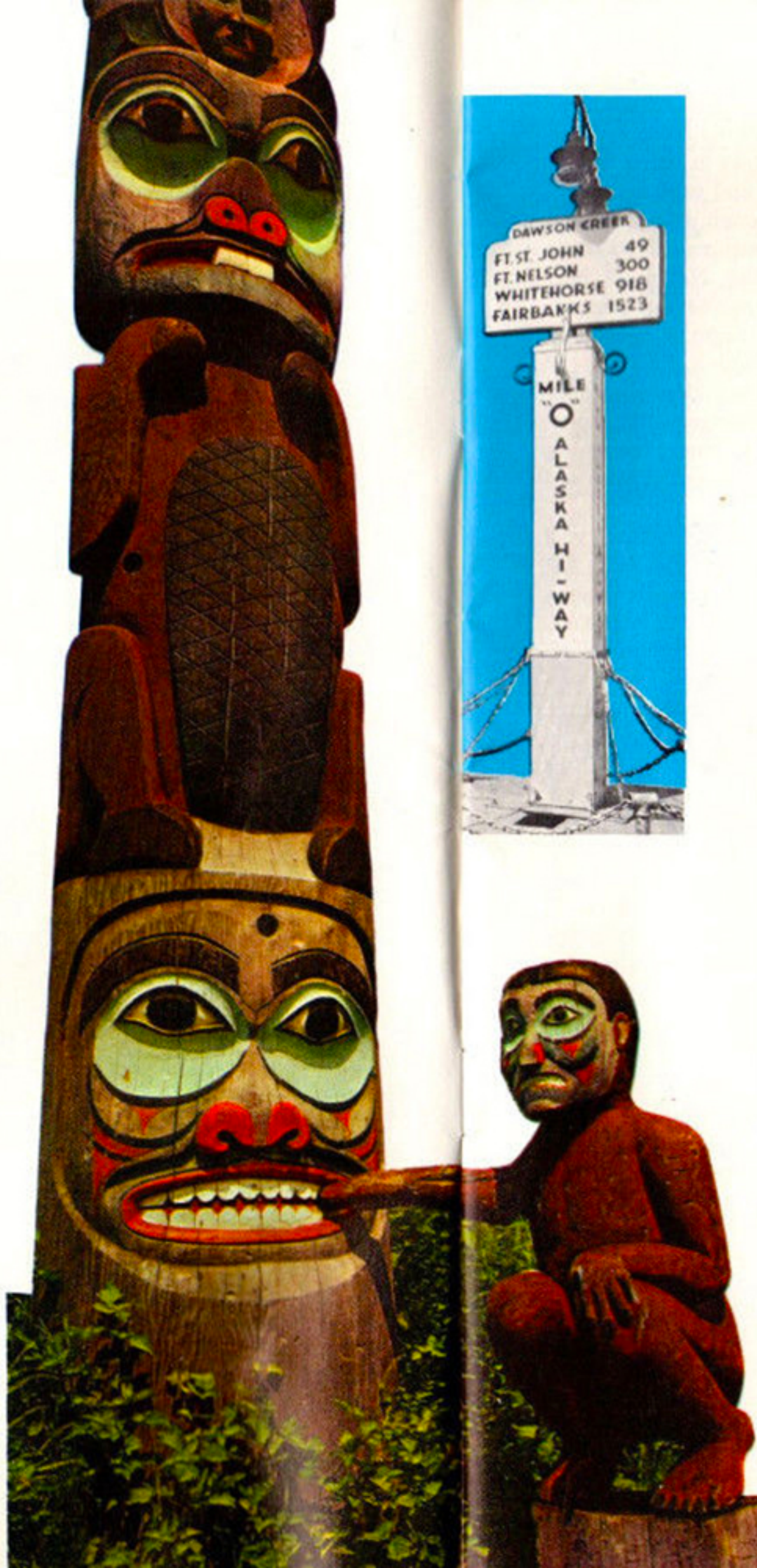
*Our new F-85 Cutlass, introduced this past month, is a complete automobile, with a high-performance aluminum V-8 power plant that represents the greatest engine advance since the first Rocket. It comes complete with exceptional sports-car features, such as bucket-type front seats and dual-outlet exhausts, all wrapped up in a beautifully styled package.*

I urge every member of the Rocket Circle to see and drive the new Cutlass—and the Starfire, too—at his Olds dealer's. I want you to see how these new sports models live up to Oldsmobile's fine reputation in every way, and how they add prestige to the ownership of any Oldsmobile.

*J. F. Wolfam*

Oldsmobile General Manager

OLDSMOBILE ROCKET CIRCLE MAGAZINE, Vol. 6, No. 3. Editorial office: 936 N. Michigan Avenue, Chicago 11; business office: 4633 W. 16th Street, Chicago 50. Nothing in this magazine may be reprinted either wholly or in part without written permission from the publisher. Copyright 1961, Edwards & Deutsch Lithographing Co., Chicago, Illinois. For subscription information, see your Oldsmobile dealer. COVER: Carroll Seghers—APA.



# Adventure on the Alcan

*Photographed by Bob and Ira Spring*

The Alaska Highway, sometimes called the Alcan, is a youngster as roads go. Although it is still suffering from growing pains, it offers rugged adventure within easy reach. If you have a pioneer spirit and a yen to trace the footsteps of Jack London heroes, and glimpse some of the most spectacular scenery on this continent, this is the road for you. The 1,523 packed gravel miles from Dawson Creek, British Columbia through the southwestern corner of the Yukon territory to Fairbanks can be ticked off in easy stages. Several weeks of exploration along the Alaska Highway, which was completed in 1942, offer the chance to visit many interesting historic spots that relatively few people have ever seen before. There are campgrounds along the way for families who don't mind roughing it a bit.

The best time for vacationing along the highway is July to September. Before June (when temperatures average 60° in Fairbanks), you're likely to be bogged down by spring thaws. There's lots of light to see the highpoints by—in the summer the sun shines as much as 22 hours a day.

So let's drive north to the Alaska Highway, and northwest along this scenic route into the Land of the Midnight Sun.

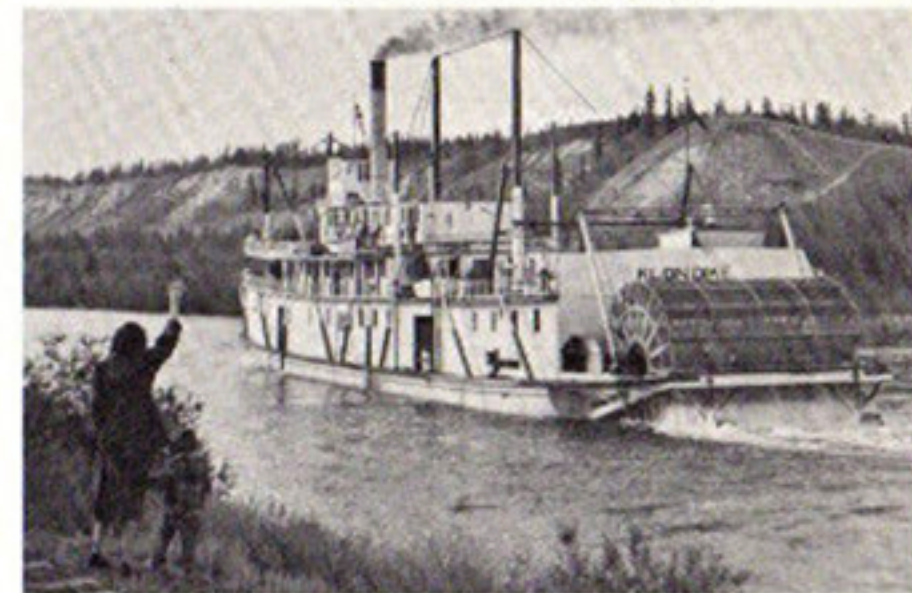
Heading out of Dawson Creek, 35 miles up the road, we cross the \$4,500,000 Peace River

*(Continued on next page)*



Fur coats are a natural resource of Alaska. Eskimo children wear typical parkas, fur inside.

A survey crew utilizes Indians' homemade fish wheel as a source of fish migration information.

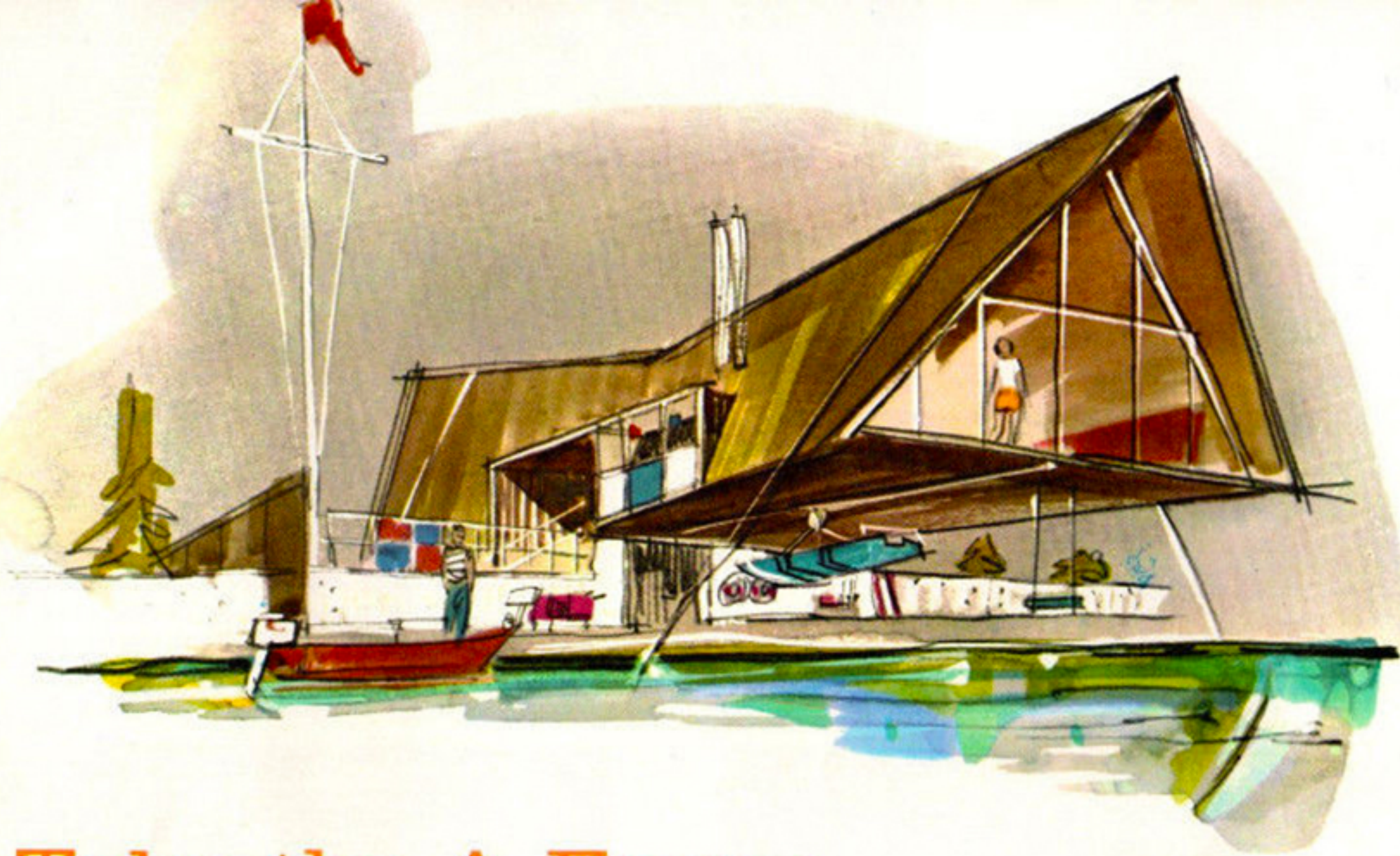


Old steamboat plows down Yukon River near Whitehorse, about 800 miles along Alaska Highway.

In the shadow of the Devedash Mountains, at milepost 1068, the highway skirts Kluane Lake.

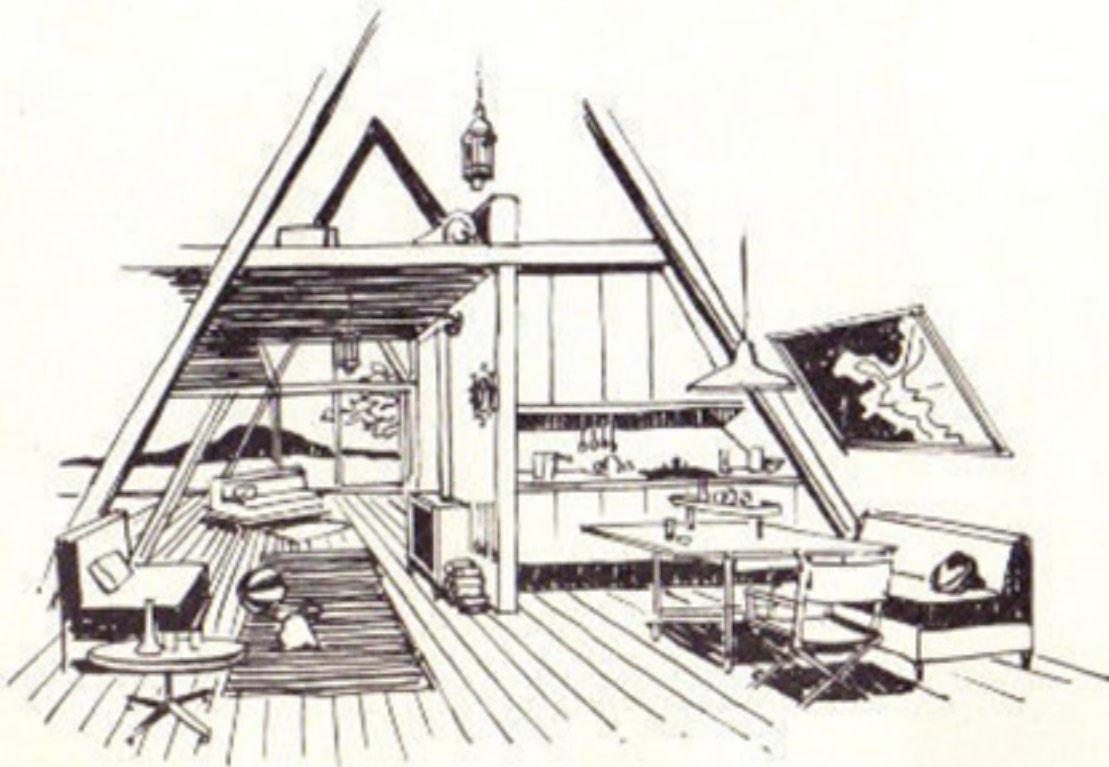






## Take the A-Frame

Dave Chapman, F.A.S.I.D.  
(Fellow, American Society of Industrial Designers),  
has great respect for the simple  
A-frame principle—and here applies it to  
the pleasurable principle of a  
year-round beach house

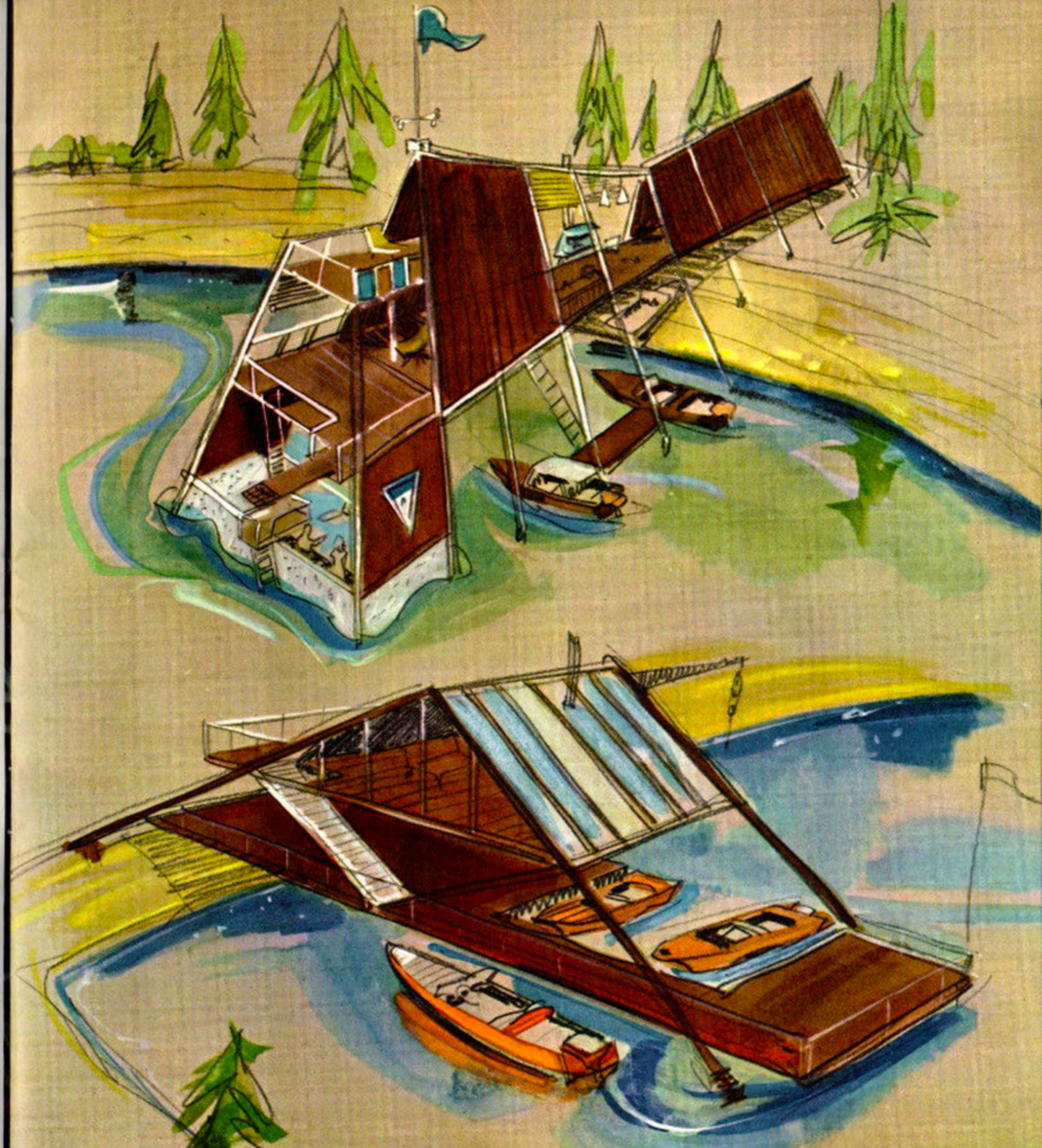


Lightweight, cantilevered beach houses trussed together on strong A-frames are destined to be one of the sunniest waterside housing solutions of the future. As inspirationally sketched here in three versions, they're lightly sheathed for summertime enjoyment—but there's no reason why these same happy ideas can't be adapted to a year-round retreat or family residence.

Notice how the second decks shove out over the water, to provide car and boat shelter underneath—and a diving platform from above! Sections of the roofing can be hinged to swing up for sunning, cooling—or to turn a room into a midair breezeway.

Since rigid A-frames may be anchored in concrete, these sound structures offer good resistance to wind for shore sites—and are ideally shaped to shed heavy snow loads in winter. There can be only one conclusion, to paraphrase a poet and a popular song, if you must go down to the sea again, take the A-frame!

Designed by Dave Chapman, Inc.  
for the Family Boating Bureau of Johnson Motors







Two famous landmarks of the North Carolina Outer Banks here. Above, a family frolic near the Hatteras lighthouse.

Below, young visitor to Wright Brothers memorial near Kitty Hawk and Kill Devil Hills, N. C.



courts and colonies of vacation cottages. Villages on Hatteras Island and the village of Ocracoke have recently increased their tourist facilities. Change is taking place rapidly, as more and more vacationists, traveling over new highways, bridges and ferries discover the Banks' beautiful seascapes, picturesque villages, fine fishing and hunting and excellent bathing beaches. Yet this remains a land where the traveler can get away from it all—between Cape Lookout and the Virginia line there are vast stretches of beach where one can walk many miles, encountering only shorebirds and surfcasters.

Highways crossing to the Outer Banks by bridges are U.S. 64-264 to Roanoke and Bodie Islands, and U.S. 158 to Bodie Island. U.S. 70 is the approach route to the toll automobile ferry between the mainland and Ocracoke—where you and your Olds can make the crossing in about three hours.

## Tantalizing Beauty ... Skyrocket "Go"!

The new '61 Oldsmobile sparkles with a magic all its own. You'll discover a new world of adventure in the split-second response of its great new *SKYROCKET* Engine... a new sense of freedom in its generous spaciousness... a new measure of elegance in its quiet-as-night ride. Drive a '61, at your Olds dealer's.





# The Dukes of Dixieland

Fourteen years ago in New Orleans, a pair of teenage brothers enlisted some of their neighborhood chums in a small band, formed for the sheer pleasure of playing true Dixieland music. Within a year, the band—headed by Frankie (trumpet) and Freddie (trombone) Assunto—walked off with top honors in a Horace Heidt talent hunt. In short order, the boys turned professional as The Dukes of Dixieland. They became one of the most successful and musically respected two-beat aggregations, as attested to by a Carnegie Hall sellout and their best-selling Audio-Fidelity albums. Record-setting engagements such as 26 weeks at The Dunes in Las Vegas, many repeats at the Roundtable, New York, to say nothing of five formative years at the Famous Door in New Orleans, offer up more proof of The Dukes' draw.

The Dukes learned their music the way hundreds of other New Orleans musicians did. They lived it day and night. They absorbed it from Louis Armstrong, Count Basie, Sidney Bechet, Bunk Johnson, Jelly Roll Morton—by personal observation, reputation and tradition.

All the Assuntos have homes in Las Vegas. Here, standing beside the pool at Frank's house with their nine children and grandchildren are (left to right) Joan and Frank, Betty and Fred, Josie and Papa Jac.



Heart of 7-man Dukes of Dixieland are the Assuntos: Fred (trombone), Papa Jac (trombone) and Frank (trumpet).

Besides Frank and Fred Assunto, the combo has another "spark plug" in their father, Papa Jac Assunto (trombone and banjo). Jac has been an inspiring force for the band...and the prides of life for Mr. and Mrs. Jac are their two sons and two daughters and seven grandchildren. Son Fred's wife, the former Betty Owens, was professionally known as "The Duchess" when she sang with The Dukes. Jac says that just as the older generation survives in its offspring, the oldest tradition of jazz is being kept alive in a vital form by this handful of young musicians from the land of Dixie.

Besides being leading exponents of Dixieland jazz, the Assuntos are also Oldsmobile fans. Three Olds station wagons and Papa Jac's Ninety-Eight rocket the band across the country. July will find The Dukes (and their Oldsmobiles) in the East where the band begins a series of engagements at the leading music theaters and fairs. Their latest LP (with Louis Armstrong) is "Louis and The Dukes of Dixieland" (AFLP 1924) on Audio Fidelity.

ROCKET CIRCLE  
PICTURE PROFILE





# Dining OUT is "IN"



Looking for a new adventure in pleasant eating? Try dining *out*. Scout out your nearest sidewalk restaurant, where you can favor the European custom of dining while watching the world go by. For example:

In New York, there's Rockefeller Center, where you dine by a magnificent fountain, in the shadow of flags of all nations. Not far away, the Fifth Avenue Hotel's sidewalk café, a bit of France at Washington Square. Along Central Park, you'll find the St. Moritz Hotel's replica of the famous Café de la Paix of Paris.

Outdoors restaurants are common in Florida. Among the favorites are at Testa's Restaurant and the Palm Beach Towers, both in the city of that name; Patio Delray, at Delray Beach, and the Indian Rocks Garden, at St. Petersburg. New Orleans abounds in outdoors dining spots, too. Brennan's and Court of Two Sisters in the Vieux Carré are best known, but there's also exceptionally good dining in the patio of the Pontchartrain Hotel.

Surprisingly, breezy Chicago has its share of sidewalk cafés—from Riccardo's Italian bistro to the sedate cajun-style service in front of nearby Evanston's Orrington Hotel. Brand new is Chicago's Café Chablis, with its streetside layout backgrounded by a huge mosaic mural in various shades of blue.

Californians were the pioneers of blue sky dining. In and around L.A., you'll enjoy the Farmers Market and the Brentwood Country Mart. For slightly more formal fare, try the *coq au vin* at Café de Paris and the rotisseried Belgian cuisine at Villa Frascati, both in Hollywood. You're likely to find movie and TV folk putting together a big business deal at the Polo Patio of the Beverly Hills Hotel, a delightfully private garden spot.

Real old world flavor is offered by Enrico's Coffee House, a relatively new addition to San Francisco . . . where you can get meals from breakfast to after-theater snacks, with a choice of 26 varieties of coffee roasted on the premises. The profusion of artists, musicians and students passing by offers patrons of Enrico Banducci's sidewalk café the fine continental custom of observing the passing scene while sipping a demitasse.

Enrico's Coffee House, San Francisco



Court of Two Sisters, New Orleans.



St. Moritz Hotel's sidewalk café, N.Y.C.



Orrington Hotel's streetside restaurant in Evanston, Ill.