

Colorful Display of Oldsmobiles Will Be Shown Visitors at Auto Show

Redesigned Front Features Changes In 1955 Models

A colorful display of 1955 Oldsmobiles that accentuate the restyled appearance and low silhouette will be exhibited by Darrell Miller Co., in the Medford Automobile Show, April 23 at the Medford City Park. Oldsmobile's bright and attractive colors shown to advantage in the latest concept of the famous two-tone styling that Oldsmobile pioneered last year, will be well represented in the display.

Show visitors will see a completely redesigned front end on the 1955 Oldsmobiles, with the Oldsmobile name spelled out in chrome block letters across the upper bumper bar. Recessed headlights with chrome caps that extend well over the lens at the top and new bumper contour both front and rear are other distinguishing marks of the 1955 Oldsmobiles.

Stainless Steel Moulding
Color separation for Oldsmobile's famous flying colors two-tone styling is achieved with a stainless steel side moulding that forms an attractive design on the front and rear doors and the rear quarter panel. The body above and below this panel and the trunk are painted one color, while the roof, hood, front fenders and space within the moulding are finished in a contrasting color. Nineteen body colors in various shades of brilliance are offered in the 1955 Oldsmobile.

Inside, the 1955 Oldsmobiles also offer a wide variety of color and upholstery fabric selections. There are 57 different upholstery choices in Oldsmobile's three lines of 1955 cars—the "98", Super "88" and "88". Genuine leather, nylon pattern cloth, covert cloth and Moroccan all are offered in attractive designs and colors to harmonize with the particular body design and color of the car.

Important Improvements
Engineering improvements in the 1955 Oldsmobile are less visible to the eye but they play an important part in the car's popularity and performance, according to Oldsmobile officials. "Rocket" engine horsepower has been raised to 202 in the "98" and Super "88", and the compression ratio is lifted to 8.5 to 1. Other engine improvements include a newly designed combustion chamber, higher lift camshaft and cooler operating sparkplugs. A new and more efficient fuel pump has been installed. Direct-acting shock absorbers mounted vertically within the springs further enhance the riding qualities of the 1955 Oldsmobile. Tubeless tires are standard equipment on all models.

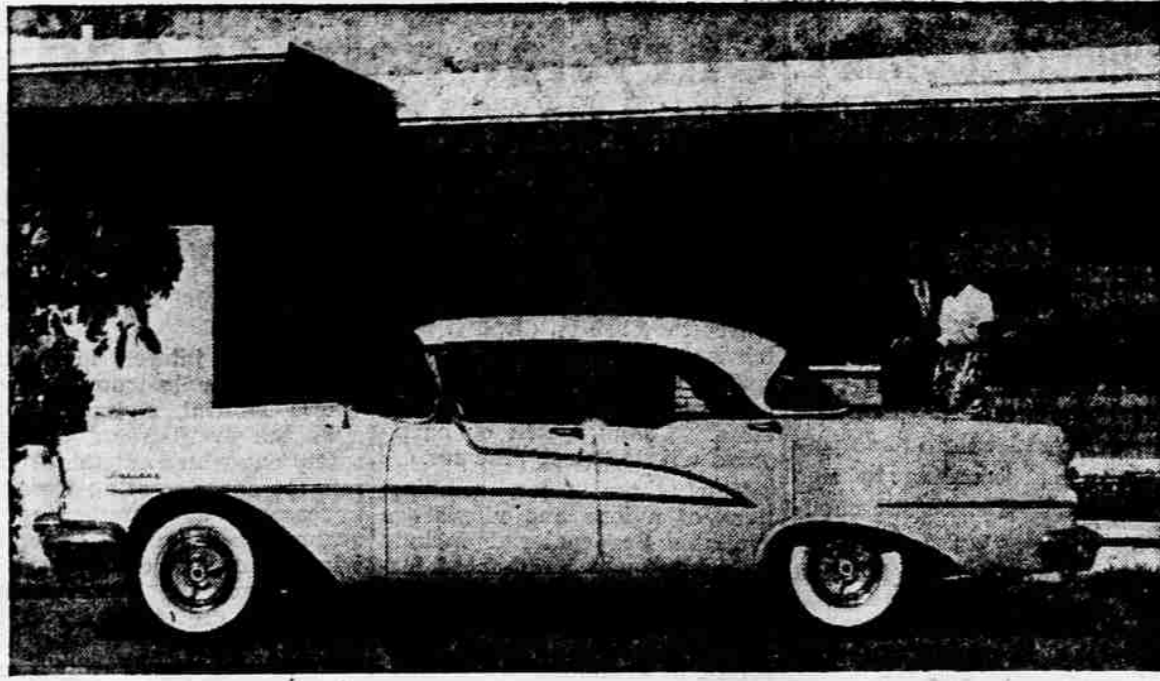
Exterior styling is given a new look on the Super "88" and "88" series through adoption of the sweep-cut front fender. The panoramic windshield, which Oldsmobile helped to pioneer in 1954, provides wide angle forward vision through the set-back corner posts. The wrap-around rear window supplies similar rear visibility.

Accessories Available
Many effort-saving and comfort-promoting accessories are available as optional equipment at extra cost on the 1955 Oldsmobiles. Hydra-Matic Super Drive, the most proven of automatic transmissions, is even more efficient and smoother in operation in its 1955 version. GM power steering, which increases in popularity every year, reduces steering effort by as much as 80 per cent and makes parking a pleasure rather than a chore.

Pedal-ease power brakes reduce the pedal effort of the foot on the brake through use of hydraulic power to actuate the brake mechanism. A larger reserve tank in 1955 also makes three to five additional brake applications possible after the engine has stopped.

Power windows and power front seat, also offered as optional extras on the Oldsmobile, are actuated by electric power on the 1955 model. A two-way fore-and-aft power seat, including vertical adjustment, is available at extra cost on all models. Electric front window and four-window lifts are offered as optional equipment at extra cost on various 1955 models.

University of Miami Attitude Confusing
Coral Gables, Fla. — (U.P.) — University of Miami students and officials are quick to criticize anyone who calls their institution "Miami U." They don't like to have it confused with the Miami, O., university.



Unobstructed side vision, with no door pillars to bar the way, is the outstanding feature of this brand new body type, the four-door Deluxe Holiday sedan, as presented in the 1955 Oldsmobile "98" series. The sports flair of the Holiday coupe is combined with the comfort and roominess of a four-door sedan in this new model. Conventional center posts are eliminated through reinforcing the pillars upon which the doors are hinged. Inside and outside, the new Holiday sedan embodies the utmost in glamor and luxury. Richly appointed custom upholstery is offered exclusively in the "98" and Super "88" series of this model, representing a further advance in interior automotive design.

A Nichol's Worth of . . . Comment On This and That

By HARMAN W. NICHOLS
United Press Feature Writer

Washington — (U.P.) — Home economists in the U. S. Department of Labor have been examining the lot of the trodden-down behind the Red curtain. They have discovered a serious shortage of work clothes among the galus, or overalls, set in Russia. As a matter of fact, there is a frightful crisis in consumer goods in the Soviet and its occupied areas.

Some of the Russian editors must not have had the proper instructions from higher up. At least, the Soviet Trade Union Daily Trud, according to the Labor Department, printed a letter a few days ago from a housewife, one V. Svistunova. She wrote from the Soviet city of Kishinev, hard by the Russian-Romanian frontier.

The housewife wrote that she had a problem, she and her old man. They had done some major and necessary remodeling of their home. Mr. S. thought it was time to buy some new furniture.

"I went to the central furniture store of the Kishinev City Consumer Goods Trade Organization," she said.

All she wanted for a start, she told the trade paper, was some cupboards and kitchen tables.

"The clerk looked at me in amazement," Mrs. S. said. "It was clear that the clerks in the

store had forgotten the last time such and similar indispensable things for every family were sold."

Mrs. S. went from store to store, wearing thin the only pair of shoes she owned.

"The answer," she said, "always was the same."

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The clerks told her that cupboards and kitchen tables were not for sale. One darkened an already dark afternoon by suggesting there was "nothing better than the kitchen floor for eating off of."

The woman said in her letter that she found the Ministry of Local Industrial Production in Moldevis, headed by "Comrade Atemenenko, does not consider the need of consumers."

The U. S. Labor Department learned from other sources that the Kishinev woodworking factory received a lot of orders from the City Trade Organization during the last half-year. People desperately needed things like kitchen cabinets, cupboards, clothes hangers, shelves, and other household furniture.

The orders weren't answered. Other factories, the Labor Department found out, had orders to produce hatchet handles, clothes-pins, rolling pins, stools, bed stands, and other things. None of the orders were being filled.

Mrs. S. concluded in her letter to Trud that the Soviet doesn't want to bother with "trifles." She quoted the Red leaders as saying that such was "inconvenient. It would prevent the fulfillment of the state plan."

On The Side

By E. V. Durling

(Distributed by King Features Syndicate, Inc.)

To think of dress in every light.
'Tis woman's chiefest duty,
Neglecting that, ourselves we slight,
And undervalue beauty.
Press attire the lover's eye
And graces every action,
Besides, when not a creature's by
'Tis inward satisfaction.

—Gay.

Our countrywomen continue to complain bitterly as to the wearing quality of the present day nylons as compared to those of the yesteryear. Their indignation is so great that a nylon rebellion may break out any minute. One young business woman of Manhattan says she has been compelled to buy twenty-one pairs of nylon stockings in twenty-eight days! She says she has tried all kinds of allegedly helpful hints as to hosiery preservation and practically every type of nylon stockings on the market but always with the same results. A run in two days or less.

Boy or Girl

Do you know any parents of all girl families? How about all boy families? It has been claimed that an all daughter family is a sign the husband is a great lover. However, Mark Handley, one of the world's most successful experts on predicting the sex of an unborn child, once said, "Girls are most likely to be born if the husband is henpecked; boys, if the wife is dominated."

Test

To be considered competent, a London bartender must be able to mix at least thirty-two different cocktails from memory. Ask the bartender at your favorite place how many different cocktails he can mix without looking at the book. I have heard that a New York City bartender who can mix over twenty-five cocktails from memory is a rarity.

Sidelights

Now I have a reader in Conoquenessing, Pa. She happily says she is 69 and still has all of her original teeth! . . . A New York-er with over fifty years' exper-

ience as a theatergoer says he rates the Twentieth Century musical comedy composers as follows: 1—Victor Herbert, 2—Otto Harbach, 3—George Gershwin, 4—Jerome Kern, 5—Richard Rodgers, 6—Cole Porter.

Asking

Queries from clients. Q. Is Mrs. O. O. McIntyre's first name Mabel or Maybelle? A. It is Maybelle. The full maiden name of the widow of the much beloved columnist was Maybelle Hope Small . . . Q. Will you please quote the maiden's prayer once more? A. Well, just once more. This is the five star final on quoting the Prayer to St. Catherine, patron saint of spinsters: St. Catherine, St. Catherine, Oh, lend me thine aid, And grant that I never May die an old maid.

A husband, St. Catherine, A good one, St. Catherine, But anyone better than No one, St. Catherine. A husband, St. Catherine, Rich, St. Catherine, Handsome, St. Catherine, Kind, St. Catherine, Soon! St. Catherine.

Get It Right

"As a corset manufacturer and a student of the history of that garment," writes a New Yorker, "I have noticed several erroneous statements made regarding the origin of the same. Get it right! The first corset was originated by Catherine de Medici, wife of Henry II of France. Queen Elizabeth of England introduced whalebone in corsets. Marie Antoinette was first to use lacers. Sarah Bernhardt introduced the straight front corset. Lillian Russell the straight hips.

So They Say

Virgo (August 23-September 22) women make the best secretaries. That's because they are intelligent, diplomatic, methodical, energetic, painstaking, shrewd and never mix love with business. Or, so say the stargazers.

Belgium Friends Meet At Navy Training Station

Great Lakes, Ill.—(U.P.)—Two youths who grew up in the same neighborhood in Brussels, Belgium, met at the Great Lakes Naval Training station here after joining the U. S. Navy.

They are Marcel A. Opendenberg and Jacques F. Deneef, each 18.

Opendenberg came to the United States in 1952, joining his parents in St. Louis. Deneef arrived with his family in 1948 and settled in Detroit.

They had not seen each other since their days in Brussels until they met in recruit training here.

Drug Store in New York's Bowery Now 150 Years Old; Leeches Still Available

New York — (U.P.) — Arnica flowers, scammony root, St. John's bread, juniper berries, sassafras, and leeches (squirring-fresh at \$2 apiece) can be had at Olliffe's Pharmacy, the same as they could at the same store when Thomas Jefferson was president.

Next month the drug store at No. 6 on the Bowery will be 150 years old. It's in the same frame building, with the same marble-topped counters, the same black walnut prescription counter, the same rows of huge, hand-blown specie jars, the same red and green apothecary show globes.

Still going strong, and prominently displayed in the windows, is Olliffe's most famous product, once sold the world over—"Dr. Jacob Becker's Celebrated Eye Balsam; Brings Instant Relief; Price 25 Cents."

No Extras

The store interior is quiet, dignified, immaculate. No soda fountain. No book stands, magazines. No phone booth. Customers may sit in four heavy-wood, highly-polished armchairs which according to store legend were taken from the tavern from which Washington started his inaugural march to Federal Hall down in Wall Street.

Outside, above the windows, is the firm sign: "Wm. M. Olliffe, Chemist and Druggist. Est. 1805." Actually, according to the present proprietor, Herbert M. Wilks, there is some indication that the store was founded 27 years earlier, just two years after the Declaration of Independence.

At any rate, it was moved in

May, 1805, to its present spot on the Bowery, a street which at that time was 'way up town and tree-shaded.' Wilks, who has been with the store since 1922, when he started as a clerk, is a hustler who wants it known Olliffe's never intends to live in the state past. He runs a modern, efficient prescription business.

Old-Time Remedies

It pains him no end when old herb customers come in and ask for such old-time remedies as juniper berries, lemon balm, or gelatin rubber. But he keeps such things in stock and makes infrequent sales.

"I have to be nice to such customers, but I let them know that I don't believe in catering to sentimentalists," he said. "I get a lot of tourists in here too. I tell them that we're proud to have preserved physically such a piece of history but that we are a modern store."

Olliffe's is one of the biggest retail leech dealers in the country, selling several hundred a year. Wilks said. He buys the leeches from an importer (Spanish and Italian varieties) and keeps them in a jar in the refrigerator. A few summers back a rookie from the Boston Braves entered Olliffe's sporting an awful closed-eye shiner which medical leech had been unable to open. He asked about leeches. Wilks applied one to the eye. Before long it was open and dehiscent enough to allow the rookie to play against the Giants.

Own Medicines

Olliffe's still makes about 10 of its own medicines—"proprie-

taries" they're called. Such things as Olliffe's cough mixture, Olliffe's old fashioned liniment, and that celebrated balsam of Dr. Becker's—the formula a deep, dark secret purchased from Dr. Becker's 70-year-old son in 1874. Such things as Dr. Barrett's St. Vitus Dance remedy and Dr. Olliffe's epileptic mixture can no longer be advertised as such.

Joe Schenck, the movie mogul, once clerked at Olliffe's, as did a man named Mike Sweeney. Mike, who worked at night and patched up local dandies' eyes and noses damaged during discussions in nearby barrooms, gave his name to the ages—legend has it—by being the man who inspired a single phrase: "Tell it to Sweeney."

SCHOOLING BY PHONE

Ansel, Neb. — (U.P.) — Two grade school girls, both stricken with polio, are continuing lessons via telephone. Darlene Rookstool, 12, and Connie Johnson, 10, have telephones in their homes which are direct lines to their school rooms.

Alcoholism Study Encouraged in Contest

Chicago — (U.P.) — An intercollegiate oratorical contest, with state and national awards, will be sponsored by the National Christian Temperance Union to encourage young people to study alcoholism.

Mrs. Glenn C. Hays, president, said state contests will be sponsored by state branches of the WCTU in interested colleges and universities. State winners, she said, will be eligible to enter the national competition.

The contests are to promote research among young people on the harmful effects of drink in all spheres of life, she said.

The national winner will be awarded \$150, with \$100 and \$50 going to second and third place winners.

Kent, O.—(U.P.)—The boxelder is the chameleon of freedom. It is really a member of the maple family, but it has a strong resemblance to the ash, according to Martin L. Davey, tree expert. For many years, it was not generally accepted as a maple. However, it will produce a sap from which sugar can be made.

BIG-FIR

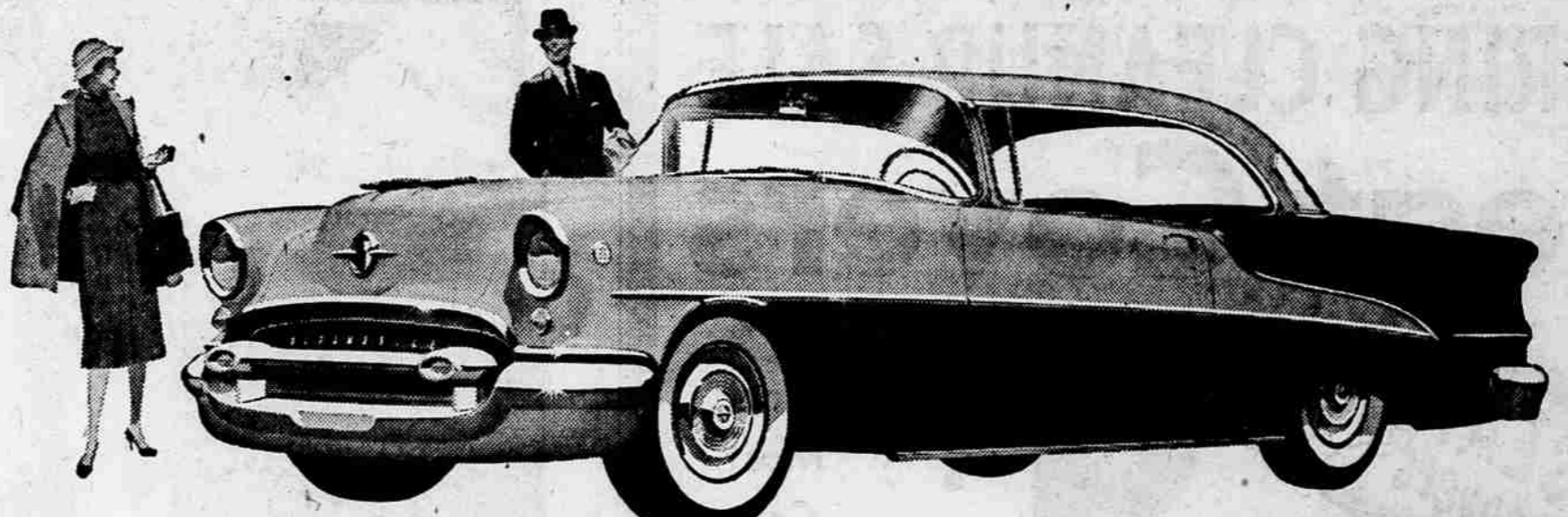
- Slabs and Rough Blox — Green
- Dandy to Burn with Dry Wood
- Big Double Load or Single Load

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You're invited! See the newest new ideas on wheels . . . waiting for you in Oldsmobile for '55! There's style-setting beauty . . . in massive grille and hooded headlights . . . in panoramic windshield . . . sweep-cut styling . . . and the unmistakably exclusive Oldsmobile color toning! It all adds up to the bold new "Go-Ahead" look!

In power and performance, too, Oldsmobile steps far ahead—with the greatest "Rocket" Engine on record! It's Oldsmobile's new "Rocket" 202 . . . now delivering 202 horsepower with an ultra-high, 8.5-to-1 compression ratio! Don't miss the Show . . . and don't miss the big stars . . . Oldsmobile's "Rocket" Engine cars for 1955!



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