

Olds Has Low Silhouette; Retains Road Clearance

Oldsmobile's 1954 models, embodying the most sweeping design and mechanical changes by this General Motors division in recent years, are on display February 27 through February 28 at the Klamath Falls Automobile Show in Klamath Falls, Oregon. The cars are being displayed by the Oldsmobile dealer, Dick B. Miller Co., 710 Klamath Ave.

Stock Races Dominated By Hudson

Hudsons dominated the first Grand National Circuit stock race of 1954 at Palm Beach Speedway, Florida, on Sunday, February 7. Herb Thomas, of Olivia, North Carolina, scored impressively in his Hudson Hornet over a starting field of 25 cars which thinned to 16 at the finish, which was one hour, 41 minutes and 47 seconds, only two seconds off the track record.

Four Hudsons led the qualifying time trials to gain the first four starting positions. Dick Rathman, Daytona Beach, Florida, set a new track record of 27.12 seconds. Al Keller, Green Acres, Florida, posted 27.20 for second position. Thomas was third with 27.37, and Fenty Plock, Atlanta, Georgia, fourth at 28.03.

Rathman set the pace in the early laps, with Keller running a close second. The lead changed six times through the 149th lap, when Thomas took command. Thomas provided an extra thrill after crossing the finish line by crashing his car into a retaining wall to avoid hitting a car which had swerved directly in front of him. He was not injured.

Hudsons scored a total of 46 stock car victories in major racing associations during 1953. Thomas, the Grand National Champion, and Frank Mundy, king of A.A.A.'s stock division, piloted Hudsons in all their races.

The 1954 Oldsmobiles feature the lowest silhouette lines in this car's history, but they still maintain road clearance. The ultra-modern styling is accentuated by the new panoramic windshield that improves forward vision and safety through setting back the corner posts. This has resulted in recessing the front doors to permit easy entrance and exit.

Visitors to the automobile show will see "88" and Super "88" sedans that have a road height of only 60.5 inches, a full three inches lower than in 1953. A change in the heating and ventilating system has dictated a hood-wide cowl ventilator that results in more efficient air circulation inside the body and minimizes duct work under the hood. It also seals out dirt and moisture.

Sweep cut fenders add a new styling note to the "88" series cars, which also feature several striking new two-tone paint effects made possible by the location of the moldings on the closed and Starfire models. The luxury of custom design thus is made available in a medium-priced automobile.

Interior luxury of the 1954 Oldsmobiles is enhanced by a wider choice of fabrics, leather and of colors. Interior appointments, including trim, upholstery and instrument panel, may be selected in gray, green or blue in the sedan or Holiday coupe bodies of all three Oldsmobile series.

Mechanical advances on display in the 1954 Oldsmobile are highlighted by the more powerful "Rocket" engine that is installed in the Super "88" and "88" models. Horsepower has been upped from 165 to 185-h.p. through increasing the bore and redesigning the engine manifold. Overall engine displacement also has been increased by 21 cu. in. to a total of 324 cu. in. Compression ratio has been raised to 8.25 to 1.

Last year's experimental Starfire was the inspiration for several styling innovations in the 1954 Oldsmobiles. These include the panoramic windshield, bullet-shaped parking lights, new Oldsmobile world emblem and jet airfoil wheel disks. All these features lend the most modern styling touch to the 1954 models.

In achieving the three-inch lower silhouette and still maintaining ground clearance, the Hydra-Matic transmission has been rotated 22 degrees counterclockwise. The re-

Streamlined Oldsmobile Super "88" Holiday



Automotive glamor is evident in the streamlined styling and low silhouette of this 1954 Oldsmobile Super "88" Holiday coupe. With a road height of only 59 1/2 inches, the Super "88" Holiday offers the ultimate in luxury and ultra-modern design. The chassis has been completely redesigned to assure adequate road clearance. The panoramic windshield, inspired by custom sports car styling, provides full

forward vision without any obstructing corner posts. A graceful dip in the body belt line where it meets the door opening is another sports car flair. Total glass area is 221 sq. in., greater than the comparable 1953 model. The low contour hood covers a more powerful 185-h.p. "Rocket" engine with 8.25 to 1 compression ratio. Hydra-Matic Drive, power steering, power brakes, are optional.

designed chassis includes a new rear suspension system, in which the semi-elliptic leaf springs are mounted parallel to the wheels rather than toeing in diagonally, making for an easier and softer ride. Fuel capacity has been increased by two gallons with a new 20-gallon gasoline tank.

A full line of Oldsmobile accessories is available to the buyer of a 1954 Oldsmobile. Effort-saving power steering again is offered, this time at a lower price. Pedal-Ease power brakes also contribute to the comfort and safety of driving. They have been improved by providing an extra reserve for several power stops even when the engine is not running.

Oldsmobile air conditioning is offered as an optional accessory with the fresh air intake moved from the rear quarter panel to the rear end of the rear fender crown, just ahead of the taillight. The air conditioning operating unit can be disengaged in the summer months by an adjustment on the instrument panel.

A four-way power seat, permitting both horizontal and vertical movement, also is available as an optional accessory.

Oldsmobile's Restyled "88"



Trim lines of this 1954 Oldsmobile "88" two-door sedan accentuate the lowest car this GM division has ever produced in the most sweeping model change in its history. Standing only 60.5 inches in road height, the "88" two-door sedan still maintains adequate road clearance through a completely new chassis design. From the restyled front end, with new grille and bumper, bullet-shaped parking lights and attractive world emblem, to the low contour rear deck and high fender crown, the Oldsmobile "88" epitomizes ultra-modern styling at an economical price. The panoramic windshield, cowl-wide ventilator and 122-inch chassis represent new advances in this price class. Power is provided by a 170-h.p. version of the "Rocket" engine.

Olds Rocket Features New Power

Greater performance and economy of the improved "Rocket" engine in the 1954 Oldsmobile was proved conclusively in tests conducted last summer at Monarch Pass, Colorado, and at the Indianapolis Speedway, according to Harold F. Metzel, chief engineer of the Oldsmobile Division. The larger 185-h.p. "Rocket" engine for 1954, with greater displacement of 324 cu. in. and higher compression ratio of 8.25 to 1, outperformed the 1953 "Rocket" engine even though using less fuel, Metzel stated.

In both tests, two 1953 Super "88" four-door sedans were used, but

one of them was equipped with a 1954 "Rocket" engine, while the other had a 1953 engine. A five-mile stretch of the eight-mile road to the summit of Monarch Pass was employed in the Colorado trial. The grade ranged from 7 to 9 per cent. Elevation of Monarch Pass at the top is 11,312 feet.

The 1953 Oldsmobile required 5 minutes, 24 seconds to cover the five miles up Monarch Pass. The Oldsmobile with the 1954 "Rocket" engine was timed in 4 minutes, 29 seconds, finishing almost a mile ahead. The 55-second time advantage marked a 17 per cent improvement over the 1953 "Rocket" - powered Oldsmobile.

The test at Indianapolis was a 10,000-mile economy run in which both Oldsmobiles maintained a constant speed of approximately 60 m.p.h. The cars were operated continuously, night and day, for almost a week, with stops made only for gasoline, oil, tire rotation, and driver relief. The drivers were at the wheel in four-hour shifts. At the end of the run, the Oldsmobile equipped with the 1954 "Rocket" engine had used approximately 10 per cent less gasoline than the 1953 Oldsmobile.

All Business Is Local

There is no such thing as business until a local customer makes a purchase.

All Advertising Is Local

There is no such thing as advertising until a local person sees or hears an advertising message, generally in the privacy of his home.

Let's Get The Picture Straight In Klamath County —

18 out of every 100 homes take Saturday Evening Post

13 out of every 100 homes take Ladies' Home Journal

13 out of every 100 homes take Life Magazine

76 out of 100 homes take the Herald & News

To advertise effectively to the people of the Klamath Basin it takes the local Herald & News with its more complete coverage and more complete reading.

The Herald & News generally does not refer to competing advertising media. It has just told the story, during Advertising Recognition Week, of how advertising benefits everyone. And it will add right now that national magazine advertising is good; it gets a story to a small per cent of the people all over the country in one easy way; it gives the advertiser whose product is sold equally everywhere a good advertising value.

Just to get the record straight, and believing that all subscribers will be interested in knowing why there is more daily newspaper advertising than all radio, magazine and TV advertising combined, these figures are published.

SOURCE: Number of families in Klamath County (13,200) is Sales Management magazine's estimate of May 1953. Saturday Evening Post circulation Feb. 1953; Ladies' Home Journal circulation March 1953; Life Magazine circulation March 1953; Herald & News ABC audit year 1952. (Herald & News circulation was up in 1953 but Audit Bureau of Circulations has not yet audited the books.)

Herald and News

1954 OLDSMOBILE

on Gala Display at

CARVALCADE

KLAMATH FALLS 'ARMORY

February 27th & 28th 12 a.m. to 10 p.m. Daily



See the Ultra-New 88



See the New "Dream Car" Ninety-Eight

Powered by the New World's Record "Rocket" Engine!

Don't miss them at the Auto Show! The newest new cars in Oldsmobile's 57-year history... the dazzling new Super "88" and the magnificent new Ninety-Eight for 1954! With that longer, lovelier, low-level silhouette—so low you can look right over it! With the swept-back grace of the new panoramic windshield. With

the dashing new appearance of sweep-cut doors and fenders! Here, too, is record-breaking new power—in the new 185-hp. "Rocket" Engine! You'll also see exciting exhibits and special features in Oldsmobile's glamorous display. Above all, you'll see the highlights of the show—the all-new Oldsmobiles for 1954!

ALSO ON GALA DISPLAY AT YOUR OLDSMOBILE DEALER'S

DICK B. MILLER CO., 7th and KLAMATH