

Oldsmobile--Lower, Longer

***Engine has more power;
chassis is redesigned for
three lines, eleven models***

A BIGGER ENGINE, UP IN HORSEPOWER, AN all-new body, and a lower chassis are among the features of the 1954 Oldsmobiles. The new models were originally planned for release in 1955, according to J. F. Wolfram, general manager of Oldsmobile Division and vice-president of General Motors.

"But the original plans were scrapped early in 1953 when it was found possible to move the 1955 model up to 1954. The result of the skip-a-year program is the most completely new, completely changed, completely advanced Oldsmobile in many years."

The Oldsmobile Series

Oldsmobile presents this year 11 models in all, coming in three series—the "88," Super "88," and "98." The new models are a full three inches lower than their predecessors without sacrificing ground clearance. The minimum road clearance at the frame side bar is 6.26 inches for the "88" and Super "88" and 6.23 inches for the "98." At the axle clip and banjo housing of the rear axle, the minimum road clearance is 7.66 inches for all the models. Each model features an all-new body by Fisher; a new, wide, wrap-around panoramic windshield; a new sweep-cut fender and door design; and many other styling innovations.

The "Rocket" engine is stronger—up in horsepower from 165 at 3600 RPM in the Super "88" and "98" to 185 at 4000 RPM; from 150 at 3600 RPM to 300 at 2000 RPM in the "88." The compression ratio has also been increased—from 8 to 1 up to 8.25 to 1. And the piston displacement has gone from 303.73 to 324.31 cubic inches. The entire car, according to the slide-rule boys, has been engineered so that this increased power is *usable* power, and usable in the medium and low speed ranges of ordinary, every-day driving situations.

New Styling Features Outside

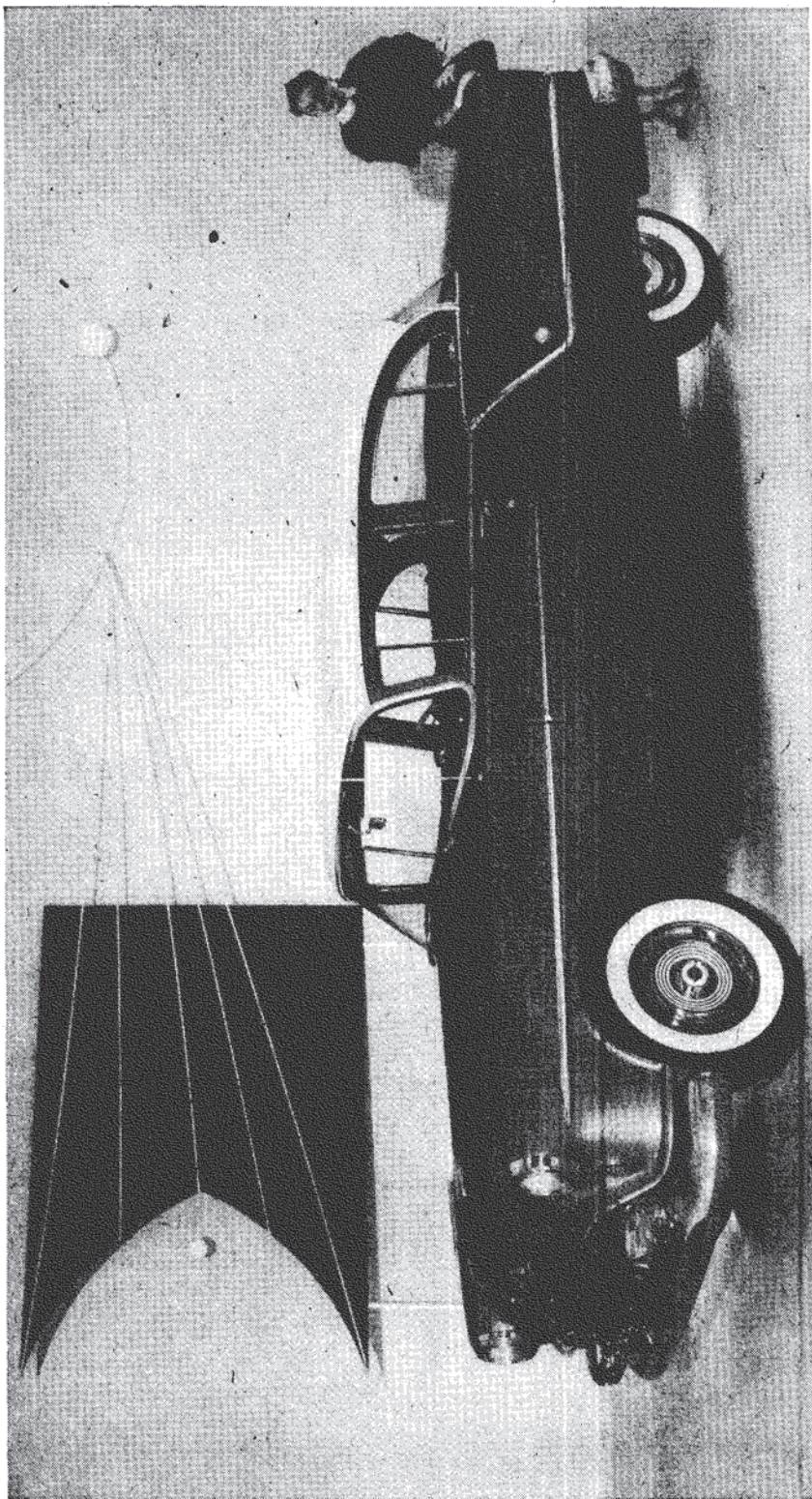
The Oldsmobile designers say many of the new styling features were inspired by the General Motors experimental dream cars, particularly the Oldsmobile Starfire. All the models in the "88" and Super "88" are not only three inches lower, but are two inches longer, and this, of course, as the designers point out, gives the cars their new, long, low-level silhouette. The Super "88" Holiday coupe has now a road height of 59½ inches, and its chassis has been redesigned. Total glass area is 221 square inches *greater* than the comparable 1953 model. The Super "88" four-door sedan has a road clearance of 60.5 inches. And the convertible in this series is also low-slung, with a redesigned chassis that hugs the road and assures a comfortable ride. The convertible top is hydraulically operated. Power steering, power brakes, four-way powerseat, Hydra-Matic Drive, and the Autronic-eye are optional extras for all models in the "88" and Super "88" series.

The panoramic windshield and sweep-cut door and fender treatment are notable styling features, and contribute much to Oldsmobile's new "Sports car" look, even in the conventional two-door and four-door models. Fenders, front and rear, are higher; they are almost level with the hood in front and with the rear deck in back.

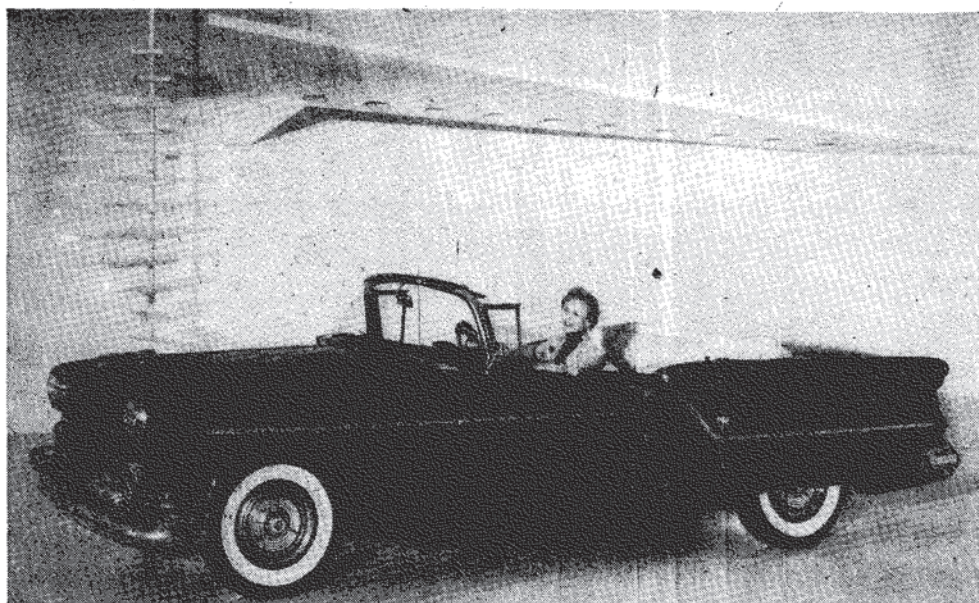
The designers' main aim has been ultra-modern styling in an economical car, from the restyled front end, with a new grille and bumper, to the bullet-shaped parking lights and low-contour rear deck and high fender crowns.

And Inside, Too

Inside, too, the 1954 Oldsmobiles are all new. New fabrics, new colors, new combinations of leather and cloth highlight the most luxurious interiors in Oldsmobile history. Even the instrument panel is redesigned to harmonize with the sweep of the new windshield. The front door has been recessed to accommodate the wrap-around windshield, making for easy entrance or



The Super "88" four-door typifies the lowest—60½ inches—Oldsmobiles ever built—the '54 models.



THE CHASSIS of the Super "88" line, represented by this convertible coupe, has been redesigned to be low-slung and ride on a wheelbase of 122 inches. The engine is a 185-hp "Rocket" with a stepped-up compres-

sion ratio. Oldsmobile is featuring the panoramic windshield, so noticeable on this coupe. The convertible top is hydraulically operated and tucks away snugly. You have a choice of six different colors.

exit. Interior head room, leg room, and seat room have not been sacrificed, despite the new lower over-all design.

Among the other advancements is a new cowl ventilator, which extends the width of the hood and makes possible a compact, more efficient heater and defroster unit. A new Oldsmobile world emblem is located front and rear. The new bullet-shaped parking lights and the increase in total glass area are not only for looks but are functional features as well.

In order to achieve the lower chassis, the Oldsmobile frame had to be redesigned. Also, the Hydra-Matic transmission has been rotated 22 degrees counter-clockwise for clearance, and the rear suspension has been altered. The semi-elliptic leaf springs, formerly mounted diagonally, are now parallel and have been moved closer to the wheels for easier, softer riding.

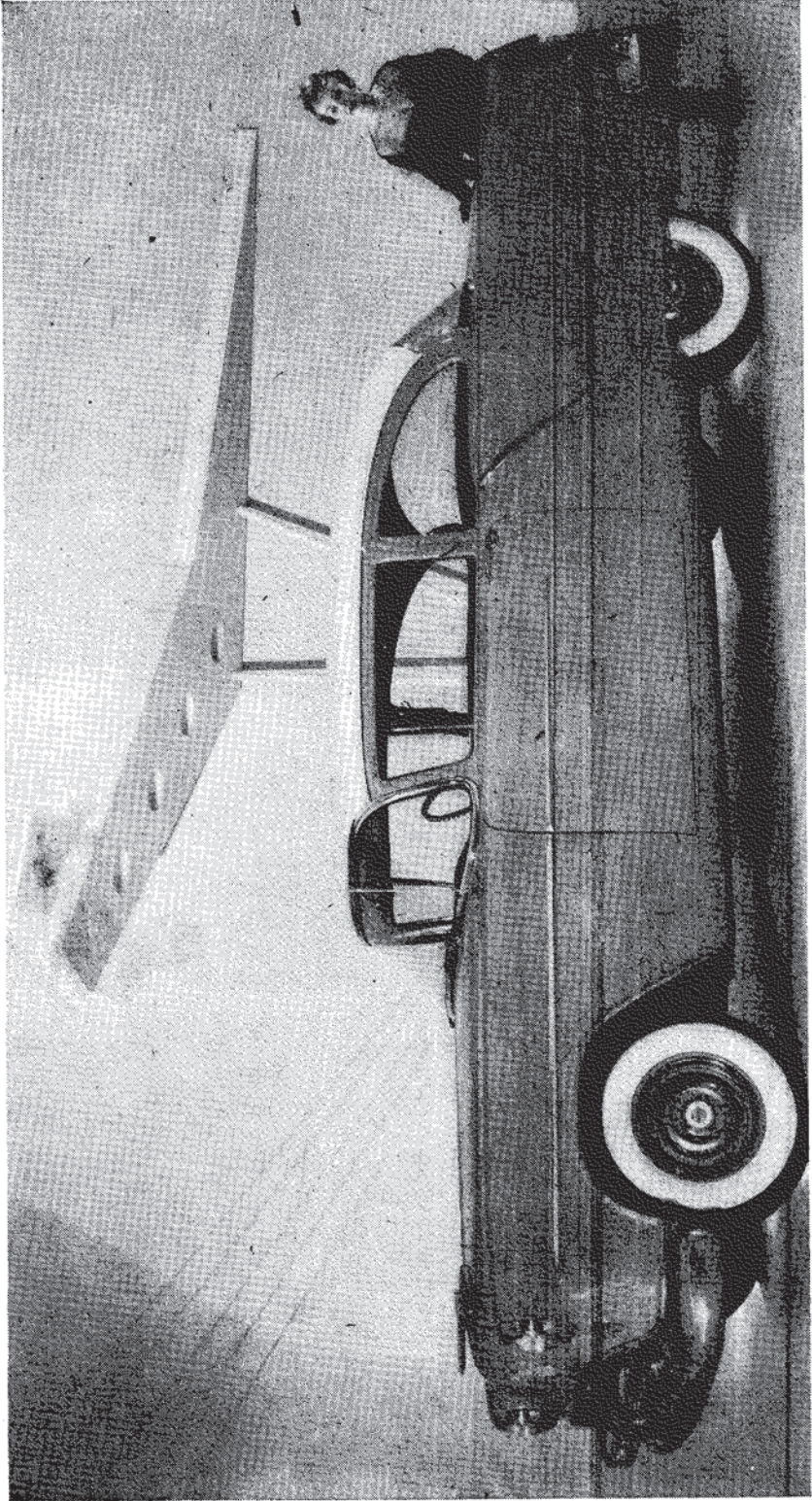
The front tread of all 1954 models will remain at 59 inches with a rear tread of 58 inches. The standard size of tire is 7.60 x 4, but now an optional size of 8.00 x 15 is offered, too.

How They Pepped Up the Engine

The increase in engine displacement is

the result of enlarging the bore from 3 1/8 inches to 3 3/8 inches. The greater displacement, together with the increase in compression ratio, results in higher torque, particularly at low speeds, making it possible to use lower axle ratios and get better gasoline economy. The new rear-axle ratios are: with conventional transmission, 3.42 to 1 (standard) or 3.64 to 1 (optional); and with automatic transmission, 3.07 to 1 in the "88," 3.23 to 1 in the Super "88," and 3.23 to 1 in the "98." Two additional gallons of gasoline can be carried in the larger fuel tank (now of 20-gallon capacity). The tank opening is located on the left rear fender and has a Saran type of fuel filter in it. The fuel pump is mechanical.

Power brakes, which were introduced last year, are offered again this year as optional equipment. Braking is accomplished by a vacuum booster in combination with regular hydraulic, self-energizing brakes. With this braking system the braking effort is said to be reduced as much as 40 per cent when the additional power is added to the driver's foot pressure. The effective braking area for the Bendix brakes is 191.7 square inches. The brake pedal can be easily operated by pivoting the foot to the left from the ac-



The "88" two-door has a 170 horsepower version of the "Rocket" engine.

celerator pedal. It is a low-mounted foot pedal with 6½ inches of available pedal travel. An extra reserve for several power stops, even when the engine is not running, has been provided.

In a recent series of tests at the Indianapolis Speedway and at Monarch Pass in the Colorado Rockies, the new "Rocket" engine lived up to engineering expectations by proving its greater performance and increased economy. In a 10,000-mile economy run at a constant highway speed at Indianapolis, the new "Rocket" engine used 10 per cent less gasoline than the 1953 Oldsmobile engine. Over an uphill run at Monarch Pass, the '54 "Rocket"-engine test car easily outdistanced a stock 1953 Olds "88." Both engines were mounted in 1953 Oldsmobile four-door sedans.

To make Oldsmobile's line-up of power

features complete, the 1954 models will offer four-way power seats as an optional feature. In addition, safety power steering, Oldsmobile air conditioning, and the automatic headlight dimmer, Autronic-Eye, have all been improved for the 1954 Oldsmobile models.

The Models Offered

Oldsmobile will present eleven models in three series for 1954. The new Super "88" models will include a two-door and four-door sedan, Holiday coupe, and convertible. The popular "88" series will feature a new model this year—the Holiday hardtop coupe—along with the two-door and four-door sedan. In the luxurious "98" Series are the four-door sedan, the Deluxe Holiday coupe, the Holiday coupe, and Starfire, a special and ultra-glamorous convertible coupe.

SPECIFICATIONS

"88," Super "88," "98"

Engine: V-8, valve-in-head. Bore, 3½ inches; stroke, 3 7/16 inches. Piston displacement, 324.31 cubic inches. Horsepower: 300 at 2000 RPM for the "88"; 185 at 4000 RPM for the Super "88" and the "98." Torque, 300 foot-pounds at 2000 RPM for all models. Compression ratio, 8.25 to 1.

Lubrication: Pressure to main bearings, connecting rods, camshaft bearings, tappets, timing gear (or chain), and cylinder walls. Splash to piston pins. Crankcase capacity, 5 quarts, less filter.

Fuel: Capacity, 20 gallons. Carburetor; dual-downdraft for the "88," and quad-downdraft for the Super "88" and "98." Integral choke. Dry air cleaner, standard. Oil-bath cleaner, optional. Automatic intake-manifold heat control.

Cooling: Capacity, 19.5 quarts with heater, 18.5 without heater. Cellular round "V" radiator. Choke type of thermostat, starts to open at 157 to 162 degrees.

Electrical: 12-volt, 9-plate battery system; 60-ampere-hour rating.

Transmission: Conventional, standard; automatic, optional. Ratios, standard: first, 3 to 1; second, 2.3933 to 1; third, 1 to 1; reverse, 2.534 to 1. Ratios, automatic: first, 3.8195 to 1; second, 2.6341 to 1; third, 1.45 to 1; reverse, 4.3045 to 1. Exposed type of drive shaft. Rear axle ratios with conventional transmission: standard, 3.42 to 1; optional, 3.64 to 1. With automatic transmission: "88," 3.07 to 1; Super "88," 3.23 to 1; "98," 3.23 to 1.

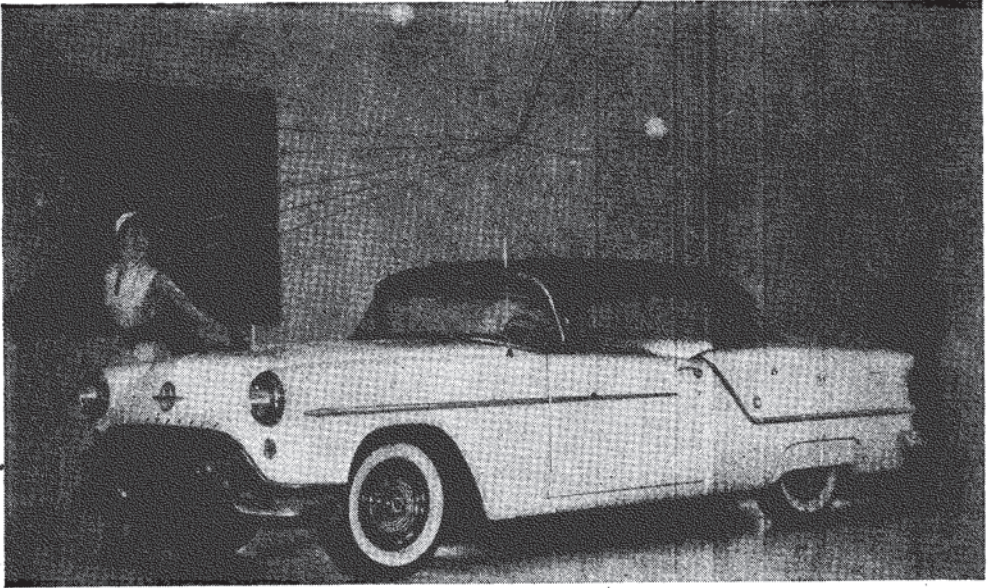
Brakes: Four-wheel hydraulic, Bendix type. Vacuum power brakes, optional at extra cost. Effective braking area, 191.7 square inches. Parking brake operates on rear wheels.

Suspension: Front, independent with coil springs. Rear, longitudinal leaf springs. Lever type of shock absorbers in front; direct-acting shock absorbers in rear.

Steering: Mechanical, standard; power steering, optional. Over-all ratio: mechanical, 27.5 to 1; power, 25.73 to 1.

Dimensions: Wheelbase: for "88" and Super "88," 122 inches; for "98," 126

inches. Over-all length: "88" and Super "88," 205.26 inches; "98," 214.26 inches. Over-all width, 78.26 inches. Over-all height, 60.5 inches. Tread: front, 59 inches; rear, 58 inches. Tire size: standard, 7.60 x 4; optional, 8.00 x 15.



THE HOLIDAY coupe in Oldsmobile's Super "88" line has a road height of only 59¼ inches. It has been designed to look as sporty as possible. The glass area of the panoramic windshield is 221 square inches

greater than on the '53 model. Under the low-contoured hood is a 185-hp engine. Hydra-Matic Drive, power steering, power brakes, four-way power seat, Autronic-Eye, and jet airfoil wheel discs are optional.

Packard Adds New Series

Over a dozen models offered in two lines—the Packard and the Clipper

PACKARD MOTOR CAR COMPANY LAUNCHING the second phase of the company's new expansion program, has added a new series of cars—the Super series—to its 1954 models. The new cars are in the Clipper line, and expand the company's coverage of the medium-price field. There is a new, more powerful engine in the over-200-horsepower class for Packard cars in the luxury field, and all models have advanced styling, comfort, and performance features.

Two Lines Offered

Packard's two lines of cars, Clippers and Packards, now bracket the price range from the lower medium-price class to the most luxurious custom-built models. Both family sedans and sports-type cars are included in the various price ranges.

Following a year marked by the re-establishment of Packard in the luxury car field, the company will move toward the pattern of auto-making which once gave it dominance in the top price group. Buyers will be offered a wide choice of engines; power arrangements especially designed for open road, mountain, rough terrain, or city traffic driving; more than forty selections of interior trim; and twenty-three exterior color combinations. The luxury line of Packard will include seven models, ranging from a new deluxe hardtop, the "Pacific," through a convertible coupe, two family sedans, and an eight passenger executive sedan, to the top-of-the-line custom-built Caribbean sports car and a chauffeur-driven model.

Packard's medium-priced Clippers will be built in three series as the company moves further toward complete representation in its price classes. The company has added a Super series at the top of this line, which includes the Panama, a hardtop, new to this group, and the Super four-door sedan. Other Clippers are in the Deluxe and Special

series. The Deluxe series includes a four-door sedan, a club sedan, and the Sportster; a club sedan is also offered and is designated as a Clipper Special.

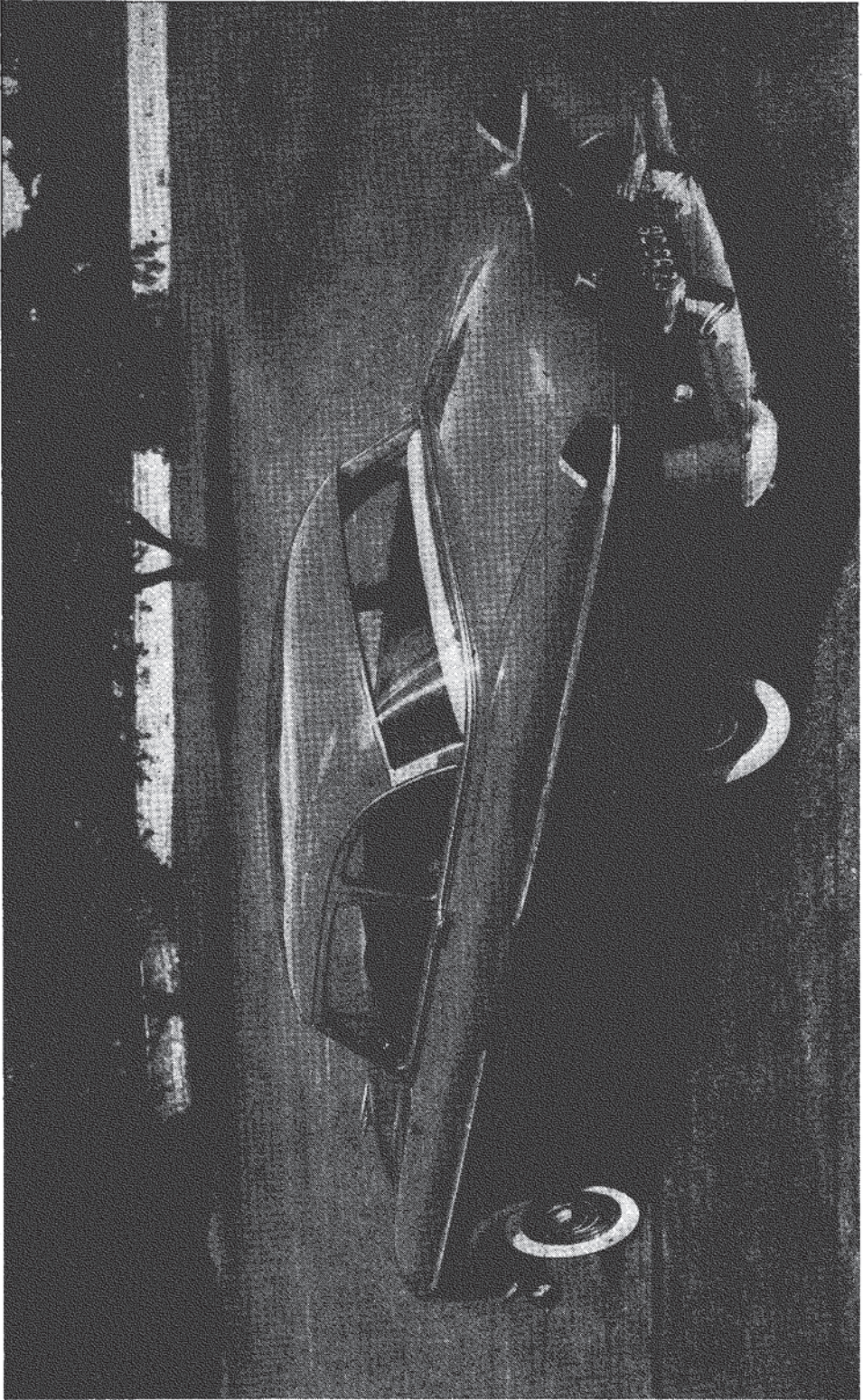
Reverting to the time-tested Packard philosophy that in the higher price cars people do not want radical changes but rather a quality product which retains its style value, the company will maintain accepted styling continuity with conservative exterior-appearance changes in its 1954 Packards while adding major changes in the engine and equipment which will improve the ride. In the Clippers, however, there are considerable styling advances, particularly in the strong new accent for the high, long rear fenders, to give the cars a more youthful appearance.

The New Engine

The leading mechanical innovation for the company in 1954 is the introduction of a new engine for its Packard line. The new straight-eight delivers greater passing ability at the critical driving range of 40 to 70 miles per hour than any engine the firm has built in its fifty-five-year history. The engine has a horsepower rating of 212 at 4000 RPM and is mounted in all the Packard models except the Cavalier.

James J. Nance, president of Packard Motor Car Company, says the new engine provides maximum torque at speeds where it is most needed under modern congested traffic conditions. While many high-horsepower engines have top passing ability at speeds of 70 miles per hour and higher, Nance points out that safe driving dictates that an engine should deliver its top performance at speeds normally used by most drivers.

Although the new Packard engine has greater top speed than its predecessor, its greatest characteristic is its ability to deliver power where needed, without undue engine strain and with maximum economy. An indication of its performance is seen in the results of tests conducted against the 1953 engine it replaces. In an acceleration



The Clipper Special club sedan is a new entry in Packard's line.

test from a standing start, the car with the new engine had a lead of 11 car lengths (230 feet) before reaching 60 miles an hour, and a lead of 37 car lengths (750 feet) when it reached 80 miles an hour. The new engine has 359 cubic inches of piston displacement, and a compression ratio of 8.7 to 1.

The piston displacement for the Cavalier and for the Super and Deluxe series of the Clipper line is 327 cubic inches; for the Clipper Special series it is 288 cubic inches. The compression ratio is 8.0 to 1 for the former and 7.70 to 1 for the Specials.

Standard and Optional Equipment

Ultramatic, Packard's automatic transmission, is standard equipment for the Patrician, Caribbean, Pacific, Convertible, Limousine, and Executive Sedan in the Packard line. The Cavalier and the Clipper line are equipped with a conventional transmission.

Packard feels there is a wide selection of mechanical and styling features in its '54 lines to give the purchasers of both Packards and Clippers the opportunity of choosing the features they desire in their individual cars.

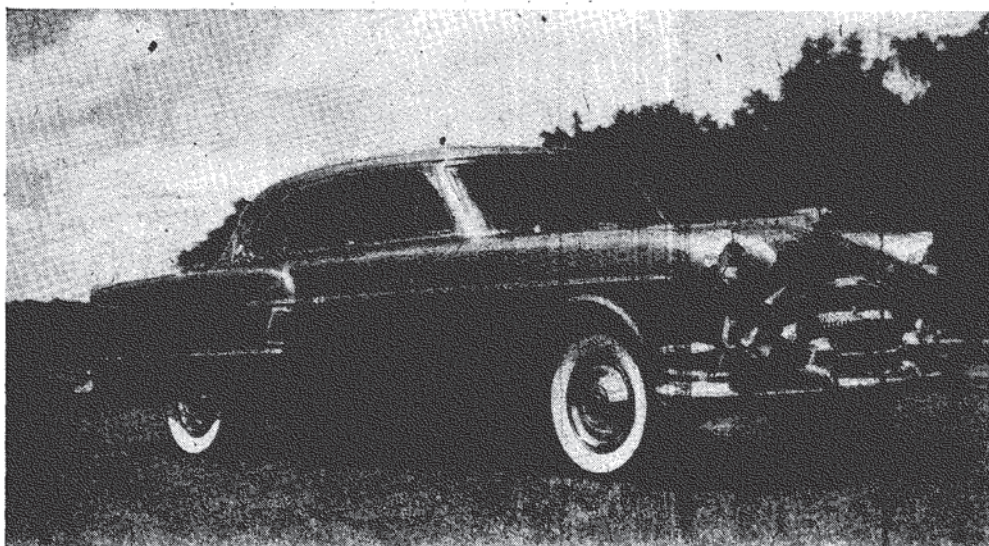
There are four basic engines: For the Clippers, a Clipper Special with 150 horsepower; for the Clipper Super series, a Clipper Deluxe with 165 horsepower; for the Packard line, the Cavalier engine with 185 horsepower; and for other Packard models,

a 212-horsepower engine. The claimed advantage of maximum horsepower at relatively low speeds works out like this, for the various engines: At 3600 RPM on the Clipper Deluxe and Super series, and at 4000 RPM on the rest of Packard's line.

To go with these power plants, buyers may order standard transmission, overdrive, or Packard's automatic transmission, Ultramatic. Completing the selectivity of power combinations, the company offers four different axle ratios. They are—in the Packard line: Patrician, Caribbean, Pacific, Convertible, and Cavalier, 3.54 to 1; Limousine and Executive Sedan, 3.9 to 1. In the Clipper Super and Deluxe, 3.23 to 1; in the Clipper Special series, 3.54 to 1. By combinations of engine, transmission, and axle ratio, owners may obtain either maximum economy of operation or, at the other extreme, top performance. The engineers have worked out special combinations for rough terrain and other unusual conditions.

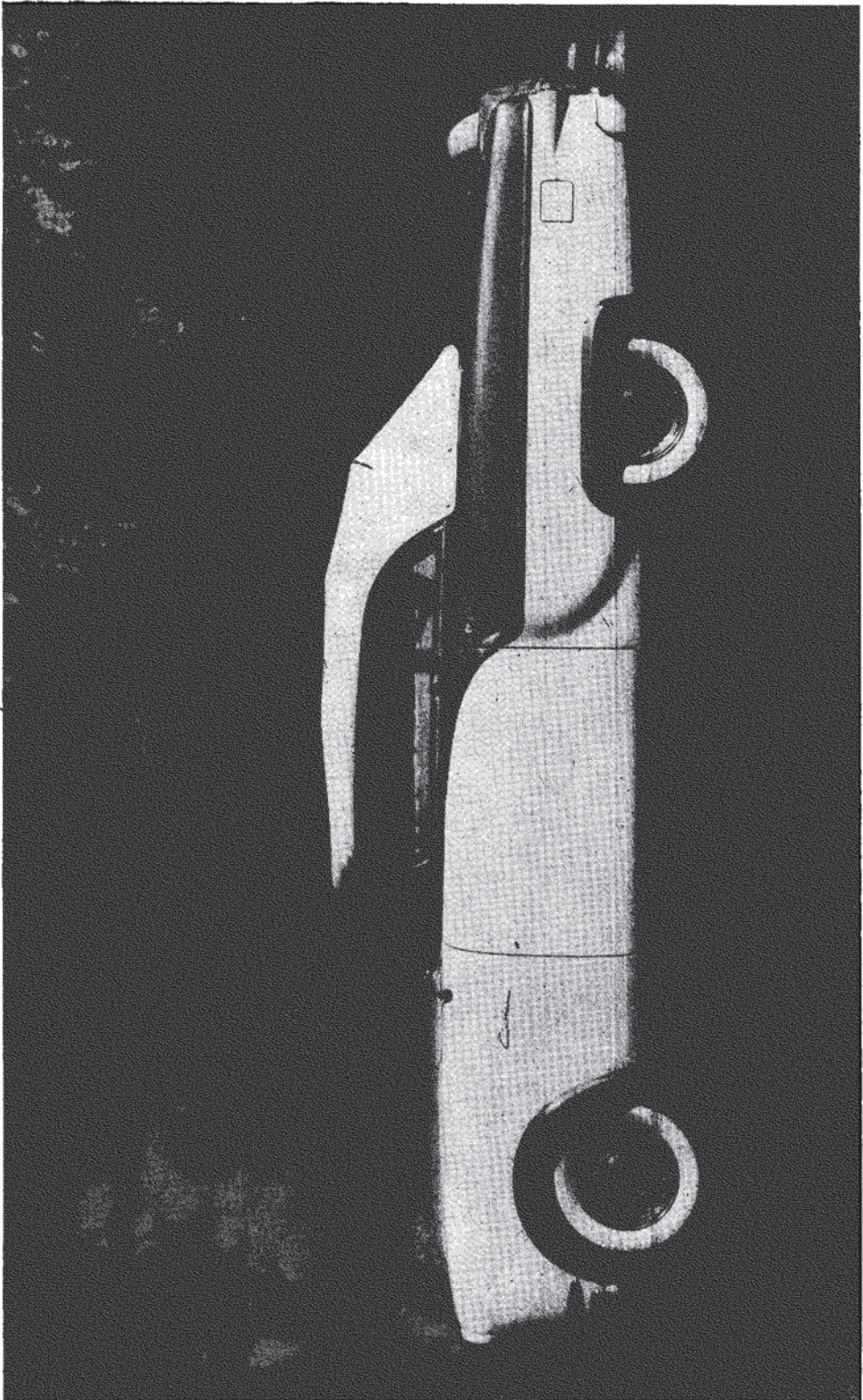
Among the new features introduced are tires with squeal-resistant treads. These tires, available as standard equipment on all models, provide better traction and eliminate the irritating squeal many tires make on corners. The tread design also adds to the response of the tire to movements of the steering wheel and results in a stable tire at all speeds.

Also new—Packard says for the first time



HERE IS the Patrician, first in the Packard line of the two lines offered. Like other

Packard-line cars, except the Cavalier, it has 212 horsepower.



ON PACKARD'S Caribbean, such items as power brakes and power steering are standard equipment.

on an American passenger car—is a tubeless tire. It is offered as special equipment, with the advantages of lightness and cooler operation, the latter an important safety factor. The recommended pressure for both the squeal-resistant tire and the tubeless tire is 24 pounds.

The Packard line has as optional equipment a new four-way poster seat, adjustable with a touch of the finger to the most comfortable position for the driver. Other recent Packard contributions to easier, more luxurious motoring are continued in the cars. These include Ultramatic, power brakes, power steering, power windows, air conditioning, dual heaters with underseat outlets, and a selection of four different radios, which may be equipped with manual or electric antennas and front- and rear-seat speakers. Optional on other models, the power seat, power steering, and electric window lifts are standard on the Caribbean.

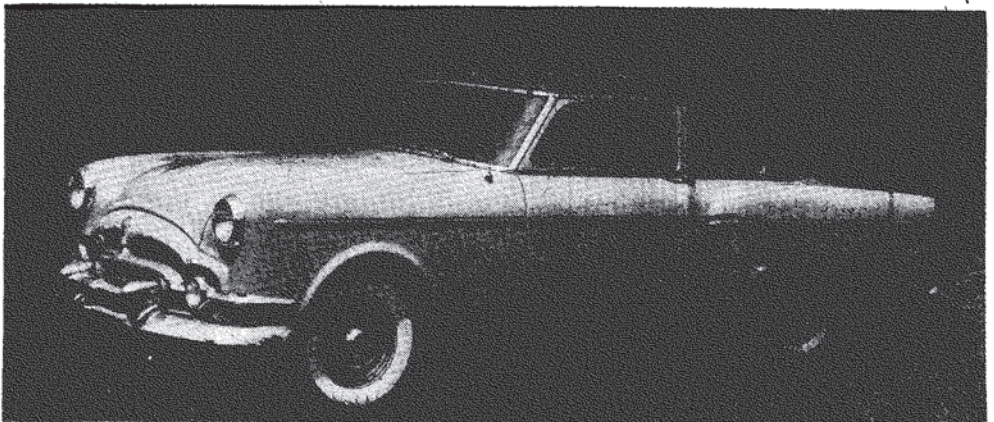
The frame of the '54 Packard is full-frame-length Channel steel side members, joined together by cross members, plus an X member as further reinforcement. The shock absorbers are direct-acting. In the Packard line the four-barrel down-draft carburetor, which was introduced last year, is retained. The Clipper line continues to use the dual down-draft carburetor.

Packard power steering is a simple and direct-acting hydraulic mechanism that applies power directly to the steering linkage. As the driver turns the wheel, the resulting movement directly actuates the Pitman arm, and the Pitman arm moves the steering

linkage. A hydraulic valve is simultaneously activated and introduces oil under pressure of about 650 pounds into a hydraulic cylinder. This cylinder has a piston secured to the steering linkage and anchored to the frame at one end. Thus the oil, pressure moves the cylinder and the steering linkage to the left or right, depending on which of two valves is opened.

When the steering wheel is centered and the wheels are pointed directly ahead, the oil pressure is equal on both sides of the piston and the cylinder does not move. Of course, if the hydraulic system should fail for any reason, the direct mechanical linkage between the Pitman arm and the steering linkage would be unaffected. Steering is still perfectly possible, although it requires more effort.

Another move toward "customizing" the cars is designed to provide additional riding comfort. For motorists who prefer a firmer ride, extra seat-cushion springs may be added to any section of the seat or throughout the entire seat. Seats of all models are located in the center area, cradled in the smooth-riding section between the front and rear wheels. The seats are of normal chair height, an aid to both comfort and visibility, as passengers may see in all directions from natural sitting positions. The high crowned fenders and low hood allow the driver to see more of the road, and the windshield, although curved, is distortion-free. Windshields are available in clear plate glass or in the Solex heat-absorption type, with or without the light filter area.



THE CLIPPER Deluxe club sedan is a good example of Packard's styling and engineering.

The models offered now span the medium-priced and high-priced brackets.

SPECIFICATIONS

Models: *Packard Line:* Patrician, Caribbean, Pacific, Limousine, Executive Sedan, Convertible, Cavalier.

Clipper Line: Super series—Panama, 4-door sedan; Deluxe series—Club sedan, 4-door sedan, Sportster; Special series—Club sedan.

Engine: Eight-cylinder, vertical, L-head. Packard line: bore, 3 9/16 inches; stroke, 4½ inches; Cavalier, bore, 3½ inches; stroke, 4¼ inches. Clipper line: bore, 3½ inches; stroke, 4¼ inches. Clipper Special series, bore, 3½ inches; stroke, 3¾ inches. Compression ratio: Packard line, 8.7 to 1; Cavalier, 8.0 to 1. Clipper line, 8.0 to 1; Special series, 7.70 to 1. Horsepower: Packard line, 212 at 4000 RPM; Cavalier, 185 at 4000 RPM. Clipper line: Super series, 165 at 3600 RPM; Deluxe series, 165 at 3600 RPM; Special series, 150 at 4000 RPM. Piston displacement: Packard line, 359 cubic inches; Cavalier, 327 cubic inches. Clipper line: Super and Deluxe series, 327 cubic inches; Special, 288 cubic inches.

Lubrication: Crankcase capacity, 7 quarts.

Fuel: Capacity, 20 gallons. Packard line: four-barrel down-draft carbureter. Clipper line: dual down-draft carbureter.

Transmission: Caribbean, Patrician, Pacific, Convertible: Ultramatic standard. Other models: Standard transmission, with Ultramatic or overdrive with standard as optional. Hotchkiss-type drive through rear springs, standard. Rear

axle ratio with Ultramatic: Packard line, 3.54 to 1; Limousine and Executive Sedan, 3.9 to 1. Clipper line: Super and Deluxe series, 3.23 to 1; Special series, 3.54 to 1.

Steering: Worm-and-tooth roller-type gear. Power steering standard on Caribbean; optional on all other models.

Suspension: Direct-acting shock absorbers.

Brakes: Power unit standard on Caribbean; optional on all other models.

Dimensions: *Wheelbase*—Packard line: Pacific and Caribbean, 122 inches; Patrician, 127 inches; Limousine and Executive Sedan, 149 inches; Convertible, 122 inches; Cavalier, 127 inches. Clipper line: 122 inches. *Over-all length*—Packard line: Patrician, 216 15/32 inches; Caribbean, Pacific, Convertible, 220 9/32 inches; Limousine and Executive Sedan, 238 15/32 inches; Cavalier, 216 15/32 inches. Clipper line, 215 15/32 inches. *Height*—Packard line: Patrician, 62¾ inches; Pacific, Caribbean, Convertible, 62 inches; Limousine and Executive Sedan, 63 inches; Cavalier, 62¾ inches. Clipper line: 62 11/16 inches. *Width*—All models, 77¾ inches. *Tire Size*—Packard line: Patrician, Caribbean, Pacific, Convertible, 8.00 x 15 inches, 4 ply; Limousine and Executive Sedan, 8.20 x 15 inches, 6 ply; Cavalier, 8.00 x 15 inches, 4 ply. Clipper line: 7.60 x 15 inches, 4 ply.