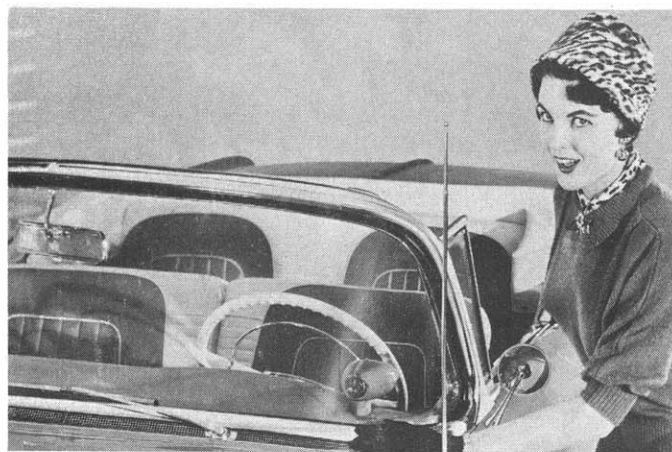


Oldsmobile 98 four-door sedan offers new panoramic windshield and two-tone paint styling.



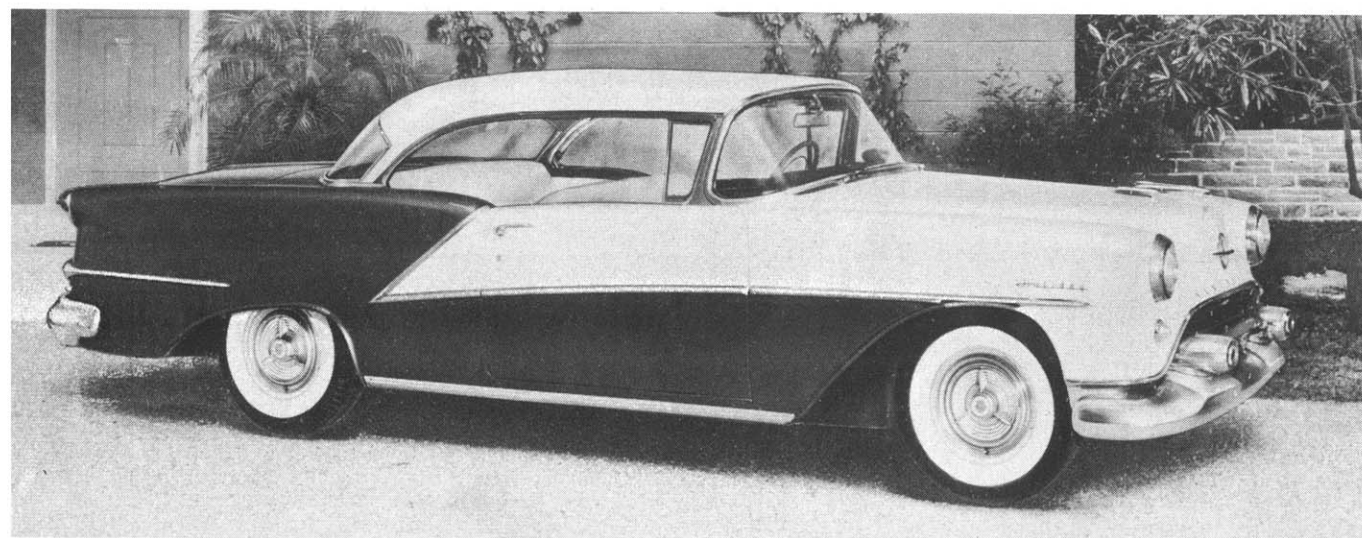
Olds Super 88 Holiday coupe with its 185 horsepower Rocket engine.



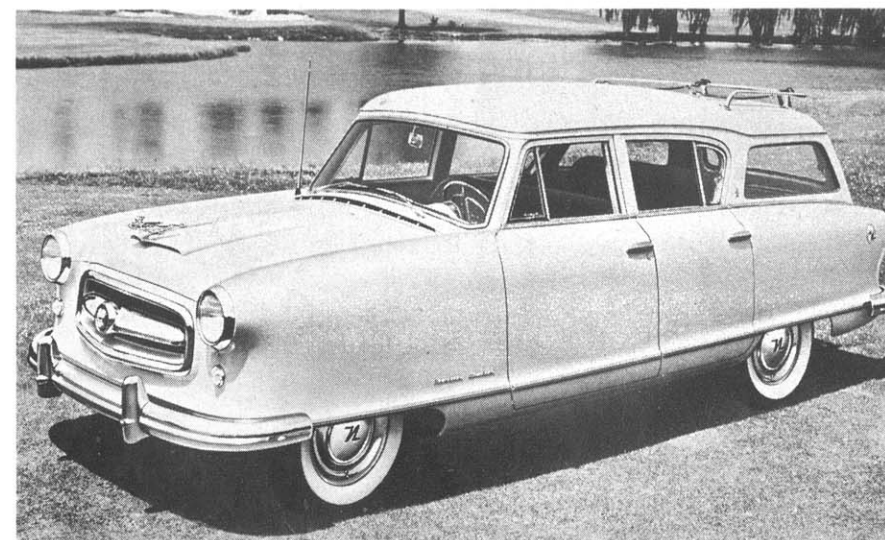
Olds air-conditioning without traffic fumes.

# NEW

# FOR '54



Most unusual design is employed for the Olds 98 Deluxe Holiday coupe and the body is three inches lower.



Nash Rambler Cross Country, new four-door station wagon.

## CAR LIFE STAFF REPORT

### OLDSMOBILE

**N**EWEST—and possibly best—sales gimmick of the year is Oldsmobile's "one full year ahead of schedule."

It came so simply it aroused the age-old wonderment, "Wonder why we didn't think of that?"

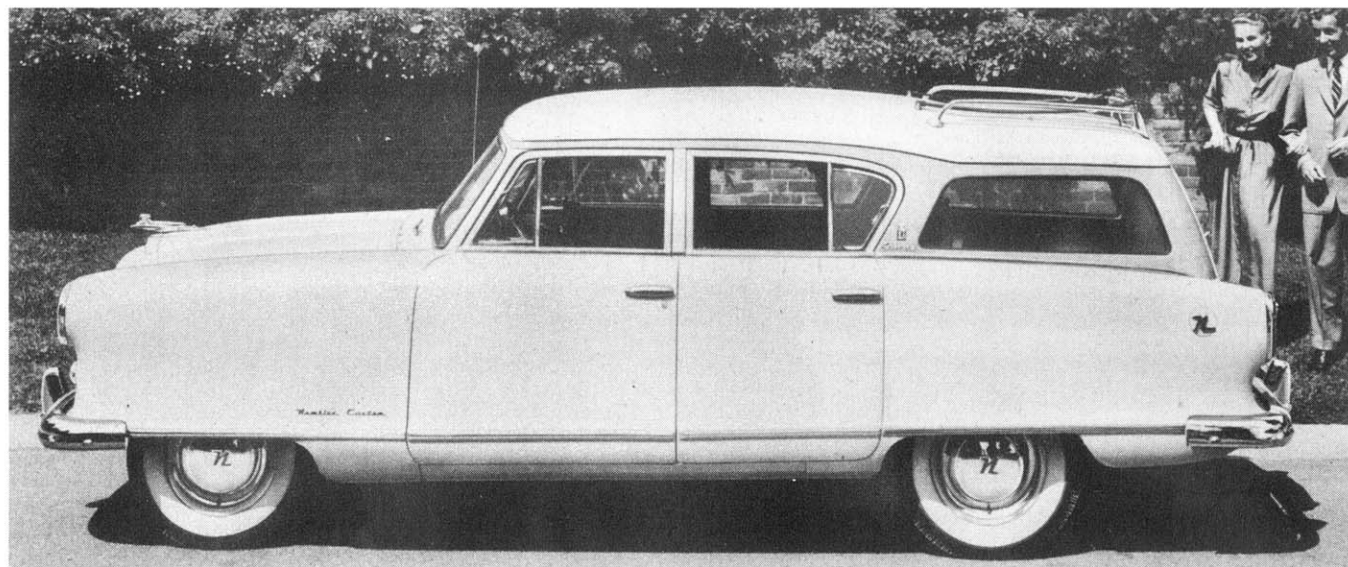
But gimmick or not, Olds came out in its skip-a-year program with a completely new automobile in the 88, Super 88 and 98. J. F. Wolfram, general manager of Oldsmobile and vice president of General Motors, said original plans for introduction of the cars called for early 1955. "But the plans were scrapped early in 1953, when it was found possible to move the 1955 model up to 1954."

All three models are three inches lower than the 1953s and no ground clearance has been sacrificed. They carry the wrap-around windshield, first shown on the so-called experimental productions. Another styling innovation is the sweep-cut fender and door design.

The new Rocket engine is bigger, going from 165 to 185 horsepower in the Super 88 and the 98s. The 88 has 170. In the two larger cars, the compression ratio goes from 8 to 1 to 8.25 to 1. Engine displacement is increased from 303 to 304 cubic inches.

Another exterior, significant change is the cowl ventilator, which extends the width of the hood and makes possible a compact, more efficient heater and defroster system. The Oldsmobile world emblem is located front and rear. Chrome is given new treatment on the side, new bullet-shaped parking lights and an increase in total glass area are among design features.

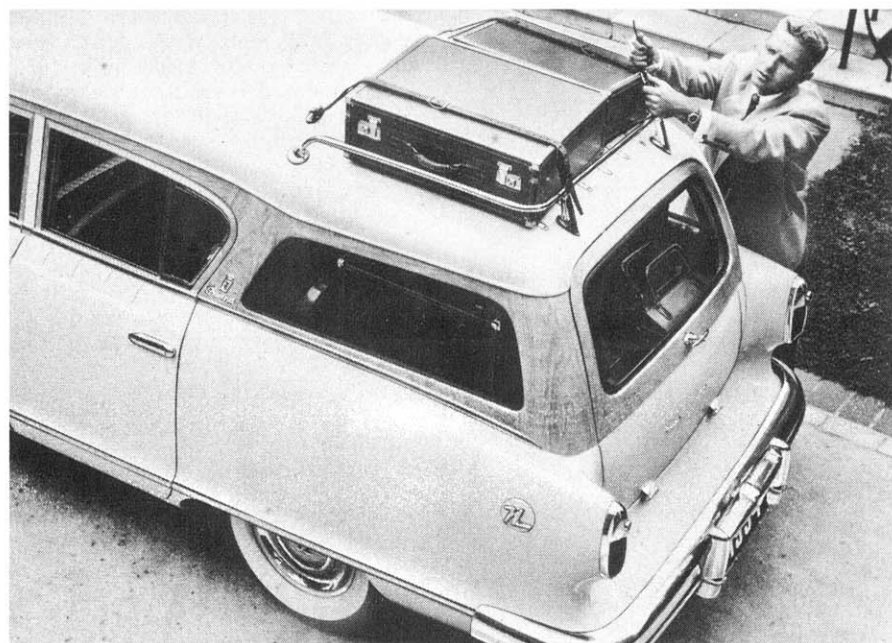
To achieve the low chassis, the Olds



Rambler Cross Country, six-passenger station wagon, was styled by European expert Pinin Farina.



Nash Rambler seats six and holds considerable luggage and roof Travel-Rack.



Roof Travel-Rack has chrome guard rail and chrome roof strips.

frame has been redesigned, 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.

Olds ran its Rocket engine through new tests at the Indianapolis Speedway and at Monarch Pass in the Colorado Rockies. In a 10,000-mile run at constant highway speed at Indianapolis, the engine used 10% less gasoline than the 1953s. Over an uphill run at Monarch Pass, the '54 engine outdistanced a stock 88. Both engines were mounted in 1953 four-door sedans.

Olds is offering as an optional feature, 4-way power seats and Pedal-ease power brakes. There is also power steering, air conditioning and the automatic headlight dinner, Autronic-Eye.

The line comes in 11 models in the three series. The new Super 88 will include a 2-door and 4-door sedan, Holiday coupe and convertible. The popular 88 series will feature a new model in the Holiday hardtop, along with 2-door and 4-door sedans. The luxury line—98s—has the 4-door sedan, the deluxe Holiday coupe, the Holiday coupe and Starfire, an ultra-ultra convertible.

The Starfire is almost the experimental-car-come-true. It carries the 185 horsepower engine in a 126-inch wheelbase with a lowered center of gravity. Windows and the top can be raised or lowered by the driver actuating the hydraulic mechanism through easily-accessible controls. The front seat also can be regulated fore and aft by hydraulic power.

It comes in 16 single body colors or in seven 2-tone combinations in which the rear deck, rear fenders and lower body are painted one color; the hood, upper front fenders and upper door panel a contrasting color.

In all the cars, there is a new safety-



Olds 98 Convertible Starfire incorporates advanced styling of last year's experimental dream car with sweep-cut styling.

padded instrument panel, with apertures for the instrument cluster and the radio loudspeaker. The popular glove compartment in the center of the panel has been continued. When opened, the compartment door may serve as a shelf.

#### NASH RAMBLER

The same day the Nash-Hudson merger was announced, Nash proclaimed its completely new, highly-attractive and efficient Rambler Cross Country.

If the merger does nothing else, it certainly drew attention to the fancy new station wagon because the first big wonder of the public, Nash owners in particular, was what would happen in '54.

A versatile utility vehicle, the Cross Country combines appearance with compact design and maneuverability.

Styled by Pinin Farina, famed European designed, it has a distinctive stepped roof-top line, featuring an auxiliary luggage carrier called the Travel Rack. The guard rails are finished in chrome; two leather tie-down straps are included. Protective chrome strips prevent marring the paint.

The interior cargo compartment has a usable storage volume of 60 cubic feet with the rear seat in folded position and the cargo compartment platform has been increased to 67 inches in length.

The neat little trick 108 inch wheelbase) is powered by the Super Flying Scot engine, a 6-cylinder L-head plant developing 90 horsepower with a compression ratio of 7.3 to 1 and a displacement of 195.6 cubic inches.

Dual range Hydra-Matic and automatic overdrive are available as optional equipment. Standard is synchromesh.

The in-line engine gets its 90 horsepower at 3800 RPM and a maximum torque of 150 pound-foot at 1600 RPM. The carburetor is uniflow-downdraft.

The overall length is over 186 inches; the width 73½ and the height 60½ inches. ☆ ☆



Olds Super 88 Convertible Coupe has low-slung redesigned chassis.



Despite lower car height and wrap-around windshield.