

Oldsmobile Rides Low In New Look for 1954

Presenting the most advanced styling and important mechanical changes in recent years, Oldsmobile's 1954 models went on display Wednesday at Sound Chevrolet Co., Morehead City.

"The new Oldsmobiles set a styling trend for low smart lines coupled with interior luxury and engineering improvements," according to J. F. Wolfram, general manager of Oldsmobile Division and vice president of General Motors. "These 1954 cars set precedents in several respects—style, road-hugging chassis, symmetry and fine road performance combined with economy."

The new models, "88," Super "88" and "98," are a full three inches lower than their predecessors without sacrificing ground clearance. They feature such sweeping changes as an all new body by Fisher, a new wide, wrap-around, panoramic windshield, new sweep-cut fender and door design and many other styling innovations.

Bigger Engine

The new "Rocket" engine is bigger—up in horsepower from 165 to 185 in the Super "88" and "98" models, (170 in the "88" models) and up in compression ratio from 8 to 1 to 8.25 to 1. Engine displacement is increased from 303 to 324 cu. in., and the entire car is engineered so that the increased power is usable power—power that the driver can put to use in the medium and low speed ranges—in ordinary, every day driving situations.

Many of the new styling features were inspired by the General Motors experimental dream cars, particularly the Oldsmobile Starfire. All models in the "88" and Super "88" series are not only three inches lower, but are two inches longer, and this, of course, gives the cars the new long, low-level silhouette.

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

Among the other significant 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 handsome new Oldsmobile world emblem is located front and rear. New chrome treatment on the side, new bullet-shaped parking lights and an increase in total glass area are other prominent design and functional features.

New Interiors

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 wrap-around windshield, making for easy entrance or exit. Interior head room, leg room and seat room have not been sacrificed despite the new lower overall design.

In order to achieve the lower chassis, the Oldsmobile 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.

Oldsmobile will present eleven models in three series for 1954. The sensational 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 hard top coupe—along with the two-door and four-door sedan. In the luxurious "98" series, which will be available in early February, are the four-door sedan, the DeLuxe Holiday coupe, the Holiday coupe, and Starfire, a special and ultra-glamorous convertible coupe.

William Penn
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Retail Price
\$2.10 Plus
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WHERE PAINT COUNTS DAVIS MAKES THE DIFFERENCE

George Rouse Jr. Runs for Solicitor

George D. Rouse Jr., Farmville, has announced his candidacy for nomination as solicitor of the fifth judicial district. Mr. Rouse, for five years a practicing attorney at Farmville, is a well-known North Carolina Jaycee.

He was master of ceremonies at the Miss North Carolina Beauty Pageant in Morehead City last summer and has made frequent visits to Morehead City and Beaufort Jaycee meetings.

He is a veteran of World War II, a member of the Pitt County and North Carolina Bar Associations, a Legionnaire, Rotarian and Mason.

Cotton Farmers Get 1954 Quota

Raleigh—M. G. Mann, general manager of the N. C. Cotton Growers Association, has called on North Carolina farmers to shoot for a bale an acre in 1954.

If growers will attempt to average 500 pounds of lint to the acre, he said, this will cushion to some extent the rather drastic reduction in cotton acreage under the government's farm program.

Average yield during the past 10 years has been approximately 350 pounds, some 150 pounds short of the 500-pound goal Mann is urging for 1954.

Under the present law, North Carolina has been allotted 528,000 acres for the production of cotton in 1954. Last year growers planted 781,000 acres, yet because of poor growing weather, the 1953 harvest has been estimated at 453,000 bales, an average of only 280 pounds of lint to the acre.

The year 1952 was considered more normal, Mann said. Then growers harvested 569,000 bales from 745,000 acres and received from both lint and cottonseed an income of \$118,000,000. Income during the year just closed was only an estimated \$85,000,000.

"With the sharply cut average this year," Mann went on, "it is possible that our income from cotton this year can drop as low as \$60,000,000, or only about half of that of 1952."

"However," he continued, "if we could produce a bale an acre on every one of the 528,000 acres allotted, our cotton income would almost equal that of 1952 and would be well above last year's."

State Medical Society Sponsors Essay Contest

Raleigh—There's a \$600 college scholarship waiting for the Tar Heel High School student who writes the best essay on "Why the Private Practice of Medicine Furnishes This Country With the Finest Medical Care." It's the seventh annual essay contest conducted by the Medical Society of North Carolina's committee on public relations.

The contest opened Jan. 1 and continues through Feb. 26, 1954. Announcements were mailed to school principals and librarians last fall and additional contest information may be obtained from the Medical Society of North Carolina, 203 Capital Club Building, Raleigh.

In addition to the prize of a \$600 scholarship awarded the first place winner, the public relations committee may choose to invite, at its expense, the winning contestant to be its guest and to present the winning essay at the annual meeting of the State Medical Society in Pinehurst, May 3-5, 1954.

Prizes will also be awarded to winners of second and third place essays, and the three top papers in the state contest will be forwarded to the Association of American Physicians and Surgeons for competition in the national contest. National prizes range from \$1,000 to \$25.

Essays may be submitted any time until Feb. 26, 1954. Officials of the Medical Society have requested that high school principals appoint a committee of three teachers in each school to select the two best papers. The local winning papers will be forwarded to the county or city Superintendent of Public Instruction who is being asked to select the two best papers in his school system, and forward them to the State Medical Society by March 10, 1954.

Additional small packaged libraries with bibliography, of the type furnished each high school, may be obtained from the Headquarters Office of the State Medical Society in Raleigh, for use in this contest. Contestants should write not more than 1500 words.

Thomas R. Bello of Reidsville High School was the 1953 winner of the state-wide award.



"If I'd sold my car with a NEWS-TIMES classified ad — this probably would never happened!"

VA Conducts War Against TB

For the past four years, Veterans Administration has conducted the most extensive war on tuberculosis among veterans ever known in the history of the country. In announcing the results of the program, VA said they are so significant that they are expected to pay health dividends to the entire nation.

In the four year period that the program has been under way on a fully implemented basis, VA has screened 3,217,000 persons for TB. These include 2,513,000 patients and 704,000 employees. Among these two big groups, VA discovered 12,740 cases of active pulmonary (lung) TB and 34,370 cases of inactive pulmonary TB.

Of even more importance than the results to date, VA said, are the prospects for the future. The segment of the population covered is so large, VA said, that the results not only will reduce the in-

cidence of TB infection among veterans and their families, but also should reduce the number of TB cases and deaths among the general population.

Officially known as the tuberculosis case-finding survey program, the vast scope and importance of the endeavor are indicated in the four-year analysis just completed.

The figures show that an average of 67,000 persons was screened each month during the four-year period. Among this group, approximately 265 previously unknown cases of active pulmonary TB and 760 inactive cases have been turned up each month. This is an average of approximately 1,000 new cases found every month for the four year period.

In view of the infectious nature of active pulmonary TB, VA said it considers the number of new cases found and treated each month as an achievement in the nation-wide campaign to bring TB under further control. In fact, VA added, the mass survey has made it possible, for the first time to keep VA installations virtually "clean" from TB infection of others.

College Sends Out Scholarship Notices

Maxton, N. C. — The scholarship announcements of Presbyterian Junior College for the session beginning in September, 1954 has been released by the college in a bulletin to high schools. Ten leadership scholarships of \$100 each per year for a possible period of two years, and five leadership scholarships of \$50 each head the listing.

Five scholarships of \$270 per year, for a possible two years, to valedictorians, and five scholarships of \$135 each per year, for a possible two years, to second honor students in high school classes are offered.

Scholarships of \$135 to minis-

Man Doesn't Like to Be Called 'Jack' at All

San Pedro, Calif. (AP)—Dioniso Robles won't speak to strangers any more.

Robles was walking down Fifth street when he saw a man fixing a tire. He called out, "Hello, Jack."

The tire fixer clenched his fists, looked around and said, "Don't call me Jack."

Then he picked up a jack handle and whammed it on Robles' head.

terial students and children of ministers, and work grants of \$135, were included in the bulletin. Loan funds and other aids to students are available.

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