WHAT IS CLAIMED IS:

1. A lubricating oil composition comprising:
   (a) a major amount of an oil of lubricating viscosity;
   (b) one or more detergents comprising at least one alkylhydroxybenzoate compound derived from isomerized normal alpha olefin (NAO) having from 10 to 40 carbon atoms; and
   (c) an ashless sulfur compound, wherein the ashless sulfur compound is not a dithiocarbamate; and
   wherein the TBN of the alkylhydroxybenzoate compound is from 100 to 300 mg KOH/gm on an actives basis, as determined in accordance with ASTM D2896.
2. The lubricating oil composition of claim 1 wherein the TBN of the alkylhydroxybenzoate compound is from 150 to 250 mg KOH/gm on an actives basis, for example, from 175 to 250 mg KOH/gm on an actives basis, or from 175 to 225 mg KOH/gm on an actives basis.
3. The lubricating oil composition as in claim 1, where one more detergent is an alkali or an alkali earth metal alkylhydroxybenzoate derived from an alkyl group with 20 - 28 carbon atoms.
4. The lubricating oil composition of claim 1, wherein the isomerized normal alpha olefin has an isomerization level (I) of the normal alpha olefin of from 0.1 to 0.4.
5. The lubricating oil composition of claim 1, wherein the alkylhydroxybenzoate detergent is a calcium alkylhydroxybenzoate derived from an isomerized NAO.
6. The lubricating oil composition of claim 1, wherein the ashless sulfur compound is selected from sulfurized fatty esters, sulfurized olefins, thiadiazoles, sulfurized olefins, ashless dithiophosphates, sulfurized phenols, and phenothiazines.
7. A method of lubricating an engine comprising lubricating said engine with a lubricating oil composition comprising:
   (a) a major amount of an oil of lubricating viscosity, and
   (b) one or more detergents comprising at least one alkylhydroxybenzoate compound derived from isomerized normal alpha olefin (NAO) having from 10 to 40 carbon atoms; and
   (c) an ashless sulfur compound, wherein the ashless sulfur compound is not a dithiocarbamate; and

wherein the TBN of the alkylhydroxybenzoate compound is from 100 to 300 mg KOH/gm on an actives basis, as determined in accordance with ASTM D2896.

8. The method of claim 7 wherein the TBN of the alkylhydroxybenzoate compound is from 150 to 250 mg KOH/gm on an actives basis, for example, from 175 to 250 mg KOH/gm on an actives basis, or from 175 to 225 mgKOH/gm on an actives basis.
9. The method of claim 7 wherein the ashless sulfur compound is a sulfurized fatty esters, sulfurized olefins, thiadiazoles, sulfurized olefins, ashless dithiophosphates, sulfurized phenols, and phenothiazines, or combinations thereof.
10. The method of claim 7, wherein one more detergent is an alkali or an alkali earth metal alkylhydroxybenzoate derived from an alkyl group with 20 - 28 carbon atoms.
11. The method of claim 7, wherein the isomerized normal alpha olefin has an isomerization level (I) of the normal alpha olefin of from 0.1 to 0.4.
12. The method of claim 7, wherein the alkylhydroxybenzoate detergent is a calcium alkylhydroxybenzoate derived from an isomerized NAO.
13. The method of claim 7, wherein oxidation of the lubricating oil in an engine is reduced.