WHAT IS CLAIMED IS:

1. A lubricating oil composition comprising:
   (a) a major amount of an oil of lubricating viscosity, and
   (b) an alkylhydroxybenzoate compound derived from C_{10}-C_{40} isomerized normal alpha olefins, wherein the TBN of the alkylhydroxybenzoate detergent is from 50 to 300 mgKOH/gm on an oil-free basis.
2. The lubricating oil composition of claim 1, further comprising a molybdenum compound.
3. The lubricating oil composition of claim 3, wherein the molybdenum compound is a molybdenum succinimide.
4. The lubricating oil composition of claim 1, further comprising a friction modifier.
5. The lubricating oil composition of claim 4, wherein the friction modifier is a fatty acid derivative.
6. The lubricating oil composition of claim 5, where the fatty acid derivative is a fatty acid ester, borated fatty acid ester, or an amide
7. The lubricating oil composition of claim 1, further comprising a detergent selected from phenate, sulfonate, salicylate, salixarate, saligenin, complex detergents and naphthenate detergents.
8. The lubricating oil composition of claim 7, wherein the detergent is an overbased sulfonate.
9. 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.
10. The lubricating oil composition of claim 1, wherein the isomerized normal alpha olefin has from 14 to 28 carbon atoms per molecule.

11. The alkylhydroxybenzoate detergent of claim 1, wherein the isomerized normal alpha olefin has from 18 to 24 carbon atoms per molecule.

12. The alkylhydroxybenzoate detergent of claim 1, wherein the isomerized normal alpha olefin has from 20 to 24 carbon atoms per molecule.

13. The lubricating oil composition of claim 1, wherein the alkylhydroxybenzoate detergent is an alkylated hydroxybenzoate detergent.
14. The lubricating oil composition of claim 1, wherein the alkylhydroxybenzoate detergent is a calcium alkylhydroxybenzoate detergent.
15. The lubricating oil composition of claim 1, further comprising a metal dithiophosphate.
16. The lubricating oil composition of claim 15, wherein the metal dithiophosphate contains a secondary alkyl group.

17. 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) an alkylhydroxybenzoate compound derived from C_{10}-C_{40} isomerized normal alfa olefins, wherein the TBN of the alkylhydroxybenzoate compound is 50 - 300 mgKOH/gm on an oil-free basis.