

## GM Lansing Car Assembly Plant

920 Townsend St.

Parts of the Olds Motor Works factory still stand as part of this GM small-car assembly plant.

Olds Alero, Chevy Malibu, Pontiac Grand Am, Cadillac are all assembled here with bodies coming from the Verlinden Plant.

When the site was Oldsmobile Plant #1, Oldsmobiles built here were Curved Dashes 1901-1907; Vikings 1929-1930; Toronados 1966-1992; 88s and 98s to name some of the more famous vehicles. Plant #1 was also home of the famous Olds Rocket V8 engine.

## Grand River Plant

920 Townsend St.

West of this site, in December 1901, R.E. Olds opened a new auto factory. In 2000, state of Michigan brownfield funding was used to demolish the old Oldsmobile factory and to build GM's new plant.

As GM announced in 2000 the end of the Oldsmobile division, America's oldest automotive brand, they also announced the construction of two new Lansing facilities: the Grand River plant opened in 2001, with the Delta Township facility scheduled to open in 2005.

This new facility, which employs about 1,500 workers, produces Cadillacs CTS since November 2001. The \$560 million complex is GM's first U.S. car plant since 1986 and is flexible enough to build cars, trucks, and SUVs on the same assembly line.

## Oldsmobile Headquarters (former)

920 Townsend St

Also known as Building 70

It was the location of Oldsmobile sales, service and administration before Olds headquarters moved to the Renaissance Center in Detroit.

## Oldsmobile History Center

414 E. Michigan Ave.

The Oldsmobile History Center is supported by General Motors Corporation and is to preserve the history of the Oldsmobile brand and its legacy. The Olds History Center is located at 414 E. Michigan Ave. This resource is available to researchers.

## Oldsmobile/GM Heritage Center

414 E. Michigan Ave.

The Oldsmobile/GM Heritage Center, founded in 1997, is reopening for the 2002 Historic Cars of Lansing activities. It will reopen to the public in the Fall of 2002. Displays will include Curved Dash Assembly Line, the evolution of Oldsmobile engines, and will present the people, the plants, and the products of Oldsmobile and GM Lansing.



### MotorCities-ANHA and this Pamphlet

MotorCities - Automobile National Heritage Area (MotorCities-ANHA) proudly welcomes you to Lansing to celebrate Oldsmobile's 105<sup>th</sup> Anniversary! As one of the National Park Service's 23 National Heritage Areas, MotorCities-ANHA is striving to build an appreciation of how the American auto industry -- centered in Southeastern and Central Michigan -- changed the world. This brochure was developed by MotorCities-ANHA in partnership with Historic Cars of Lansing, to celebrate Oldsmobile 105<sup>th</sup> Anniversary. The recommended sites to drive by or visit illustrate the tremendous legacy of R. E. Olds and the company he founded, Oldsmobile. These sites and their histories show how deeply the automotive industry shaped the landscape and the lives of the people in this region. We hope you enjoy your stay and return to our National Heritage Area for more visits in the near future.

### Our Mission

MotorCities-ANHA is dedicated to preserving, interpreting and promoting the region's rich automotive and labor heritage in ways that are meaningful and relevant to contemporary society. We work in partnership with others to provide educational opportunities to our citizens, increase tourism, encourage economic development, and improve the quality of life in our region.

### Membership Information

Members enjoy access to information on MotorCities-ANHA programs and events, privileges from our gateway venues and merchandise. In addition, members will receive quarterly issues of *The Drive* newsletter as well as other benefits that increase with the level of contribution.

#### Membership Categories:

- ☐ Student/Senior ..... \$15
- ☐ Individual..... 30
- ☐ Family ..... 60
- ☐ Supporter ..... 100
- ☐ Endorser..... 500
- ☐ Patron ..... 1000

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The Automobile National Heritage Area Partnership, Inc. is a 501(c)(3) non-profit corporation, and your contribution is tax-deductible.

[www.autoheritage.org](http://www.autoheritage.org)

Please enclose check or money order and mail to:

**MotorCities-ANHA**

300 River Place, Suite 1600 • Detroit, MI 48207-9993



*MotorCities-ANHA is an affiliate of the National Park Service.*



*Welcomes you to*

## Historic Cars of Lansing 2002:

Olds  
**105<sup>th</sup>**  
Anniversary



**Lansing Oldsmobile  
Driving Tour**

## Michigan Historical Center

717 W. Allegan St.

Michigan Historical Center is MotorCities' Hub Gateway for Lansing. It's the starting point if you want to have an overview of the Lansing Hub District as MotorCities maps and brochures are available there.

This cultural institution gathers on the same spot the State Library, Archives and Michigan Historical Museum.

The museum has 26 galleries featuring Michigan history since prehistoric times. The 20th century galleries showcase automobiles and their impact. You can see a curved Dash Olds, the Highland Park assembly line, an auto showroom, a UAW hall, a WWII jeep, a Fordson tractor, and a 1930's roadster made from scrap parts. A Detroit Auto Show Exhibit includes 1957 red Corvette and Plymouth Fury.

[www.michiganhistory.org](http://www.michiganhistory.org)

## R.E. Olds Transportation Museum

240 Museum Dr.

Bates & Edmonds Motor Company was located on this site from 1902 until 1924. Madison F. Bates and James P. Edmonds were the first and most successful Olds associates to produce their own internal combustion engines. The firm was reorganized by R. E. Olds in 1929 as the Hill Diesel Engine Co. The museum's conference room is part of the original factory.

The building is listed on the State Register.

The museum has the world's largest collection of museum quality Oldsmobiles, from the 1897 period to concept cars of the 20th century.

In 1979, the Museum Association organized and dedicated this museum to Ransom Eli Olds who founded Olds Motor Works (1897) and Reo Motor Car Co. (1904).

*Tue – Sat. 10 a.m. – 5 p.m., Sun. 12 p.m. – 5 p.m. (Closed Sundays)*

*\$4.00 Adults, \$8.00 Family, \$2.00 Students & Seniors*

## Hotel Olds

111 S. Capitol Ave, across from the capitol

The Hotel Olds was built in 1924 by Holabird & Roche for the Lansing Community Hotel Corporation, whose major financial backer was R. E. Olds



Durant Park



Olds Monument



Olds Hall – MSU, 1916



Oldsmobile Plant

It is one of a number of hotels built by RE Olds in the 1920's and is adjacent to the Olds Tower.

This hotel reflects the influence of Olds and the automobile industry on town development. Opened in 1926, this 13-story building quickly became the social and political center for Lansing's upper society. In 1960 it became part of the Jack Tar chain whose remodeling removed the grand ballroom. Renovated in 1990 and renamed George Romney Office Building, it's now occupied by the State of Michigan.

## Michigan National Tower

130 W. Allegan St.

*Also known as Capital National Bank Tower and Olds Tower.*

The bank was founded in 1906 by R. E. Olds who was president until 1932. Built in 1930 by Hopkins and Dentz, the skyscraper is 26-story and is 397 feet high. Lansing's first skyscraper, it was once the tallest building between Detroit and Chicago.

## Olds Mansion site

*Corner of S Washington Ave & Main Street*

Architect D. D. Moon had built this dwelling in 1904 for R. E. Olds who lived there until his death in 1950.

Olds Mansion, along with other homes of prominent leaders in Lansing, was demolished in 1968 for the creation of I-496 Olds Freeway. The demolition of this brick Victorian structure for the construction of a highway, should be used to illustrate a lack of respect and understanding for our automotive history, the importance of preservation, and the need for the consideration of historic resources in planning initiatives.

## Impressive 5 Science Center

### Criusins' the Gut Exhibit

200 Museum Dr.

This exhibit is dealing with a notable social aspect that the automobile had on the daily lives of Americans. "The Gut" refers to Washington Avenue, stretching from St. Joseph Street on the south to Saginaw Street at its northern terminus where teens cruised in the 1950-60's.

*M-Sa 10 am-5pm. Closed Su, holidays and first week of September.*

*Admissions: Adults \$5, Children 4-17 and Seniors (62+) \$3.50, ASTC members and children under 3 Free.*

[www.impression5.org](http://www.impression5.org)

## Michigan State Capitol

125 Capitol Ave.

Even the state capitol, dedicated in 1879, is involved in the Olds story as an early picture shows an Oldsmobile mounting the Capitol steps.

The seat of Michigan's state government is a National Historic Landmark.

Tours every half hour, M-F 9am-4pm, Sa 10am-3pm. Closed Su and holidays. Group reservation required for 10 or more. Admission: free.

## Durant Park

*Saginaw St. between Washington Ave. and Capitol Ave.*

Originally, it was the site of the mansion of Mortimer Cowles a prominent Lansing merchant. In 1920, the property was sold to W.C. Durant who donated it to the city in 1921. A limestone arch commemorating Durant's gift was erected by the city in 1923 or 1924. You can enjoy the floral gardens and a children's playground.

<http://clubs.hemmings.com/durant/>

## Ransom E. Olds monument

221 River St.

This monument commemorates the site where Ransom Eli Olds built and drove a steam powered auto. He also manufactured his first gasoline powered auto in 1896 at this location.

The Olds Motor Vehicle Company was formed on August 21, 1897. The actual site of R.E. Olds first factory was located across the street from the monument.

## Oldsmobile Park

505 E. Michigan Ave

Home of the Lugnuts, who are a Class A minor baseball team affiliated with the Chicago Cubs. Stadium holds 10,000. It's a reminder of how important Oldsmobile was to the city through the park's name, the team name and the mascot (Lugnuts and Ratchet). Park provides venue for cultural events.



English Inn Dining Room



Olds Tower



Oldsmobile Plant #2 – Lansing Craft Center

2801 W. Saginaw St.  
Also known as Genasys Assembly Plant.

Originally the Ryan-Bohn Foundry in 1920, the site was purchased by R.E. Olds, later acquired by Olsmobile Division in 1940.

It has assembled Buick Reattas, Chevy Cavalier and Pontiac Sun-fire Convertibles and all GM EVI electrical vehicles. Currently, it assembles Cadillac Eldorados and should make Chevy SSR sport pickup roadsters soon.

Oldsmobile Plant #3 – Metal Fabricating Division

2800 W. Saginaw St.  
Also known as Jet Plant, Lansing Fabrication  
Built in 1952 to produce jet turbo engines. Facility has produced numerous auto body parts including chrome plated bumpers, crankshafts, connecting rods, and axle shafts. Current production is sheet metal stampings and welded assemblies for use in a variety of GM vehicles.

GM Verlinden Plant

401 Verlinden Ave  
Also known as Plant #6, Fisher Body Plant or GM Lansing Car Assembly Body Plant.

The original factory was built in 1920 by William C. Durant, father of General Motors. It assembled Durant Motor Car Co. automobiles (Durant 6 and 8) from 1921 to 1931, and started building Star automobiles in 1922.

Edward Verlinden, then general manager of Oldsmobile, joined William Durant to supervise the new facility. Verlinden once worked as a machinist for Henry Ford.

GM purchased the factory in 1935 for Fisher Body to assemble Oldsmobile bodies. The plant, renamed GM Lansing Car Assembly Body Plant in 1984, currently produces Oldsmobile Alero and Pontiac Grand Am bodies.

Bodies made here are shipped across town to Lansing Assembly. Plant tours allow visitors to see a car being built from raw materials. Modern technology and use of robotics is showcased. A 1940s tram car is still utilized for the tour.

This plant is scheduled to close when the new Delta Township Plant is completed.

UAW local 602

2510 W. Michigan Ave  
Chartered on January 18, 1939, this is the local union that brought the UAW to Lansing and today represents workers at Verlinden Plant. This is Lansing’s oldest UAW hall.

Plant #5 – Delta Engine Plant

2901 Canal Rd (West of Lansing, 96 at 496)  
Also known as GM Lansing Powertrain

Opened in 1979 to Manufacture V6 Diesel engines, the plant made 4 cylinder overhead cam engines for use in GM vehicles. During its 20 year existence the plant built 3 million engines and employed approximately 1,000 workers. It’s currently idle.

Plant #4 - General Motors Service Parts Operations

4400 W. Mt. Hope Rd.  
Also known as Oldsmobile Parts Warehouse  
Built by Oldsmobile in 1959, this plant has been part of GM Service Operations since 1970.

Mc Donald’s

3220 E. Saginaw, Frandor Shopping Center  
The interior design of this restaurant is based on an automotive theme. Tables look like cars. Glass cases hold wide range of Oldsmobile-related memorabilia including old advertisements, worker ID tags, model cars, etc. Photos of autos and Lansing auto plants line the walls.

W. K. Prudden Co

701 May St. and 701 E. Saginaw St.  
Founded in 1855 as the Lansing Wheel Co by WK Prudden, the company supplied wheels for R.E. Olds first gasoline powered vehicles. In 1896, it was the largest producer of wooden wheels in the world. Prudden invented the ball bearing rubber tire that was first used on sulkies and then adapted for the automobile. It merged with other companies to form Motor Wheel in 1920. Saginaw St. building still stands and May St. buildings now include Lansing police offices.

Atlas Drop Forge site

209 W. Mt Hope Rd.  
Organized by R. E. Olds

Michigan Screw Co.

502/506 S. Homer St.  
Founded by R. E. Olds in 1906

Lansing Forge

2807 S. Logan St  
On Olds Plant 1 site. Building was razed

R. E. Olds burial site, Mt Hope Cemetery

Aurelius and Mt. Hope Rds.

UAW local 652

426 Clare St.  
Represents workers at GM Plants #1 & # 3

UAW local 1618

3300 Lansing Rd.  
Represents workers at Oldsmobile plant #2 (Genasys)

UAW local 1753

3204 W. St. Joseph St.  
Represents workers at Plant #4 (GMSPO)

OUTSIDE LANSING

English Inn

677 S. Michigan, Eaton Rapids, Eaton County  
This 1927 Tudor Revival mansion, once known as “Meadovue”, was the country home of Irving Reuter, General Manager and President of the Oldsmobile Corp. Today, the Inn serves a bed and breakfast where the visitor can enjoy fine dining, beautifully restored formal gardens and a lingering spirit of elegance and grace.  
www.englishinn.com

Olds Engineering Hall

Michigan State University, West Circle Drive, East Lansing, Ingham County  
Building number: 47, Building abbreviation: OH  
Olds had a strong connection with MSU. He worked with Prof. Frank Kedzie to build a small electric engine that became a staple of farmers and small manufacturers. Many VPs and engineers of early Lansing auto companies were graduates of MSU. When the engineering school burned in 1916, Olds donated \$ 100,000 for its reconstruction. The current building, now known as Olds Hall, was dedicated on June 1, 1917.

MSU Archives and Historical Collection

Conrad Hall, MSU, East Lansing, Ingham County  
R.E. Olds personal papers are housed in the University Archives.



Olds Engineering Hall – MSU (Today)



Lansing Car Assembly Tour



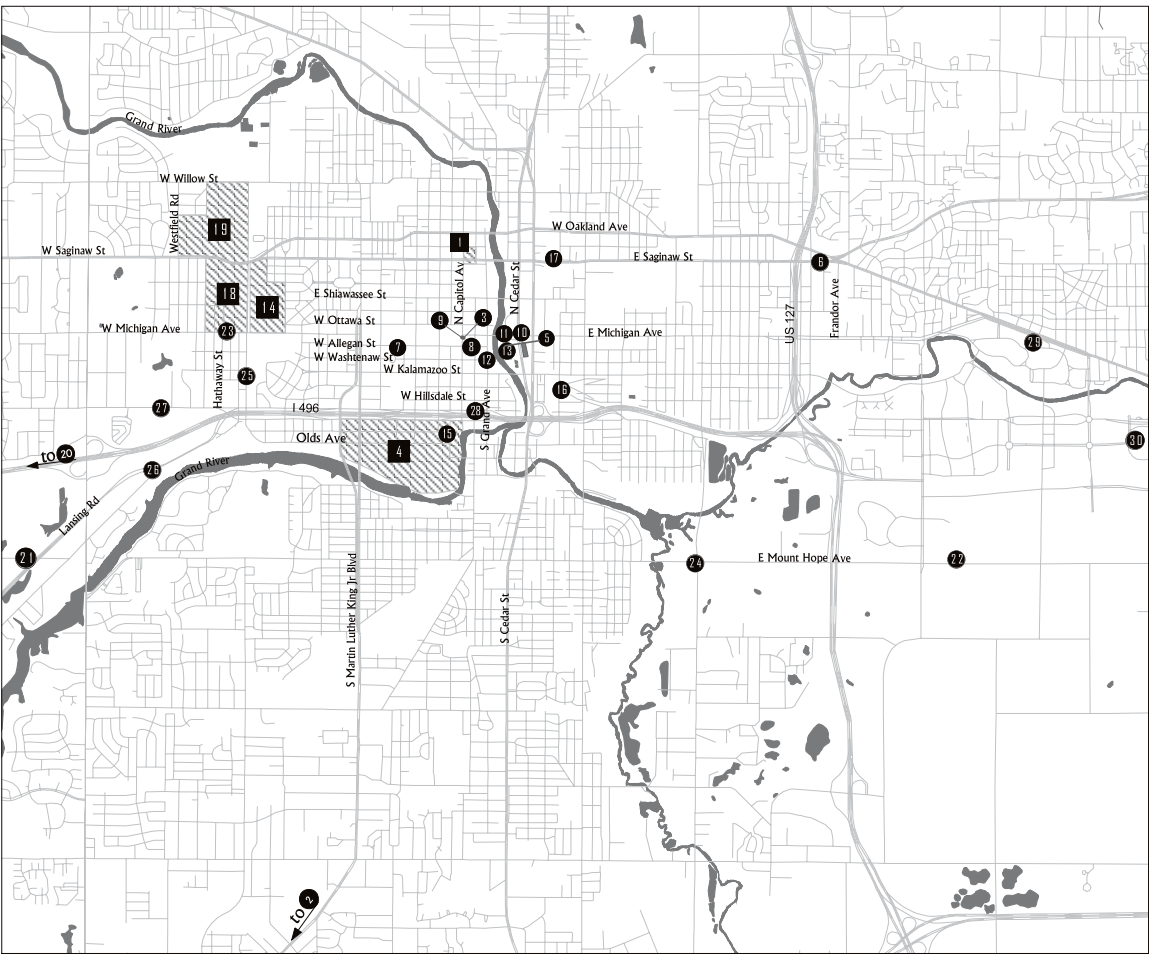
Olds on Capitol Steps



Olds Tomb



Olds Park – Home of the Lansing Lugnuts



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