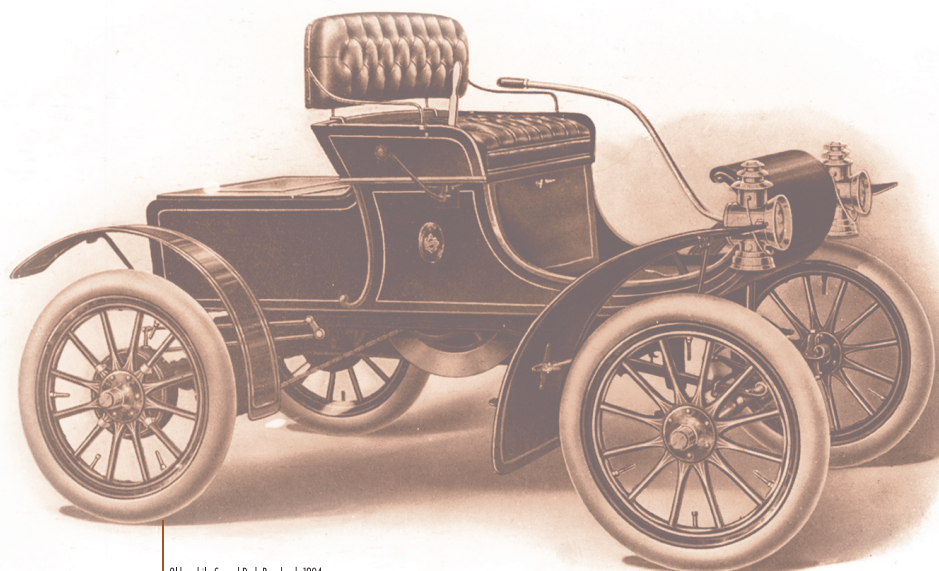


OLDS RETURNS TO LANSING

The Curved Dash Runabout



Oldsmobile Curved Dash Runabout, 1904.
Photo courtesy of Archives of Michigan.

Fire didn't destroy Ransom E. Olds' dreams.

After fire destroyed the new Olds Motor Works plant in Detroit on March 9, 1901, the Lansing Business Men's Association offered Olds land originally acquired in hopes of permanently hosting the State Fair. He took it. His new plant produced only the curved dash runabout, the first car to be called "Oldsmobile." Ransom Olds left the company in 1904, and General Motors acquired it in 1908. The runabout gave way to new models, and Lansing produced Oldsmobiles until 2001.



Oldsmobile factory workers in the radiator department, circa 1907-1908.
Photo courtesy of Archives of Michigan.

The fire was beyond question the best move ever made by the management."

Frederick Smith, Secretary and Treasurer of Olds Motor Works, on the March 9, 1901, fire that destroyed the Olds Motor Works plant in Detroit.



Oldsmobile made cars in Detroit until 1905, when it consolidated its operations in Lansing at the Olds Motor Works, shown here circa 1910.
Photo courtesy of Archives of Michigan.



This 1911 Oldsmobile "Limited" was a far cry from the Curved Dash model that inspired "Come away with me Lucille / In my merry Oldsmobile / Down the road of life we'll fly / Automobubbling, you and I." Photo courtesy of Archives of Michigan.

YOU AUTO KNOW

Oldsmobile was America's best-selling car in 1905 when Gus Edwards and Vincent Bryan wrote "In My Merry Oldsmobile."