

It's All About the NUMBERS.....

By Judy Badgley

Where did it all start? Well, the building of the production Hurst/Olds that is, we don't want to go back too far! I get a lot of questions about where the cars from each year were actually built, so I have dug into the files and made some calls and sent some emails for clarification. Here is what I have determined....

All of the production Hurst/Olds cars began their life on the Lansing, Michigan production line. Now right away we have an issue with that statement. The 1988 20th anniversary commemorative cars were not built on the Lansing production line. They were built on the Flint, Michigan assembly line. The reason for this was the winding down of the production of the rear-wheel drive Cutlass body. Lansing had completed the run of those cars and was busy building the front-wheel drive Cutlass. The remaining G-body cars were built on the Buick assembly line. Now with that exception out of the way, let's move on to where the Hurst/Olds conversions took place.

Prototype, proposal and concept cars were done in many different locations over the years of building the Hurst/Olds. I'm not going to get into all of those locations. I am going to go with the actual production cars that were built to sell to the public through an Oldsmobile dealership.

The first 3 years of production (1968, 1969 and 1972) were done in Lansing. A facility near the

Lansing Assembly Plant that was used by Demmer, was the perfect location for these first production cars. It was close to the factory and this made it ideal in the eyes of Oldsmobile who wanted to keep a watchful eye on this conversion to be done by Hurst Performance Research Company. Also, the cars were driven to the conversion facility, so close was better. (See the 1968 H/O shipping procedure on page 3 to see how carefully this transfer offsite was handled.)

Some components were actually prepared in a different location but then brought to the Demmer facility in Lansing for assembly. The Demmer facility was about 3 miles from the Oldsmobile Main

In 1973 and 1974, the Hurst/Olds conversions were done at a Hurst Performance Research building in Ferndale, Michigan. This facility had been the place where the Pontiac Hurst/SSJ's were converted. The basic H/O's were still assembled at the Lansing Oldsmobile plant but then they were transferred via



truck to Ferndale, Michigan for the Hurst transformation.

1973's outside the Ferndale plant

By 1975 Hurst had moved its operation to Brighton, Michigan. An old egg (yes, like comes from a chicken) plant was transformed into a conversion facility. The 75's were to receive the most

radical conversion yet as they were introducing t-tops for the first time on an Oldsmobile. Only the H/O's would have this



Assembly plant.

1969 H/O's outside at Demmer

innovative roof treatment in 1975.

1979 was the only year that the complete conversion was done by Oldsmobile in Lansing. Oldsmobile did the paint and stripes. Hurst Performance provided the conversion components, but Oldsmobile installed them on the main assembly line.

A Company known as Cars and Concepts bought Hurst Performance in 1982. The 1983 and 1984 Hurst/Olds would now be converted at their facility down the road and across the street from the 1975 conversion facility in Brighton.



1983 H/O's in Brighton

The final year of H/O's would be converted differently from all of the rest. Everything was changing in the auto industry and going to front-wheel drive cars. The final rear-wheel drive Cutlass was built in the 1988 model year. Doc Watson's company supplied the conversion kits for this car to be a 20th Anniversary Hurst/Olds Commemorative edition. The

addresses for these conversions were many, as they were owner-installed.

Remember, the addresses listed in this article are HISTORICAL addresses and no longer apply to these companies..

1968	728 Porter St., Lansing, MI
1969	728 Porter St., Lansing, MI
1972	728 Porter St., Lansing, MI
1973	10477 Northend Ave., Ferndale, MI
1974	10477 Northend Ave., Ferndale, MI
1975	11711 E. Grand River, Brighton, MI
1979	920 Townsend St., Lansing, MI
1983	12500 E. Grand River, Brighton, MI
1984	12500 E. Grand River, Brighton, MI
1988	Anyplace

Other Historical Addresses:

Hurst Performance Headquarters
50 West Street Rd.
Warminster, PA

Hurst Performance Research
1755 E. 11 Mile Rd.
Madison Heights, MI
1966 & 67 Hurst/Hairy Olds

Hurst Performance Research
2000 E. 10 Mile Rd.
Warren, MI

Hurst Performance Research
10477 Northend Ave.
Ferndale, MI
Hurst Performance Research
24175 Telegraph Rd.
Southfield, MI

Hurst Performance Research
1073 Wheaton Dr.
Troy, MI

Hurst Performance Research
11693 E. Grand River Ave.
Brighton, MI

Hurst Performance Research
11711 E. Grand River Ave.
Brighton, MI

NOTE- Hurst moved several times to be able to expand their production facilities.

Cars & Concepts
12500 E. Grand River Ave.
Brighton, MI

Oldsmobile Division, GMC
920 Townsend St.
Lansing, MI

Current Addresses:
Hurst Heritage
"Doc" Watson
8253 S. Saginaw
Grand Blanc, MI 48439

Hurst Performance Vehicles
17421 Daimler St.
Irvine, CA 92614

GM Heritage Center
Olds Archives
6400 Center Dr.
Sterling Heights, MI 48312

Thanks to these special people for help with details for this article:
Doc Watson, Hurst Performance
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Phil Yakely, Demmer Corp.

PROCEDURE FOR HANDLING THE HURST/OLDS UNITS TO BE CONVERTED AT DEMMER, from the desk of R. W. Hoelzle, Traffic Manager

The HO 4-4-2 units to be converted by Demmer Tool & Die will be identified by special instructions "SHIP TO DEMMER". Routing codes will reflect correct route to final destination and must not be altered.

Responsibilities and procedures are as follows:

PRODUCT SHIPPING AND PLANT PROTECTION

1. Release all units through car release Gate to C & J Commercial driveway, Inc.
 - a. Affix all price labels (rail and truck) at Release Gate.
 - b. Stamp release time on all copies.
 - c. Detach Bill of Lading copy of shipper and place in glove box of auto.
 - d. Return Notice of Shipment and Gate Release copies to Traffic Shipping Office for processing through Shipping Office. Count unit as shipped.
 - e. Forward notice of Shipment and Gate Release copies to traffic department, Main Office, Building #70.

TRAFFIC DEPARTMENT MAIN OFFICE

1. Detach "notice of Shipment" and process through Data Processing.
2. File "Gate Release" in active file
3. Notice of Shipment copy will be returned by Data processing. Place in active file with Gate Release.

C & J COMMERCIAL DRIVEAWAY

1. Drive units from Release Gate to C & J lot.
2. Remove Bill of Lading copy of shipper from auto and retain in dispatch office
3. Cut freight bills to Demmer Tool & Die on each unit and transport 4 units at a time to Demmer Tool & Die. Same freight bill to be used for return move.

DEMMEER TOOL & DIE

1. Sign C & J delivery receipt upon receipt of units and retain one copy of delivery receipt for their file.
2. Obtain required dealer information from delivery receipt or price label on unit.
3. Notify C & J as units are completed for return to shipping mode.
4. Present master control card to C & J driver for signature as proof of delivery of completed unit to C & J.

C & J COMMERCIAL DRIVEAWAY

1. Return units to C & J yard.
2. Notify Olds Traffic Department upon arrival at C & J yard.
3. Pull Bill of Lading copy of shipper and check shipping mode. Retain for units routed C & J, or place in glove box of units to be delivered to H. Sober, Inc. and Olds Main Plant. Return unit to Olds release Gate.
4. Present copy of original C & J freight bill to Olds Plant Protection, or H. Sober, Inc. representative for signature as proof of delivery at Olds Release Gate.

H. SOBER, INC.

1. Shuttle unit H. Sober yard and ship to destination in normal manner.

PRODUCT SHIPPING

1. Park unit in parking area and mark location on Bill of Lading copy of shipper
2. Use Bill of Lading copy of shipper as shipping document and ship unit in normal manner.

TRAFFIC DEPARTMENT MAIN OFFICE

1. Upon notice from C & J Commercial Driveaway, pull Gate Release copy of shipper, date stamp, and forward to Domestic Products Shipping for filing.
2. Destroy truck Notice of Shipment copies.
3. Retain rail Notice of Shipment copy and mail to delivering carrier when unit is shipped.