

# The Rotunda Times



Volume 7 No. 6

The Official monthly Publication of the Ford & Mercury Restorer's Club of America

June 2017

**ATTENTION MEMBERS**  
**JULY'S MEETING HAS BEEN CHANGED TO MONDAY, JULY 10<sup>TH</sup>**  
**Same Place, Same Time, See You Then!!!!**

## JUNE FEATURE ARTICLE FORDLANDIA

By Mark Sapienz

Yes: *it's Ford to the Questions of January*



While researching Fordlandia online, one sees Fordlandia and Failure frequently in the same sentence. Most articles claim no rubber was ever used on a Ford Car. They say Henry Ford's utopian city in the jungle nicknamed "Dearborn in the Amazon" was a social engineering disaster. Ford's creation of the perfect prefabricated industrial town was a 20 million dollar waste. Was it?

To Begin, the invention of the motor car created a demand for natural rubber produced by rubber trees in the jungle areas of the world near the equator. The rubber tree was native to South America and planted around the world by the British empire. The British monopoly of nature rubber produced around the world saw rubber prices fluctuate widely. 1910, 964 pound sterling per ton of rubber was the highest. Ford needed rubber for the tires, belts, and hoses on his vehicles. By 1922,

rubber was at 76 lb. sterling per ton and in 1923 it went to 332 lb. per ton. Henry Ford wanted a stable market for rubber away from British colonies in Asia on the other side of the world. Brazil was a logical and economical solution to his problem. In 1928, the rubber plantation city named Fordlandia was started. It was located in the Amazon jungle on the Tapajois River. In a lease agreement with Brazil, Ford was given land to develop the plantation for 9% of the profits.

FOMOCO sent 2 ships to the area and cleared out the jungle for the plantation. Prefabricated houses from Michigan were shipped and a town was born. Hospital, school, library, cafeteria, homes, swimming pool, tennis court, and a golf course were all constructed. The town was envisioned for up to 10,000 people. It was alcohol and tobacco free. Only wives and children of workers were allowed to inhabit. Ford bosses inspected workers homes for cleanliness. Ford tried to control the day to day life of the people with dances at night in the cafeteria. All food served was American dishes shipped in. The Brazilian workers were expected to work all day, but the jungle heat suited morning and evening shifts with rest during midday. The Culture clashes of work



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# The Rotunda Times



## The Rotunda Times

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### **ATTENTION ALL MEMBERS**

When you hear of a member/spouse's death, please get all the information such as the funeral home and address, viewing times and dates, and the service time and date.

Then contact one of the following people:

#### **Jim Crawford**

734.259.8079 or jcrawfo1@wowway.com

#### **Bob Guetschow**

248.328.9113 or guetschowr@yahoo.com

These folks will ensure that the membership at large knows of the death.

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The Ford & Mercury Restorers Club is a hobby organization whose purpose is to foster and promote the acquisition, preservation and use of all Ford vehicles.

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Members it's almost here, our Dearborn 2017 Swap Meet, Car Show and Car Corral. I am so excited for our second year back at Belleville I can hardly stand it. This will be my first year as President of our swap meet and I am really looking forward to it.

Club members have been working hard passing out flyers at weekly car cruises and two big shows Wilson barn Show and also the Shelby/Mustang Show at Ford World Headquarters. The Shelby/Mustang Show also celebrated 50 years for the 1967 cougar. Last count I heard there were 167 cougars from all over the United States. Hopefully we will get a few of those Cougar owners to come to our car show. At our next meeting grab a hand full of fliers and get the pasted out.

Speaking of our car show I got a sneak peek of our Best in Show trophies that master craftsman Greg Petrovich is creating along with help from Dick Anderson. These trophies are like no other, they are truly a work of art. First place plaques, second and third place awards have also been ordered for our show.

Getting back to our Swap Meet we still need people to fill in certain areas on our sign-up sheets. Please sign up if you haven't already done so at our next meeting.

Because our normal Tuesday meeting will fall on July 4th our meeting has been moved to July 10th which is a Monday so mark your calendars of the new date for July only.

We are still looking for items for our goodie bags for our car show. We will be receiving items from Mothers Polish, we have received awards to give out from NPD, Belle Tire and Rock Auto but still need items for the goodie bags.

That's it for now, I'll see you at our July 10th meeting.

**YOUR PRESIDENT,  
JIM**

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# CALENDAR OF EVENTS

## JULY

4<sup>TH</sup> • NO MEETING HOLIDAY

10<sup>TH</sup> • MONDAY FMRCOA CLUB MEETING

22<sup>ND</sup> • DEARBORN 2017

.....

## AUGUST

1<sup>ST</sup> • FMRCOA CLUB MEETING



**ONE FEATURE JANUARY ANSWER - FAKE  
THANKFULLY THIS WAS NOT AN FORD'S  
ATTEMPT TO RUIN OF THE MUSTANG.  
THIS WAS AN INDIVIDUAL'S PERSONAL IDEA.**

### THE FMRCOA MEMBERSHIP ADVANTAGE!!!!

Your Board officers and editor take extra effort to bring you FREE classifieds and schedule of events found within your monthly newsletter. Take advantage of these benefits your membership provides. Post your schedule where you can refer to it easily. Submit your ads at a meeting or mail to:

**FMRCOA**

**P.O. Box 2938 • Dearborn, MI 48123**

For more information on becoming a member go to FMRCOA.org or write to the above address



### YOUR CAR!

The Rotunda Times would like to feature your old car or truck in an upcoming issue. We are interested in how you came about finding your vehicle of choice, and what you have done to enhance its beauty, and/or mechanical condition. Simply mail or email us your article accompanied with a photo to:

**TIM PUSILO**

313.278.1325 • dean35aw@gmail.com

Our monthly club meetings are held at

### AMERICAN LEGION POST 32

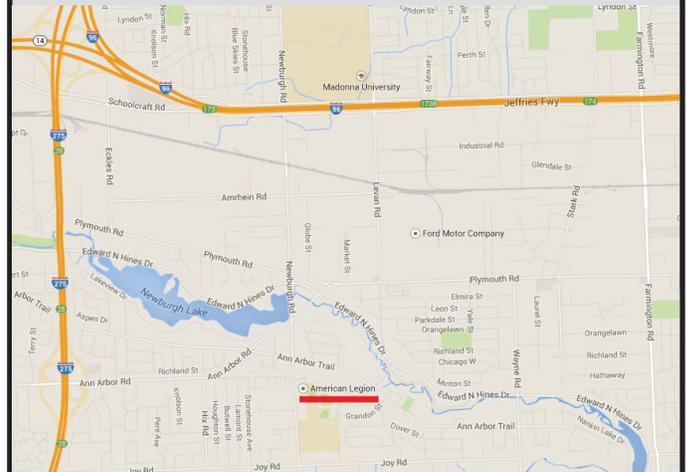
9318 Newburgh Rd. • Livonia, MI 48150

Between Plymouth and Joy Roads

This is a great facility where we had our last dinner dance. It has large parking lot (to the south) enabling club cars to easily park together.

**Meetings are on the first Tuesday of each month and begin at 6:30pm with a snack.**

**DO BRING A FRIEND!**



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**JUNE 2017**  
**FMRCOA MEETING MINUTES**  
**JUNE 6, 2017**

- Our annual Mini Swap Meet had a dozen vendors despite rain clouds in the area. A nice crowd of 83 including 7 guests started the meeting at exactly 7:30pm. After guest introductions we found out 2 of them joined our club.
- Jim presented Cole Grandy his 40 year badge. Jim explained our new policy forming the 50th Anniversary Fund to celebrate the FMRCOA upcoming golden anniversary in 2019. The membership was asked to approve the Fund and there were no objections. \$100 dollars per month and the 50/50 moneys will be put into the Fund. In 2019, the Future Board {term limits} and general membership will determine how and what the Fund is used for.
- Dearborn 2017 issues were tackled next. Volunteer Sign-up is critical. We need another 30 members to help put on Dearborn 2017. Jack reported we have over 84 vendors purchased 163 spots thus far. Pass out those Fliers. We are on track with July' event coming up soon. Membership is back over 200 again.
- President Jim reviewed the Stahl tour and Yankee Air Force outing. Jim gave a heads up about June events like the Great Race, Wilson Barn Show, and Michigan Speedway Car Club Special Package.
- Next months July 4th Club meeting date has been rescheduled for Monday July 10th.
- Jim requested car show grab bag items. Club Apparel was available for sale Dearborn 2017 event shirts, sweaters, and hats. The Board voted to approve one day only 50 percent off ½ year memberships to be offered at Dearborn 2017 for the remaining 5 months in 2017.
- VP Tim needs car articles for our newsletter. Jim noted the web page is down. A new Web Master is needed to redesign the page and update it. We would like to have the newsletters only available to our club members. Also, the new web page would allow the Club to start a Club Photo roster.

- Stan gave his report showing our Club financials have been improving. Secretary Mark did not read the meeting minutes by overwhelming popular demand.
- Show and Tell had early car radio magazines from Bill T. And Cole Grandy showed off a few Cougar Jacket Patches from the 60's. Mark Kohler had an original Cougar Factory Flier. Next the 50/50 and Car Talk. Several members are invited to Eyes on Design. Bill Stanley related a story about his 41 Ford engine had a stuck throttle cable. Director Gerry AKA Mr. Magoo aka 50/50 multiple winner {He donated his winnings back to Club}. Gerry's Wife fulfilled a dream he and bought him a 1930 Model A to play with.
- 8:45 pm Adjourn.

*In Memoriam* 

**JEROME OSTALECKI**  
**Sept. 11, 1946 - June 7, 2017**



We note the passing of 13 Year FMRCOA member Jerome Ostalecki. Beloved husband of Sharon for 50 years. Mr. Ostalecki was #009 of the MOCSEM and was an electrician for the Ford Motor Company

JUNE 2017  
**FMRCOA BOARD MEETING MINUTES**

- All seven Board members met at the Legion Post. Jim began with Club needs a volunteer to place Freeway Signs for Dearborn 2017.
- Next, our webpage was down, we need a member to run and maintain the web page. There was discussion about the need to update the website, the workings are getting dated. We may need to outsource the job if there is no Club response.
- Jim heard complaints about recent minor mistakes in the newsletter. The Editor Job is an open position. Karen and Tim have a one week each month to put together and proof read the newsletter prior to being sent to printer. Errors Happen. Tim and Karen put in hours of work each month to produce a value product to our Ford Club.
- Jim asked for Board approval to order more Club apparel to satisfy demand leaving us with a few extra Sweaters.
- Jim inquired about ideas for Club outings and guest speaker suggestions. Jim needs help filling up car show goody bags. Jim addressed the lack of Dearborn 2017 signup volunteers. We presently have 34 volunteers; we need close to 65 volunteers for a successful event. Dearborn 2017; topics about trophies, dumpsters, golf carts, and other issues were reviewed. Boogie Brian was booked.
- Jim then went around the table for each board member to speak. Stan requested to begin a 50th Anniversary Fund each month using the 50/50 moneys and \$100 set aside. The Fund is for 2019 and the membership and future board members will spend for celebrations.
- The July 4th holiday falls on our next meeting, Jim will seek an alternate date with the Legion Post Management.
- We need a new Membership Secretary as Terry Worful steps down after years of outstanding service to our Club.

**MEETING & SWAP MEET PICTURES**



**COLE GRANDY SHOW AND TELL COUGAR PATCHES**



**SHOW AND TELL - EARLY CAR RADIO MAGAZINES**



## **ROVING REPORTER**

by  
**Lou Ironside**

Sort of a slow time of year in Michigan for swap meets, seems like our meets are heavy in the spring and fall, with just a few in the summer months. The annual Midland Antiques Festival was a little smaller this year in both the auto swap area and the antiques area. Although there were some bargains to be found, certainly not as many as in years past. Possibly it is the “graying” of the hobby, or people are just getting burned out on swap meets and antique shows. The second show/swap meet was the “Cars R the Stars” (formerly Carnival of Cars) at the Packard Proving Ground. Although there were a lot of cars and a lot of spectators, the swap meet was fairly small. There were a few interesting Model A

Parts, but it didn’t take long to go through the swap meet section. However, there were some very interesting cars on display including three rear ending Scarabs’. Finally, although no swap meet, the Eyes on Classic Design show on Father’s Day was marred by a couple brief showers which dampened the enthusiasm and possibly kept a few spectators away. There were over 330 cars of every shape and variety, something for every taste in motoring. It is a nice show, for a good cause, and a lot of time and energy goes into making this a quality show. But in spite of two brief showers, the show went on with some of the finest cars you will ever see.

---

## **POSTCARDS FROM THE PAST**

by  
**Lou Ironside**

What an exciting day it was when the bus pulled up in front of the Edison Institute and you and your classmates got to spend the day in either the village or the museum. This event was usually just before school let out for the summer and there were school groups from all over the metro Detroit area....the place was swarming with children! Our group usually went to the village and our favorite destination was the Lincoln Courthouse and seeing the chair which “supposedly” the President was sitting in when shot. Guess it was the morbid curiosity of a 10 year old mind. Also we loved the store that sold penny candy...and back then it actually was a penny! The Menlo Park laboratory of Edison and the Wright bicycle shop were other places we had to see while there. Although those visits were 60 years ago I can still remember being there in the sun, surrounded by classmates, and running from building to building in spite of the teacher’s request that we slow down and be a little quieter. In the postcard, notice the bus in front is a Model A Ford....our group went by Greyhound. I would have preferred a Model A bus even when I was 10 years old.



*Entrance, Edison Institute Museum, Dearborn, Michigan*

## BRIAN'S TIP Oil Viscosity

There have been some questions about oil viscosity, so I thought I would hopefully clear up some of that mystery. There is detergent and non-detergent oils on the market, plus regular mineral based oil, semi-synthetic and full synthetic oils. Overall I strongly suggest using whatever oil the manufacture suggests as they have tested, tested and tested some more to provide as much performance and engine longevity as possible. I bought a 1998 F150 new with the 5.4L engine, and never used any other oil except what Ford recommended, and the truck ran over 300,000 miles with out ever using oil or leaking it. There are break-in oils still available, which should only be used to break in an engine after a rebuild, and that oil should be changed to detergent oil, with a new filter, after about 1,000 miles. I do use very heavy duty magnets that clamp to the oil filter on all my engines, and only use non detergent oil in my two cycle engines as recommended by those manufacturers.



Motor oil viscosity is measured cold and hot. The 'cold' is established a zero degrees Fahrenheit, and the 'hot' established at 210 degrees Fahrenheit. Oils tested at zero are assigned the letter 'W' as a suffix, and no suffix letter is used for the 210\* temperature rating. If you buy oil rated at 10W-30 it will have a viscosity of 10 at zero degrees Fahrenheit, and viscosity of 30 at 210 degrees Fahrenheit. The Society Of Engineers (SAE) ratings include: 5W, 10W, 20W, 20, 30, 40 and 50. These ratings can be combined into what we call multi-grade oils. Important criteria for oil is the API rating, with higher being better. Somewhere in the early 80's it was the SE rating, which was replaced by SF.

## HI-HO-HI-HO, it's off to NTR we go for their Ford Super Nats W/E Thursday to be in place for racing Friday, Saturday and Sunday

Friday we all got one time run then the Box and No Box racing began. I won the first and second rounds, but I red lighted myself out in round three to give myself time enough to crack open a beer or two and watch some late evening racing.



Saturday came and we got two time runs, but I did something that I said I would never do again, and that was to enter two classes, Quick Ford (Bracket Two) and Nostalgia Ford (Bracket Four 1975 and older). Naturally they run the four bracket classes back to back, so there is just no time to cool down for worthy runs zooming back to the lanes to not miss the class calls. Nevertheless, I manage to win first and second rounds in Bk-2 and Bk-4, but by the third round came along my car's tongue was hanging out and I lost in both classes not being able to get to the number I thought it would get to at 200\* on the ole temp gauge. Our racing was on the quarter mile all weekend, except for Fast Ford (Bracket One) being on the eighth mile.

For the Sunday races, since I was already bought into two classes for the weekend, I decided I was going to punish the tree or go out early in the 91\* heat. In B-2 I went red by -.011 to be sent to my room. I decided not to attempt a buy back in Bk-2 and to concentrate my efforts to going after the win in Bk-4, which gave me time to get back to my pit for cool down, fuel, tire checks etc. As I proceeded to get though the rounds I ended up winning the final in Bk-4, Nostalgia.

To briefly explain King Ford, the winners from Saturday have to race the winners from Sunday in Bk-1, Bk-2, Bk-3 and Bk-4. For my race against the Saturday Nostalgia winner I won with my 10:233 to his 9:941. For round two the B-1 car races the B-2 car, and B-3 races B-4 so, my 10:249 held u p to his 14:598 for my win. The B-2 car beat out the B-1 car and I beat out the B-3 car so, he dialed 10:34 to my 10:26 for all the tea in China. He bulbed me but, I caught him just before the speed cones to give him a couple of 'burps' and got the win light to be the King Ford – WINNER !!!

## MAY FEATURE ARTICLE CONT. FORDLANDIA

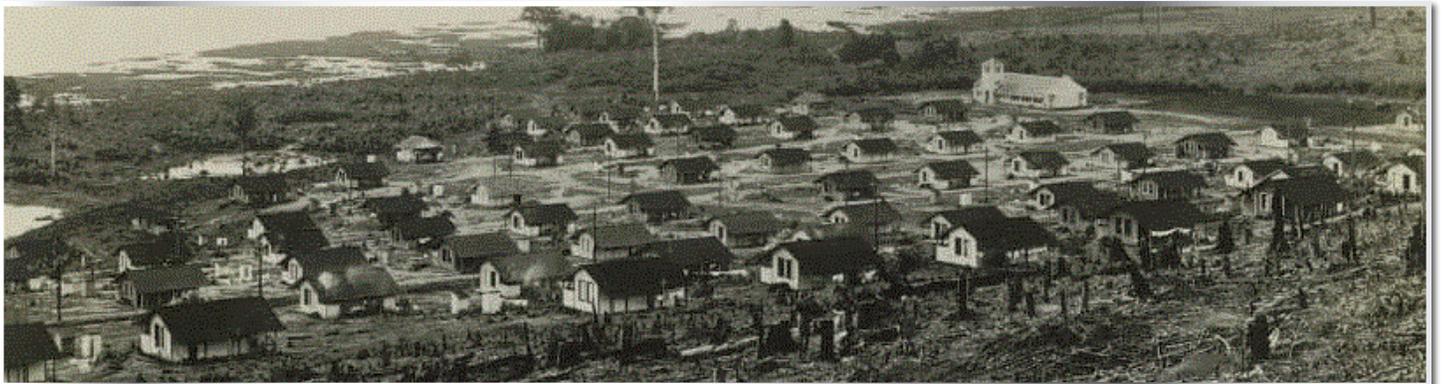


hours, foreign food, strict discipline all created tensions which led to a riot. Management eased and changed to worker demands. Historians and researcher view this as a social experiment failure. But, rubber was the real product of Fordlandia and most all who lived there said it was a wonderful place to live.

Fordlandia had other major problems. The only access was by the river –no roads. Hilly flood prone terrain meant the trees had to be planted on terraced hillsides. The Amazon rubber tree did not grow well in a plantation setting. Leaf Blight and insects killed many trees. Jungle diseases affected the American work force. The major portion of Fordlandia was moved to Belterra Plantation in 1934. Belterra was a better place for a rubber tree plantation to produce rubber. Belterra soon became a town nearly to 10,000 people as Fordlandia was abandoned and its population fell to a few hundred. Between Fordlandia and its sister Belterra over 3.6 million rubber trees produced rubber. They reached a goal natural rubber production Henry Ford envisioned although the rubber was not used on Ford Cars. Belterra and Fordlandia were sold to Brazil for \$250,000 in 1945 ending Ford involvement in Natural Rubber production in the area. Brazil ran major rubber production in Belterra until 1987. So, those who say it was a failure because Ford spent 20 million over 18 years.

Well, Henry Ford would probably say, I died a Billionaire with a net worth of making me the 6th wealthiest American ever.

Fordlandia never turned a profit and provide rubber for 200,000 cars as expected. Other considerations must be said in it defense. The British controlled the natural rubber in the world. When Fordlandia hit production the world was in the middle of the Great Depression. Car production was way down. The price of rubber fell to 21 lb sterling/ ton. Pre WW2 demand, Scientists had created synthetic rubber. Rubber could be made from oil. Natural Rubber was in competition with chemical companies. So in fact, Fordlandia was not a failure as much as obsolete. It was sold off in 1945 after WW2 demand and the Asian markets were free from war. Henry Ford was ill and Edsel had passed, the newer generation Henry 2 did not have the utopian dream nor the financial need run a rubber plantation. Belterra {pop. 16,000 } and Forlandia { pop. 2000} still exist today. One can put Fordlandia and Failure in the same sentence, but they would not be telling the whole story.



**CLASSIFIED ADS • FOR SALE**

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  - 1979 Lincoln Mark V Bill Blass Series, 57,000 Miles, Spare Never Down - \$1,750
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  - 1986 Mercury Grand Marquis 2-Door, 50,000 Miles - \$1,000
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**CLASSIFIED ADS • WANTED**

- **Cole Grandy 810-735-1671**  
Information on Cam Winders Hot Rod Club early 1950's Dearborn / Detroit . It was my Dad's Hot Rod Club circa 1947-1953. Thank You.



**Waste Oil for John Miller**  
**FMRCOA Historical items for Club's Archives. Newsletters, Pictures.**  
**See Club Secretary Mark S.**

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