

Ford Rotunda Currently Observing Its 25th Re-Opening Anniversary

When the Ford Rotunda was opened in 1934 as an automotive showplace at the 1933-34 Chicago World's Fair, plans called for it to be torn down, and scrapped after the fair.

But a public relations and advertising advisor to the late Henry Ford suggested dismantling the 110-foot-high, gear-shaped structure and using it as a frame for a permanent exhibit building in Dearborn. His suggestion was accepted and today, the Rotunda ranks as one of the top tourist attractions in the nation. It currently is observing the 25th anniversary of its re-opening.

The "spectacular" are changed with the seasons. During one period, an Alaskan scene occupied the center court, with a 50-foot-high mountain providing the background. In the foreground were a 20-foot-high waterfall using 45,000 gallons of water an hour, and animated figures of Kodiak bear, a trout, a walrus and a seal.

Another seasonal special featured an Hawaiian scene with thatched hut, Diamondhead mountain, Waikiki Beach and Hula dancers in the center court. There also was a Parisian street scene with simulated brick streets, a French cafe with a flower vendor's stand, an inn, a sidewalk cafe and a scale model of the Eiffel tower.

"THIS YEAR'S SUMMER 'spectacular' gives visitors a glimpse into the future. The scene is the Gyron, a futuristic car that would run on two wheels, using a gyron for stabilizing device. It is the Palomar, whose design represents a new concept in station wagons.

The Palomar features a sliding roof and rear seat that would provide occupants with a view above the roof line.

Elsewhere in the exhibit area is "Science City," a three-dimensional display that outlines activities at Ford's Engineering and Research Center.

EACH YEAR FROM the Saturday after Thanksgiving until the end of the holiday season, the Rotunda stages a "Christmas Fantasy." Now eight years old, the Fantasy welcomed its five-millionth visitor during the last Christmas season.

Fantasy displays undergo changes each year, but the giant Nativity scene remains a favorite. It has a life-size figure of the Holy Family, the Wise Men and their camels, and shepherds with their sheep. A silhouette of the town of Bethlehem provides the background.

For the children, Santa Claus is always present at the Fantasy. His headquarters is in his Wonderland, a make-believe village with a manufacturing assembly line for toys, a candy kitchen, a bakery, a toy store and a Santa Claus fairy-tale land. All figures are animated.

A NEWCOMER TO the automotive section, but already an all-time favorite, is a miniature assembly line that duplicates the actual cycle of auto production and even includes factory sounds in the background.

The 30-foot-long exhibit uses about 700 miniature autos to show the various stages of assembly from the automobile from the unloading of parts at the receiving dock to final inspection. Major operations depicted include the front-end and seat assembly, body and engine drops and painting and trim operations.

Even the honking of the horn and the starting of the engine—standard procedures in final inspection—are heard in the recorded narration that explains the assembly-line process.

Because of the miniature assembly line's popularity, it has been shown at the National Automobile Show in Detroit and at the Chicago Auto Show.

SCORES OF OTHER animated displays in the permanent exhibit area tell the story of "Progress, Research and Engineering."

The "City of the Future" is among the other popular interior displays. The miniature city has two-level, elevated streets busy with rail-directed traffic, a monorail train roaring overhead and a helicopter landing and taking off from the roof of a skyscraper office building.

Electric lights automatically turn on as evening approaches, and turn off when the sun rises. A huge plastic dome covers the city's baseball diamond.

ON THE ROTUNDA grounds is a simulated automobile test track. The one-mile circular track, open only during the summer months, is designed to demonstrate performance of cars under actual test conditions.

During the 1956 summer tourist season, more than 100,000 persons rode in their favorite Ford products on the small-scale proving grounds.

The track includes stretches of corduroy, cobblestone and gravel pavement; chuck holes, railroad crossings, body twist bumps, a test hill with 30- and 15-per cent grades, a speed-up strip and a banked turnaround loop.

NOT ALL THE ROTUNDA is used for exhibits. Ford has its archives in the building's north wing. The south wing has a 388-seat motion picture theater where documentary and educational films are shown on a continuous-run basis. The theater also is used for conferences.

The original Rotunda at the World's Fair in Chicago was a steel structure covered with weather-proof paper-mache. After the Rotunda was moved to 3000 Schaefer Road in Dearborn, the central structure and the two smaller wings were built of Indiana limestone on the original framework.

For several years, the center court was left open to the skies, but in the spring of 1953, a dome-like roof of aluminum struts and plastic skin was erected to enclose the area and provide more floor space for exhibits.

The Rotunda was closed to the public and converted into temporary office space for several years during and after World War II. It was reopened as an exhibit building for Ford Motor Company's 50th anniversary celebration in 1955.

DURING THE SUMMER tourist season the Rotunda is open from 8:30 a.m. to 9 p.m. Monday through Friday and 1 p.m. to 9 p.m. Saturdays, Sundays and holidays. Otherwise hours are 8:30 a.m. to 5 p.m. weekdays and 1-9 p.m. Sundays and holidays.

All conducted tours of the 1,200-acre Rouge manufacturing area originate at the Rotunda. Company buses leave the front of the Rotunda every half hour from 9 a.m. to 5 p.m. Monday through Friday, except holidays.

Rouge tours include open hearth furnaces, steel rolling mill, bloning mill and final assembly line.

Robert E. Hills, fireman, USN, son of Mrs. Betty C. Hills, 381 W. Brown, Birmingham, is serving in the pre-commissioning unit of the USS Permit, latest nuclear-powered submarine to be launched by the Navy, at the Mare Island Naval Shipyard, Vallejo, Calif.

Hills will undergo special training during the Permit's construction and become a member of the vessel's crew when the submarine is commissioned and delivered to the fleet in 1962.

The fifth nuclear submarine built at Mare Island, the Permit combines nuclear propulsion and exceptional anti-submarine capabilities.

LAST YEAR ALONE, more than one million visitors from all 50

"Deluxe CAMPER" COTTAGE TENT

10'x12' SEWN-IN FLOOR \$74¹⁰

new Drop-Leaf Folding Table with luxurious Smooth 'n Silvery finish

24" x 60" specially priced **\$788**

for all your indoor and outdoor living

FITS THE SPACE YOU HAVE! one leaf down • both leaves down • both leaves up

For games, dining, working and all your entertaining... you'll love this drop-leaf table... 24" x 60" drop-leaf folding table... so luxurious with its gleaming "Smooth 'n Silvery" finish on sturdy metal. Fits on a bench for storage... comes out whenever you need extra room.

HUGE 30" x 72" BANQUET SIZE \$10⁸⁸

We Give 2% Green Stamps

THE SURPLUS SHACK
2923 N. WOODWARD (South of 13-Mile Rd.)

CLOSED SUNDAYS DURING JULY & AUGUST ONLY
Open Mon., Wed., Thurs., Fri., Sat. Till 9 P.M.—LI 9-9803

AUGUST Specials!

JUST ONE OF MANY SPECIALS OF THIS MONTH

TWIN SETS EXTRA L-O-N-G

SPRING & MATTRESS by STEARNS & FOSTER

\$99⁰⁰ Set

• A Full 80" Long—6" Longer Than Regular
—Firm Durable, Off-Set Coil Construction—All Cotton Upholstery—Heavy Cotton Cover.

EXTRA L-O-N-G TWIN SIZE SHEETS & MATTRESS PADS							
Wamsutter CONTOUR PAD	Reg. 5.99	SALE 4.80	Cannon PERCALE Fitted	Reg. 3.29	SALE 2.75	Cannon PERCALE 72"x120"	Reg. 3.49
							2.75

Extended Terms — 90 Days Same as Cash

CARPENTER'S SLUMBER SHOP
28879 Greenfield Rd. at 12 Mile — Southfield
Open Daily 9 to 6—Thurs. & Fri. till 9

LI 4-9133

Begins Training

Gordon G. Loveland, 501 Westbourne, Birmingham, reported July 22 at Fort Knox, Ky., to begin six months active duty for training.

After completing his active service, Loveland will continue his military training with Company F, 333d Regiment, basic combat training in Pontiac.

No matter what you have to sell, Birmingham Eccentric classified ads will do the best job for you. The cost is low, they are easily prepared and usually bring desired results.

HOMETOWN AMERICA

BOTTOM OF THE NINTH—

PIRATES 9 0 0 0 0 0 0 0 0
BEAVERS 0 0 0 0 0 0 0 0 0

it's news! NEWS! NEWS!

Curiosity Shoppe

The PENNSYLVANIA EVENING POST

Free by 7:30 a.m. Published every Tuesday, Thursday, and Saturday Evening.

IN CONGRESS, July 4, 1776. A Declaration by the Representatives of the United States of America, in General Assembly, meeting in Convention, on the 4th day of July, 1776.

1 Month End

DRASTIC REDUCTIONS ODDS & ENDS

... Many Items of Exceptional Value!

1770 S. Telegraph, Bloomfield Hills (One mile north of Square Lake Rd.) FE 8-8631
Open 'Til 9 Monday & Friday Evenings

GOODBYE FOREVER

Last 3 Days

THURSDAY - FRIDAY - SATURDAY

AXLER'S JEWELRY STORE

GOING OUT OF BUSINESS FINAL LIQUIDATION SALE

181 South Woodward, Birmingham Birmingham Permit #466

JUST IN TIME FOR BIRMINGHAM BONUS DAYS
MANY ITEMS STILL AVAILABLE—NO REASONABLE OFFER REFUSED.

WATCHES LONGINES, LeCOLTRE, HAMILTON, ELGIN, MADANA, WITTMANER, UNIVERSAL GENEVA, AND MANY OTHER BRANDS.	DIAMONDS WEDDING SETS—COCKTAIL RINGS WEDDING BANDS DIAMOND WATCHES	JEWELRY BRACELETS - NECKLACES PINS - SILVER
RINGS MEN'S, LADIES' AND CHILDREN'S RINGS	CHINA WEDGEWOOD - ROYAL DOULTON SHELLEY - MINTON - BAVARIAN ORFORS GLASS - ODD CUP & SAUCERS BONE CHINA PLATES - MANY OTHER ITEMS WITH FAMOUS NAMES IN CHINA.	PEARLS NECKLACES - EARRINGS BRACELETS
COMPACTS JEWEL BOXES TRAVEL KITS	EAR RINGS SILVER - GOLD	WATCH BANDS SPEIDEL - J B FLEX-LET
CHARMS GOLD, SILVER BRACELETS	CUFF LINKS WALLETS CROSSES PENDANTS	CLOCKS ALARM - TRAVEL
		SILVER PLATE STERLING - GLASSWARE

HUNDREDS OF OTHER GIFT ITEMS STILL LEFT

EST. 1946 **AXLER'S JEWELRY STORE** EST. 1946
181 SOUTH WOODWARD BIRMINGHAM
SPECIAL PRIZES DAILY
OUR LOSS IS YOUR GAIN! FREE GIFTS TO THE PUBLIC EVERY DAY!
REMEMBER THE TIME AND PLACE (OPEN EVERY NIGHT)

DEALERS INVITED