

DECEMBER ☆ 1955

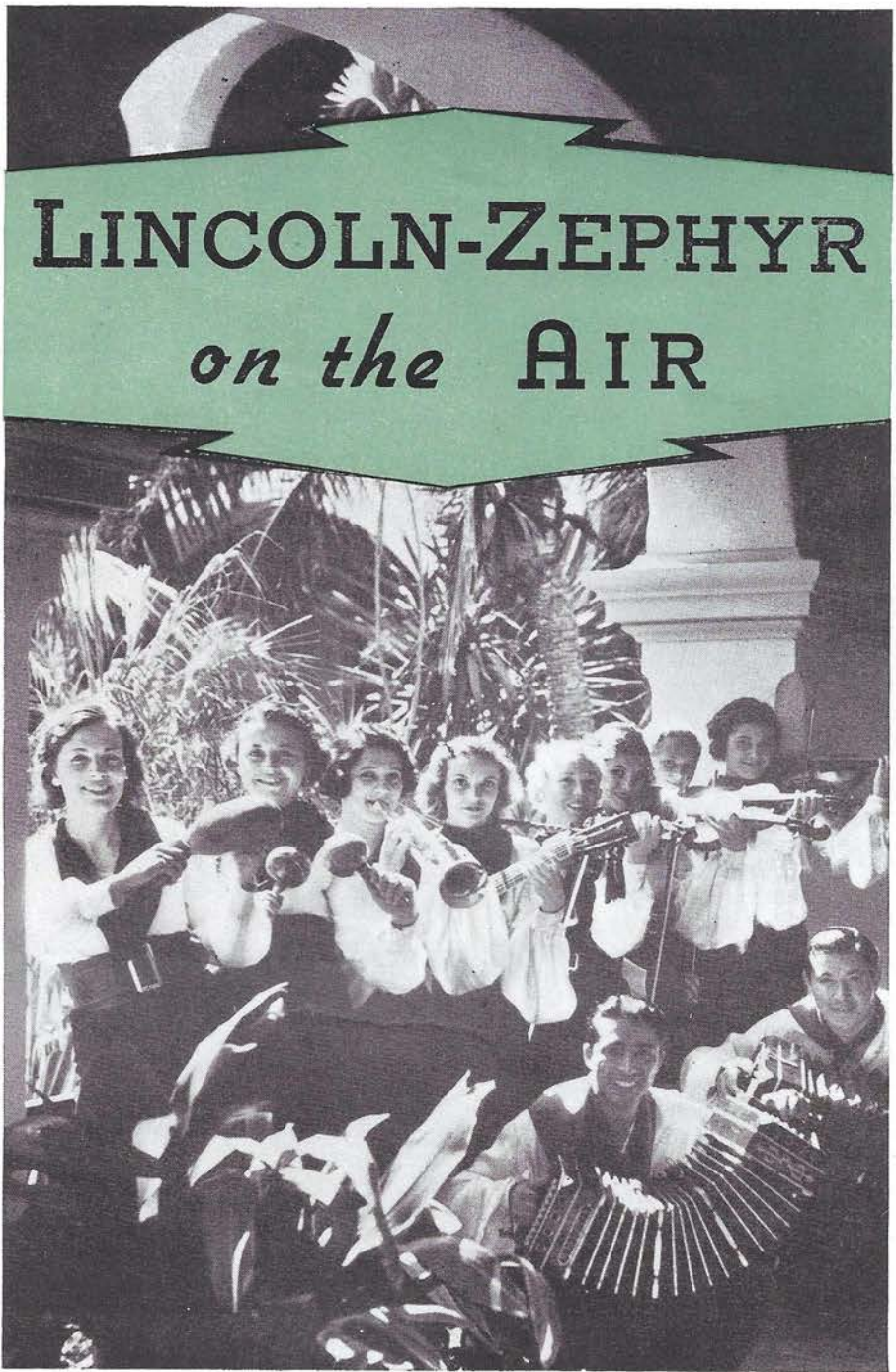
FORD NEWS



JOSE MANZANARES and his South American Orchestra. Manzanares is kneeling at left of group. Photo taken at San Diego during Ford Exposition.

A UNIQUE type of Latin American music was broadcast for American radio listeners when Jose Manzanares and his South American orchestra began a series of broadcasts on behalf of the new Lincoln-Zephyr car, on Sunday, December 1, from 2:30 to 3:00 p. m. over the basic network of the Columbia Broadcasting System. The program was rebroadcast three hours later to reach the Pacific Coast at the same half hour PCT.

Jose Manzanares and his South American orchestra recently completed a season of twice-daily concerts at the Ford Exposition Building at America's Exposition in San Diego. During their five months' engagement there, they played many times over transcontinental CBS broadcasts and were featured on weekly Pacific Coast broadcasts over the Columbia Don Lee Broadcasting System. While they were appearing in the Ford patio, a following of fans organized a Manzanares Century Club which gave the orchestra a great send-off at its last appearance. Later the orchestra played at the Ford-Lincoln Exhibit in the Hotel Astor, the Bellevue-Stratford Hotel in Philadelphia, and at the Auto-



JOSE MANZANARES and his orchestra wave goodbye to Ford Exposition, on departing for New York to appear at 1936 Ford showings.



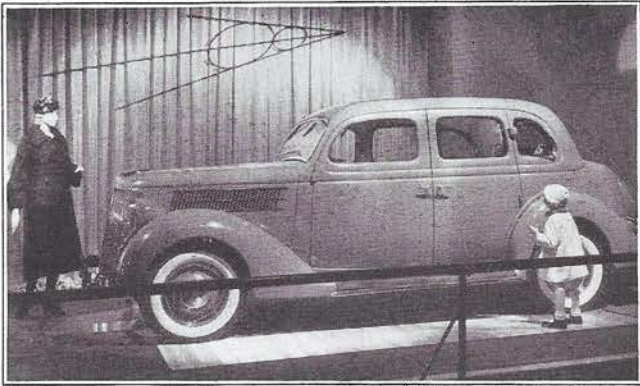
MANZANARES being presented with a gold medal and certificate, gift of Exposition officials, for "increasing our love of South American music."

mobile Show in Boston during the presentation of the 1936 Ford, Lincoln and Lincoln-Zephyr automobiles.

ORGANIZING the first orchestra to be called South Americans, Jose toured the country in the Orpheum circuit, and later began playing in hotels. Most of the members of his orchestra have been with him for six years, and their stops have included the leading hotels in the United States, among them the Waldorf-Astoria in New York, the Congress in Chicago, the Ambassador and the Roosevelt in Los Angeles, and also hotels in London, Paris and Monte Carlo.

Instead of confining his programs to rhumba and tango numbers performed by Latin American orchestras, Manzanares plays a variety of music. Classics, ancient Inca selections, intermezzos, dances and unique songs are featured by the South Americans. The orchestra includes two vocal soloists—Manzanares and Dolores.

The orchestra, consisting of (Concluded on page 237)



1936 Ford V-8 Touring Sedan on display in show window of the Emporium, large department store in San Francisco, California.

LINCOLN-ZEPHYR ON THE AIR

{Concluded from page 227}

ten pieces, is almost entirely comprised of women. Jose Manzanaras, who plays the guitar, and Ramon Littee, whose instruments are the accordion and the bandonion, are the only two men in the orchestra. A unique distinction enjoyed by the South Americans is that it is the only orchestra in the United States sponsored and authorized by official ambassadors of Latin America who are in Washington, D. C. Further, the young maestro boasts a repertoire of at least 5,000 selections—most of which are privately owned manuscripts given him by composers and directors.

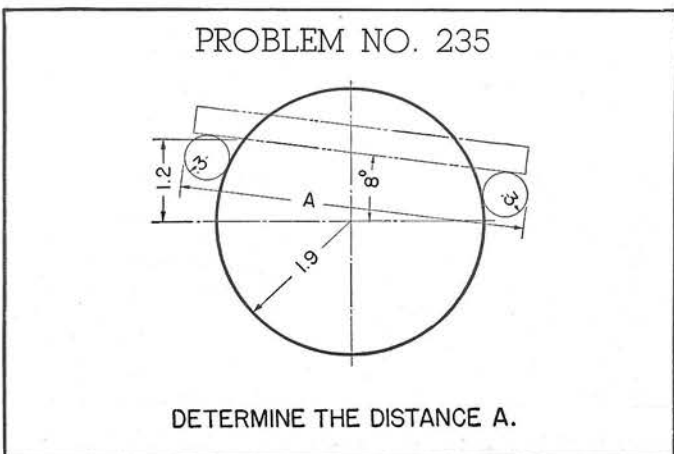
AIDED by the extensive musical knowledge possessed by every member of the South Americans, Jose Manzanaras has succeeded in mastering every known rhythm of Latin America. He has studied the native music of many of the South American countries and has captured the original musical interpretations of old folk songs of these countries, many of which had never been written before Manzanaras put them to paper.

Jose himself, in speaking of this music, states: "Sometime the great European and American directors and arrangers will awaken to the realization that South America can provide an almost inexhaustible supply of wonderful and unusual music, which heretofore has been almost untouched. The genius of such composers as Lecuona, Calve and Valle-Riestra reflects the rare charm and beauty of the Latin American music."

A FLORAL CLOCK

{Concluded from page 229}

work on the floral clock. He wanted no help in its construction. It was a spare-time job and he spent long hours on the mechanism. Finally, with the setting ready, he installed the works. The clock ran, though inaccurately.



For nearly a year its inventor patiently adjusted the flow of water or experimented with the paddles, and the clock came nearer and nearer to keeping perfect time. In 1894, he called on a clock-maker named Fisher and together they perfected it.

EVENTUALLY there came a change in commissioners, and Elbridge was dismissed. He was then more than forty years of age and married. Deciding his future was in the flower business, he opened a shop in the front room of his little cottage on East Fort Street. Now he brought his native ingenuity into play. He made his bouquets a little different, and his wife delivered them by street car or on foot. Gradually he began to get a fair volume of business. He took over the building next door, excavated the basement and put in show cases.

In 1912, after Scribner's retirement, Robert Jean, his successor, purchased the first of many, many Ford cars, a touring car. This vehicle was converted into a panel delivery about a year later. Since then at least one Ford car has been in the service of the Scribner Floral Company. The company now has two Ford trucks, a Model A and a 1935 V-8.

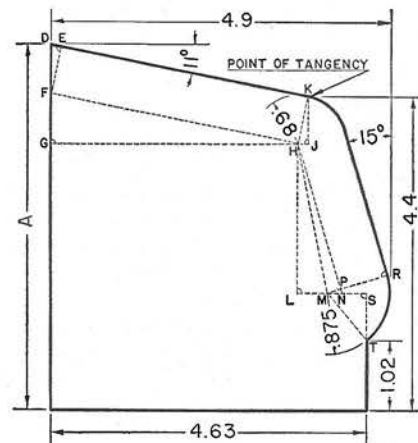
IN MISSION LAND

{Concluded from page 233}

city; and Santa Maria, with its broad acres of gladioli, are as far north as one can conveniently drive from San Diego. Many tourists return down the center of the state, the Golden State Highway, running west of the Greenhorn Mountains. Not far east is Death Valley, lowest point in the United States, 276 feet below sea level, and in the same county, Mount Whitney, highest peak in the country, reaching to 14,196 feet above sea level. Bakersfield and historic Fort Tejon are on the highway to Los Angeles.

ANSWER TO PROBLEM NO. 234

A book containing a collection of these problems and entitled "Practical Shop Mathematics" may now be obtained. For information regarding the accompanying problem, or the book, write the Henry Ford Trade School, Ford Motor Company, Dearborn, Michigan.



DETERMINE THE DISTANCE A.
 FE = HK = .68 ∠DFE = ∠HKJ = 11°
 FD = FE SEC ∠DFE = .69271
 JK = HK COS ∠HKJ = .66750
 MT = .875 MS = .875 - (4.9 - 4.63) = .605
 COS ∠SMT = MS ÷ MT = .69142 ∠SMT = 46°15'26"
 TS = MT SIN ∠SMT = .63214
 LH = 4.4 - (.02 + TS + JK) = 2.0803
 ∠LHN = 15° LN = LH TAN ∠LHN = .55741
 MP = .875 - .68 = .195 ∠PMN = 15°
 MN = MP SEC ∠PMN = .20188
 LM = LN - MN = .35553 ∠FHG = 11°
 GH = 4.63 - (LM + MS) = 3.6694
 GF = GH TAN ∠FHG = .71325
 A = 1.02 + TS + LH + GF + FD = 5.1384

234



Left—Ford Bowl at the San Diego Fair, where thousands of music lovers listened daily to programs of symphonic, choral, and organ music.

Below—Jackie Coogan, former film star, signs the guest book in the lounge of Ford Building at the fair.



Closing Days at San Diego



Gus Arnheim and his famous orchestra (above) played series of one-hour programs in Ford Building patio.

TAPS figuratively sounded for Ford Exposition activities at 10 o'clock on the night of November 11, when the doors of the huge building on the Balboa Park Palisades in San Diego were closed for the last time.

As the lights inside and out of the huge permanent steel and concrete structure were dimmed, the building through which 2,552,199 visitors passed during the summer became a show place of the past.

Through the Ford Exposition portals passed, among others, Mrs. Franklin D. Roosevelt, Herbert Hoover, General Hugh S. Johnson, Plutarco Elias Calles, former president of Mexico; Admiral Joseph Mason Reeves, Commander in Chief of the United States Navy; Heber J. Grant, president of the Mormon Church, Dr. F. E. Townsend, Jack Dempsey, Mae West, Edward G. Robinson, Gloria Swanson, Jean Harlow, Joe E. Brown, Amelia Earhart, Irvin Cobb, James Cagney, David A. Smith, head of the Mormon choir; Governor Frank Merriam, congressmen; army and navy leaders, and many other notables.



Left—Ruth Gerard, of San Diego, matches skill with Newell W. Banks, world champion blindfold checker player, in patio of Ford Building. Banks was playing six opponents simultaneously and defeated all.

ONE of the major Ford Exposition activities was the presentation of twelve weeks of symphonic and choral music in the Ford Bowl. More than 560,000 persons attended the concerts given by five of the Pacific Coast's leading symphony orchestras and the Mormon Tabernacle choir from Salt Lake City, Utah. A total of 132 symphony concerts and 14 choral recitals were presented.

Walter Flandorf, noted organist from the Peoples' Church in Chicago, played before thousands of music lovers in the bowl at twice-daily recitals on the electronic organ installed there. Jose Manzanaras and his South American Orchestra presented two programs daily in the Ford Building patio.

(Concluded on page 238)

Below are representatives of thirty-eight high schools in Southern California who attended convention of Girls' Athletic Federation held at San Diego.



With hundreds of San Diego and Mission Hills residents in attendance, Neuner Brothers recently opened the third of their sales and service units. This latest station erected in San Diego features Ford products. The original model for the station was the Ford Exposition Building in San Diego.



Neighborhood SERVICE

and acts as a feeder for mechanical and service departments at the two Casey plants located in San Diego.

IN ADDITION to usual service station features, it has a large showroom for the display of an automobile. A notable feature is that the glass goes down to the floor, giving a full view of the car in the display room. A different model 1936 Ford V-8 is on exhibit each week.

Gasoline pumps were so arranged that cars entering or leaving the large parking lot must pass by the islands.

CLOSING DAYS AT SAN DIEGO

{Concluded from page 235}

Another portion of the Ford Exposition was the Roads of the Pacific which wound round the canyon to the south and east of the Ford Building. Over these reproductions of ancient and historic highways and trails 481,510 persons rode.

A staff of 478 men and women were employed during the Exposition to operate and maintain the Ford Building, Ford Bowl and the Roads of the Pacific.

Of this number 94 per cent were hired in San Diego, the remainder having come from the Ford Motor Company's plant at Dearborn, Michigan. The personnel included guides, lecturers, doctors, nurses, drivers, carpenters, painters, electricians, clean-up men and porters.

A MODEL Ford Neighborhood Service Station operated by Walter Casey, of San Diego, California, Ford dealer, was visited by 600 Ford dealers and 1,500 other car dealers from all parts of the United States as they attended the Exposition during the past summer. Located near the East Gate of the fair grounds, the station operated a large parking lot with a capacity of 5,800 cars in conjunction with the service equipment.

While the station had numerous recognizable architectural features, it was so constructed that it could be fitted on any type of lot and still have a service station which was unmistakably a Ford station.

The station pumps about 25,000 gallons of gasoline a month, does an average of 425 lubrication jobs a month



Walter Casey's Ford Neighborhood Service Station near main entrance to Exposition was visited by about 600 Ford dealers.