

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name La Bolero

other names/site number La Bolero Manufacturing Plant

2. Location

street & number Road PR -173, Km. 0.5

☐ N/A not for publication

city or town Cidra

☒ vicinity

state Puerto Rico code PR county Cidra code 041 zip code 00739

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

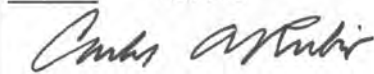
I hereby certify that this ☒ nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property ☒ meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

☐ national

☐ statewide

☒ local



Carlos A. Rubio Cancela
Signature of certifying official

Date

July 10, 2012

State Historic Preservation Officer
Title

Puerto Rico State Historic Preservation Office
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official

Date

Title

State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby, certify that this property is:

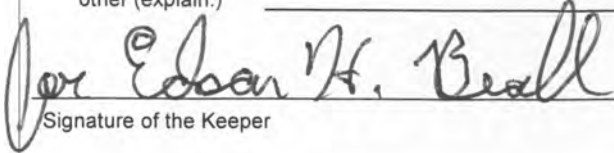
☒ entered in the National Register

determined eligible for the National Register

determined not eligible for the National Register

removed from the National Register

other (explain):


Signature of the Keeper

8.28.12
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply)

- | | |
|-------------------------------------|------------------|
| <input type="checkbox"/> | private |
| <input type="checkbox"/> | public - Local |
| <input checked="" type="checkbox"/> | public - State |
| <input type="checkbox"/> | public - Federal |

Category of Property

(Check only one box)

- | | |
|-------------------------------------|-------------|
| <input checked="" type="checkbox"/> | building(s) |
| <input type="checkbox"/> | district |
| <input type="checkbox"/> | site |
| <input type="checkbox"/> | structure |
| <input type="checkbox"/> | object |

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	district
0	0	site
0	0	structure
0	0	object
1	0	Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing)

Early Prototypes for Manufacturing Plants in Puerto Rico,
1948 to 1958.

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY/ Manufacturing facility

Current Functions

(Enter categories from instructions)

VACANT/ Not in use

7. Description

Architectural Classification

(Enter categories from instructions)

MODERN MOVEMENT

Materials

(Enter categories from instructions)

foundation: CONCRETE

walls: CONCRETE

roof: CONCRETE

other: Metal: Steel

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

The manufacturing plant known as *La Bolero*, located in Road PR-173, Km 0.5, in the Municipality of Cidra, is a 1961, reinforced concrete building, accommodated in a 4,400 square meters area. Its design adheres to one of the prototypical models built by the *Puerto Rico Industrial Development Corporation*, who spearheaded the Island's foremost economic transformation through industrialization along the Mid-Twentieth Century. Puerto Rican Architect René Ramírez, a graduate from Cornell University, designed the industrial prototype subscribing key tenets of the Modern Movement regarding horizontality, asymmetry, frugal expression, and the use of concrete, among others. *La Bolero* stands out for the architectural values it embodies; its emblematic significance to the historic moment in which it came to be; key period personalities to which it was related; and its still-pervading impact on the Municipality of Cidra. Spartan and well preserved, it still exemplifies (because it retains) all key components identifiable with the building prototypes pursuant to Puerto Rico's *Operation Bootstrap* initiative.

Narrative Description

La Bolero, the best known manufacturing plant in Cidra, adjoins two other similar, prototypical buildings in an industrial park located north of town, alongside Road PR-173, Kilometer 0.5, in Puerto Rico. The building was erected originally in 1961 as an all-purpose facility whose open plan and electrical and mechanical capabilities would serve well any prospective tenants, regardless of their respective trades. Design predated programming. As built, the plant follows the architectural standards established by the *Puerto Rico Industrial Development Corporation* (PRIDCO) by the late 1940's for promoting the Island's industrialization through the construction of physical facilities to be rented to local and foreign investors. **(Fig. 1)** The building was first rented to the "Lewis J. Kurlan Corporation", which occupied it from November 30, 1962 to June 23, 1964. The next tenant was *La Bolero*, from March 9, 1965 to 2002.¹

¹ As per PRIDCO records for each facility.

In the corporation's property register, *La Bolero* is plant number T-0454-0-61; it was expanded in 1967 through an addition labeled T-0454-1-67. Constructed in 1961, the Cidra plant sits in a lot of roughly 4,400 square meters, and adheres to *Type L*, one of several different design options endorsed by the Corporation at that time, all alphabetically labeled. As differentiated by PRIDCO, the amount of square footage provided, roof height and front façade variations were among the key distinctive traits between one type and another.

The site is access from PR-Road 173. A chain link fence installed above a 10" high concrete base surrounds the lot. The gate leads to a concrete parking area, also used for loading and unloading. Along the south elevation, two smaller components are attached to the main rectangular building. One lodges restrooms built in concrete masonry units and reinforced concrete columns, with a few aluminum jalousie, strip windows. Bathrooms occupy an area of roughly 10'-0" X 30'-0". A loading dock entrance is located adjacent to these. It is covered with an asbestos corrugated panel roof supported by steel beams and round 4" steel columns. **(Fig. 2)**

North and south facades make evident their method of construction. An upper, reinforced concrete beam supports the roof; beneath it, aluminum, louvered windows are grouped repeatedly above a smaller, concrete beam placed about 5'-0" above grade. Columns supporting both beams appear as pilasters, for the concrete masonry unit fillings in between all structural members are "thinner" than the beams and columns, in spite of having been cement-plastered and painted over. Such differentiation between bearing and non-bearing elements is evident around the outside and the inside of the property as well.

The west façade reveals the A-frame construction, including another entrance, an eave over it, and four groups of metal, operable jalousies. This elevation dates from 1967, when (after a fire) the rectangular lay out was expanded from 120 feet deep to 180 feet by providing two additional structural bays adding up to 60'-0". This addition altered the building's original rectangular form, making it an "L" shaped layout. As part of that extension, an additional loading dock pad was provided, but raised above the interior level to accommodate higher, up to date freight trucks. The change in level was resolved for the loading and unloading pad, but a steep (non-compliant) ramp was set between the pad and a roll up door to mediate the difference in elevation.

Horizontality characterizes the main façade, proportioned in a 1:4.5 ratio. Beyond providing an enclosure along the east, this elevation extends upwards as a parapet (beyond the roof line) to cover the A-frame diagonal beams, in what constitutes a deliberate architectural effect to occlude the purely pragmatic engineering solution, to hide the industrial bearing of the building. Underlining a "paste-up" effect, the main façade also extends laterally beyond the building's main body. In contrast with the A-frame's symmetrical disposition, the main elevation is asymmetrical. Although it faces east, the entrance is located off-center, towards the north, flanked by two steel round columns eight (8) inches in diameter. **(Fig. 3)** These support a lower, flat slab, concrete, canopied roof that adds human scale to the entry sequence. Above the entrance to *La Bolero*, a strip window extends southward all along

the main façade. This horizontal opening incorporates aluminum, operable, louvered жалousies. These substitute, but are quite similar to, the original ones provided. This clerestory window is surrounded (above and below) by a continuous concrete eave that timidly projects outwards. Below the strip window, and along most of the elevation, the flat concrete stucco is scored vertically, conforming a rhythmic pattern of alternately thin and wide strips. In keeping with the Modern Movement's commitment to horizontality, different elements combine to underscore elongated proportions in the main façade, in particular, the linear fenestration, its continuous eaves, and the repetitive scoring in the concrete. **(Fig. 4)** Add-on signage pertaining to the last tenant (*P.R. Home Center*) remains in place at the main elevation.²

Two metal double doors lead to the building's interior. *La Bolero* presents a rectangular, open floor plan, with a 90'-0" wide X 180'-0" long footprint. Before it was expanded, it measured only 90'-0" X 120'-0", then providing some 10,800 square feet of usable area. Only one story high, it is elevated from the ground by a few steps, which allows for ease of loading and unloading materials, products, and merchandise. Reinforced concrete constitutes the main construction material, used in post and beam structural system. Concrete masonry unit walls close off the periphery. Roofing is gabled, consisting of steel joists in a shallow A-frame that holds pre-fabricated concrete slabs with elastomeric insulation on top.

Inside, within the production area, concrete columns are laid out in 30'-0" x 30'-0" structural bays. Floors are in polished concrete, grooved intermittently to account for any expansion due to temperature changes. The open space is unhindered by any partitions, except east of it (behind the main elevation), where low, wooden walls were put up to create an entrance lobby and adjoining office facilities. French, wooden doors of little distinction lead from these spaces into the production area. All utilities are exposed; lighting conduits were coordinated, as much as possible, with the exposed roof joists. A few of these joists are rusted partially. At the ceiling, all original construction and roofing elements are evident. Today empty of any machinery or equipment, the production space's only others features are: the roll up doors leading to the loading docks, and a few, scattered, hollow metal doors.

The building's interior and surrounding grounds are in a mild state of deterioration due to minor vandalism, neglect and lack of use since 2005. **(Fig. 5)** Nevertheless, the decay doesn't have enough of a negative effect on the property. *La Bolero* still exemplifies all key components identifiable with the building prototypes pursuant to Puerto Rico's foremost period of economic transformation through industrialization.

² As per PRIDCO records, *PR Home Center* rented the facilities from 2002 to 2010.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- ☒ A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ B Property is associated with the lives of persons significant in our past.
- ☒ C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply)

Property is:

- ☐ A owned by a religious institution or used for religious purposes.
- ☐ B removed from its original location.
- ☐ C a birthplace or grave.
- ☐ D a cemetery.
- ☐ E a reconstructed building, object, or structure.
- ☐ F a commemorative property.
- ☐ G less than 50 years old or achieving significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Social History

Architecture

Period of Significance

1961

Significant Dates

1961

Significant Person

(Complete only if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Ramírez, René O.

Period of Significance (justification)

PRIDCO's building in Cidra housed different manufacturing industries from 1961 until 2005, becoming a significant contributor to the local industry.

Criteria Considerations (explanation, if necessary) N/A

Statement of Significance Summary Paragraph (provide a summary paragraph that includes level of significance and applicable criteria)

Cidra's manufacturing plant where *La Bolero* operated for over three decades claims local significance under Criterion A (Social History) as its construction and operation are inextricably linked to the town's development in the 20th Century. The property is linked to an auspicious period of Puerto Rican history, when government and private investors spearheaded the Island's economic transformation through industrialization. These initiatives impacted the Island's landscape, particularly in rural areas. Special incentives were promoted to stimulate the establishment of manufacturing plants in the mountainous region. Linked to other key personalities from the period, *La Bolero* constitutes an important icon in reference to the impact of the needle and apparel industries in the economic and urban development of rural areas in Puerto Rico, and the changing role of women at home and in society.

Statewide significance of the property is also acknowledged under Criterion C (Architecture). Noted architect René Ramírez, who adhered to the basic precepts of modern architecture, designed the industrial prototype built. The spare, yet well preserved property exemplifies (because it retains) all key components identifiable with the industrial prototypes pursuant to Puerto Rico's historic *Operation Bootstrap* initiative. At that time, many trusted the betterment of living conditions was dependent upon the Island's industrialization.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

The introduction and operation of manufacturing plants in Cidra in the mid-twentieth century transformed the town's economic profile in a most decisive manner. Since organizing as a municipality in 1809, its population had been dedicated primarily to agriculture. Integration of Cidra to *Operation Bootstrap*, the island-wide effort to promote industrialization, brought with it various changes of permanent impact. Today - after half a century - social, urban, architectural, and associational values overlap in Cidra to render the manufacturing plant popularly referred to by its name, *La Bolero*, as an icon of local history.

For almost four decades, *La Bolero* operated in one of the prototypical buildings erected to promote industrialization throughout the Island by *Puerto Rico's Industrial Development Corporation* (PRIDCO). Women's undergarment was produced in the Cidra plant, including underwear, housecoats, and slips. Years before *Operation Bootstrap* came to be, many women earned a living through the home needlework industry. When sewing factories opened up, many women who had

never had a formal job were employed because of their previous experience as seamstresses. The history of *La Bolero* is an account of the changing role of women in Puerto Rican society and her integration into the labor force in modern times. As has been stated,

*"The industry that most impacted the initial phase of Operation Bootstrap was the undergarment and clothing industry... Textile manufacture and brassiere production account for the foremost and most important successes of industrialization in Puerto Rico. If only one establishment was in operation in 1948, by the end of 1963, 74 of them employed almost 10,000 workers."*³

*"... 114,000 new jobs were added to the labor force from 1960 to 1965. Leading the surge was precisely the apparel industry: of the 100,591 manufacturing jobs in 1965, 39,828 were in apparel and other textile-related industries."*⁴

By April 1961, Teodoro Moscoso, architect of the Island's industrialization program, left PRIDCO to become US Ambassador to Venezuela. His departure from Puerto Rico coincided with the local government's redefinition of social goals and economic strategies under the light of several concerns: insufficient investment from "heavy" industry; an unrelenting rural/urban migration; excessive concentration of manufacturing plants in and around the capital city of San Juan; scarce interest from investors in rural areas; and the consolidation and eventual impact of labor unions. As specific measures were taken to address these issues, this period is referred to as *Operation Bootstrap's* "second stage".

The tax exemption benefits authorized for investors in the original incentives' law of 1948 expired in 1962.⁵ It was then amended (not without much debate) to reflect PRIDCO's new concerns as the *Ley #57 de Incentivo Industrial de Puerto Rico de 1963*, approved June 13, 1963.⁶ On one hand, as part of this legislation, *ad hoc* measures paved the road for chemical and petrochemical industries to settle in the Island. On the other, generous packages were offered to industries who chose to be located in Puerto Rico's rural areas. The implementation of the new program objectives was entrusted to Rafael Durand Manzanal, who succeeded Teodoro Moscoso as PRIDCO's program administrator. From his position, Durand Manzanal promoted local investment early on, an objective quickly superseded by his commitment to the development of a petrochemical complex that generated over 30,000 jobs south of the Island.⁷ Official interest in intensive, heavy industries was

³ Waldemiro Vélez Cardona. *El tránsito hacia una sociedad industrial y urbana: la historia de Puerto Rico en imágenes*. Ensayo preparado con motivo de la inauguración de la Biblioteca Digital Puertorriqueña de la Universidad de Puerto Rico (Universidad de Puerto Rico, Recinto de Río Piedras, 2007), 22,23. <http://www.scribd.com/doc/18624883/EL-TRANSITO-HACIA-UNA-SOCIEDAD>

⁴ A. W. Maldonado. *Teodoro Moscoso and Puerto Rico's Operation Bootstrap* (Gainesville, Florida: University Press of Florida, 1997), 143.

⁵ *Ibid.*, 98.

⁶ *Ley de Incentivo Industrial De Puerto Rico, de 1963* (Aprobada el 13 de junio de 1963), Mimeographed Publication, Departamento de Hacienda, Estado Libre Asociado de Puerto Rico (San Juan, Puerto Rico: n.d.) Law #57; includes later amendments to the 1963 law from 1964 to 1973.)

⁷ Amadeo Francis, who joined PRIDCO in 1955 as an industrial economist, considers this to be Durand Manzanal's greatest achievement while program administrator. Moscoso's successor held his job until 1968, after the Popular

spurred by the declining contribution of the textile and clothing manufacturers to the Island's net income from 1964 to 1974.⁸ Light industry was thought to be vulnerable and lacking extended impact, vis à vis metals, chemicals, petroleum, and other related products now insistently sought after.⁹

As stated in the revised incentives' law of 1963, PRIDCO's change of focus to heavy industry would have no direct bearing in Cidra, but those clauses from the legislation that addressed the establishment of industry in rural areas would certainly have an impact. While most investors were regularly granted a ten-year tax exemption, Law #57 provided for up to seventeen (17) years in areas designated as "*zones of limited industrial development*".¹⁰ Cidra was one of them. Modesto Ferrer Rodríguez, Mayor of the municipality, was a member of the Popular Democratic Party, then in power. He held office from 1945 to 1963, which probably lent him the authority to ensure Cidra would be part of the Island's industrialization effort.

With Law #57, the Island's government (and Rafael Durand Manzanal) tried to counteract the impact of rural/urban migrations by means of decentralizing industries geographically through a program of "industrial dispersion".¹¹ The program included: 1) Construction of industrial buildings in municipalities lacking any industry, hoping their availability would accelerate the process of establishing one or more; 2) Staggered rental fees according to less or more attractive sites, and; 3) Special compensation for establishing industries within any community lacking many basic services. In parallel, the local government built new roads to improve vehicular accessibility between municipalities, to ports, and main urban centers.¹² One additional incentive in luring investors to the Island's mountainous region was that the labor unions rarely ventured that far, guaranteeing diminished or null labor unrest.¹³

Built in Cidra alongside two other similar, adjacent manufacturing plants, the building that housed *La Bolero* followed the Type-L prototype, one of several different architectural options endorsed by PRIDCO at that time. All of them were labeled in alphabetical order to account for design differences regarding size, tectonics, and façade composition. These models constitute extant, prominent symbols of Puerto Rico's early industrialization efforts. To this day, no other building prototypes have been repeatedly used more extensively in the Commonwealth. As such, they constitute the Island's most extended and consistent urban presence, even if, so far, many lie relatively disregarded for lack of understanding of their history, meaning, or relevance. Properties like the one that housed *La*

Democratic Party lost the elections to the New Progressive Party. Previous to becoming PRIDCO Administrator, he headed the Puerto Rico Ports Authority and was *Fomento* Sub Administrator in New York.

⁸ Vélez Cardona. *El tránsito...*, 36.

⁹ *Ibid.*, 19.

¹⁰ *Ley de Incentivo Industrial...*, 15.

¹¹ "*Progreso, problemas y perspectivas del desarrollo industrial de Puerto Rico*", mimeographed copy of the lecture delivered by Rafael Durand, PRIDCO Administrator, for the Lecture Series on the Historic Development of Planning in Puerto Rico sponsored by the Graduate Program of Planning at the University of Puerto Rico; December 2, 1966; 6,7.

¹² "*Progreso, problemas y perspectivas...*", 9.

¹³ Interviews with Francisco Carvajal and Luis Alberto Santiago Martínez, owner and supervisor, respectively, of *La Bolero*.

Bolero in Cidra heralded - and brought about - shifted developmental urban patterns like very few other examples in the Island's history can claim to have propelled.

Fomento's Type-L prototype - as built in Cidra - was designed by Puerto Rican Architect René Ramírez, a Cornell University graduate whose portfolio as one of Puerto Rico's earliest modern architects includes institutional, corporate, residential, and commercial work. Ramírez designed the *Metropolitan Shopping Center* in Hato Rey, the Island's first strip shopping mall, now demolished. He was also responsible for two First National City Bank buildings in San Juan, the *Colegio de Abogados* in Miramar, and the Eastern Building, in Condado. Ramírez's early endorsement of key architectural tenets of the Modern Movement now render his prototypical design as syncretical of the period's proclivities: a preference for horizontality, commitment to balance within asymmetry, a feel for concrete's plasticity, use of strip windows, thin steel columns, and thin concrete slabs, all combined in frugal manner within a simple engineering solution. Half a century after it was built, the Cidra plant stands as an emblem of both a historic and an artistic period.

Besides architect René O. Ramírez, another key personality is associated with *La Bolero's* plant: Francisco Carvajal, its tenant for over 30 years. An émigré from the Spanish Civil War, Carvajal reached Puerto Rico in 1942; by 1949 he established *Olympic Mills* (a textiles/garment industry) with the assistance of *Operation Bootstrap*. By 1975, he managed 7 different enterprises and over 2,000 employees. A most active entrepreneur and philanthropist, Francisco Carvajal rubbed shoulders with key government protagonists like Luis Muñoz Marín, Teodoro Moscoso, and Rafael Durand Manzanal.¹⁴ As informed by Carvajal himself, the logo for garments produced by *La Bolero* was designed by another Spanish Civil War émigré, Carlos Marichal, noted artist, set and costume designer. Marichal, foremost personality in the history of Puerto Rican theatre, and a key figure in Puerto Rico's visual arts panorama, died being only 46 years old (1923-1969).¹⁵

If names and specifics regarding *La Bolero* may have been lost within the larger framework of History, the plant - the building, as well the operation it housed - is well remembered by many *cidreños* whose life were inextricably linked to it. Amongst them, oral histories reveal respect and affection for the plant, granting it stature when identifying key historical resource in Cidra. Luis Alberto Santiago Martínez (affectionately named Luis "*Bolero*", and Luis "*Panty*") worked at *La Bolero* since the day it opened in 1965.¹⁶ He recalls an ornamental iron grill establishment used the facilities before. The *fábrica* originally opened with 40 to 50 workers, mostly seamstresses. It would later grow to be 150 employees. The first plant manager was Eduardo González, a Spaniard, recently exiled from Cuba. His son, also named Eduardo, was the plant's second and last manager. Former employees remember father and son as good bosses.¹⁷

¹⁴ Interview with Francisco Carvajal, and:

<http://premioshermanascarvajal.org/index.php?contentItem=sobre&contentItemSub=perfil>

¹⁵ Museo de Historia, Antropología y Arte de la Universidad de Puerto Rico, Recinto de Río Piedras. Carlos Marichal: *poeta de la línea* (San Juan, Puerto Rico, 2004).

¹⁶ Interview with Luis Alberto Santiago Martínez; June 5, 2012.

¹⁷ Before closing operations, Eduardo González, Jr. made sure the remaining employees were relocated in a nearby, more recently established plant. (Interview: June 20, 2012).

Luis Alberto Santiago Martínez was a mechanic at Francisco Carvajal's other business, *Olympic Mills*, in Guaynabo. Mechanics were hard to find at the time. "*What made it difficult to run a factory [in rural areas] was that when you needed, let's say, a machine tool engineer because you machine broke down, you couldn't find him.*"¹⁸ After two or three years, Luis became plant supervisor, tending to the production of a "*constellation of women's garments*". The interior space was organized in two main naves, one for cutting, and another for sewing. Storage space and an office were also included. Most workers reached the plant by foot; others used *carros públicos* (cars for a fee) as means of transportation, particularly those arriving from distant rural areas and neighboring towns like Aguas Buenas, Comerío, and Cayey. Many employees brought their own lunch or bought it from a nearby *colmado* (grocery store). Those living close by lunched at home. The plant operated regularly from 7 to 11AM and from 12-4PM.

For Santiago Martínez, the building *per se* is less important than what it enabled to happen. As he underlines: "*By granting what was, in most cases, the first job for a cidreño, La Bolero played a decisive role in propelling family development*". When the plant closed in 2000, he adds: "Many expressed grief; *como esa fábrica no hubo otra*" (there was none like it)... "*We were integrated, we worked as a family.*"

Laura Torres Ramos, a local historian, is prone to acknowledge that even if "*the plant's architecture was far from remarkable*", nonetheless, it stands for the first moment when women in Cidra could leave home to earn a living, thus altering the traditional family nucleus, having introduced the notion of shared economic responsibility.¹⁹ As History confirms more than often: "common people often lead historical processes of great significance".²⁰

Irma Santos Agosto, a former seamstress at *La Bolero*, quit day school to work at the age 14. "*They were not too strict about checking your age then, and I had learnt sewing from watching my mother do it at home.*"²¹ The eldest daughter of thirteen brothers, she chose to contribute to their sustenance by working by day and attending night school from eighth to twelfth grades. Irma remembers: "*La Bolero played a most important role in Cidra's economy... there were some many needy families at that time, and few opportunities... the little we earnt was for everyone a lot. It was the first time workers were engaged with the cooperative movement. All of this was a turning point for Cidra.*" Santos Agosto remembers well the plant's daily operation, which included not just seamstresses and a supervisor, but also a pattern designer, fabric cutters, workers who distributed the cut fabric amongst the seamstresses, packers, salesmen, and an accountant. Most employees, Irma recalls, came from Barrio Certenejas, at that time a component of Barrio Bayamón. It was hard work and good performance was expected: "*Dejaba uno la pelleja para que no te fueran a sacar*". (You would

¹⁸ A. W. Maldonado. *Teodoro Moscoso*, 90.

¹⁹ Interviews with Laura Torres Ramos; June 13 and 22, 2012.

²⁰ Laura Torres de Feliciano, Ed. *Cidra... 1809-2010, espíritu bicentenario*, (Cidra, Puerto Rico; incCreativeSolutions, 2010), 5.

²¹ Interview with Irma Santos Agosto; June 13 and 23, 2012.

work hard, fearing you could be fired). In retrospect, Santos Agosto concludes: "*That building was something big for us. It was beautiful; it was the place where many of us earned a living.*"

Irma's words – from the point of view of a seamstress – find echo in people who participated in Puerto Rico's industrialization process from the government's angle. Jerry Maldonado, PRIDCO employee and plant manager for General Electric Corporation in the mid-fifties witnessed the pervading enthusiasm: "*But what most pleased and impressed us, once the factory started, were precisely those men and women who had done nothing in their lives but work in sugarcane fields... It was a matter of motivation. They wanted to work. They wanted very much to work, and this made all the difference in the world.*"²² One can read into these words Teodoro Moscoso's particular understanding of "the pursuit of happiness": "*What was important, Moscoso stressed, was that Fomento has become, more than anything else, a factory of hope.*"²³

The manufacturing plants, eventually, fueled population growth, public housing, and the Island's urbanization. As an example, *Residencial Práxedes Santiago* was built in Cidra in the 1960's. *La Bolero's* role as the town's main economic stabilizer lasted well until the early 1970's, when *SKF Pharmaceutical* started operations in Cidra and – as it happened in other Island locations with medicinal drug establishments – it became the region's main source of employment.

Developmental history/additional historic context information (if appropriate)

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form)

Primary Sources

Ley de Incentivo Industrial De Puerto Rico, de 1963 (Aprobada el 13 de junio de 1963), Law 57. (Mimeographed Publication, Departamento de Hacienda, Estado Libre Asociado de Puerto Rico (San Juan, Puerto Rico: n.d.); includes later amendments to the 1963 law from 1964 to 1973.

"*Progreso, problemas y perspectivas del desarrollo industrial de Puerto Rico*", mimeographed copy of the lecture delivered by Rafael Durand, PRIDCO Administrator, for the Lecture Series on the Historic Development of Planning in Puerto Rico sponsored by the Graduate Program of Planning at the University of Puerto Rico, December 2, 1966.

Construction Drawings for Cidra Manufacturing Plant, *Type L*, Number 732, Sheet 3, September 12, 1961.

Secondary Sources

Maldonado, A. W. *Teodoro Moscoso and Puerto Rico's Operation Bootstrap*. (Gainesville, Florida: University Press of Florida, 1997)

²² A. W. Maldonado. *Teodoro Moscoso*, 94.

²³ *Ibid.*, 48.

Museo de Historia, Antropología y Arte de la Universidad de Puerto Rico, Recinto de Río Piedras. *Carlos Marichal: poeta de la línea* (San Juan, Puerto Rico, 2004).

Severino, C. E., "Los procesos de urbanización y metropolización de San Juan: factores principales del consumo de espacio y de la configuración territorial de la sociedad puertorriqueña". En: Martínez, F.E., (comp.) *Futuro económico de Puerto Rico: antología de ensayos del Proyecto Universitario sobre el Futuro Económico de Puerto Rico* (Río Piedras: Editorial de la Universidad de Puerto Rico, 1999).

Vélez Cardona, Waldemiro. *El tránsito hacia una sociedad industrial y urbana: la historia de Puerto Rico en imágenes*. Ensayo preparado con motivo de la inauguración de la Biblioteca Digital Puertorriqueña de la Universidad de Puerto Rico (Universidad de Puerto Rico, Recinto de Río Piedras, 2007)

Magazines/ Articles

Laura Torres de Feliciano, Ed. *Cidra... 1809-2010, espíritu bicentenario*, (Cidra, Puerto Rico; Creative Solutions, Inc, 2010)

Figures

Colección de Fotos del Periódico El Mundo

Compilación de planos, Colección personal, Ing. Luis A. Rivera Justiniano, Ex Director de la División Servicios Especiales

Guillermo Marrero, February 9, 2012

Special Services Division, PRIDCO

Internet

<http://bibliotecadigital.uprrp.edu/cdm/singleitem/collection/ELM4068/id/1770/rec/1>

<http://bibliotecadigital.uprrp.edu/cdm/singleitem/collection/ELM4068/id/872/rec/10>

<http://premioshermanascarvajal.org/index.php?contentItem=sobre&contentItemSub=perfil>

<http://www.scribd.com/doc/18624883/EL-TRANSITO-HACIA-UNA-SOCIEDAD>

<https://www.trademarkia.com/bolero-73735293.html>

Interviews

Francisco Carvajal

Eduardo González, Jr.

Nieves Reyes

Luis Alberto Santiago Martínez

Norma Santos

Irma Santos Agosto

Laura Torres Ramos

Carmen Vázquez

Aida Luz Vega

Previous documentation on file (NPS):

☐ preliminary determination of individual listing (36 CFR 67 has been Requested)
☐ previously listed in the National Register
☐ previously determined eligible by the National Register
☐ designated a National Historic Landmark
☐ recorded by Historic American Buildings Survey # _____
☐ recorded by Historic American Engineering Record # _____

Primary location of additional data:

☐ State Historic Preservation Office
☒ Other State agency
☐ Federal agency
☒ Local government
☐ University
☒ Other
Name of repository: _____

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage)

UTM References

(Place additional UTM references on a continuation sheet)

1	19	800280	2012482	3			
	Zone	Easting	Northing		Zone	Easting	Northing
2				4			
	Zone	Easting	Northing		Zone	Easting	Northing

Verbal Boundary Description (describe the boundaries of the property)

The boundaries are indicated on the accompanying base map, and are shown as the dotted line on the accompanying map. See continuation sheet, section 10.

Boundary Justification (explain why the boundaries were selected)

The boundaries encompass the full extent of La Bolero Manufacturing Plant.

11. Form Prepared By

11. Form Prepared By

name/title Arq. Jorge Rigau, FAIA
organization Jorge Rigau Arquitectos date _____
street& number #67 calle Los baños, 1er piso telephone (787) 982-0002
city or town San Juan state Puerto Rico zip code 00911
e-mail rigau@jorgerigau.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:**AUSGS map (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

1. La Bolero Manufacturing Plant
2. Cidra, Puerto Rico
3. Guillermo Marrero, AIT
4. February 9, 2012
5. Jorge Rigau Arquitectos, San Juan Puerto Rico
6. East elevation, looking west. Front facade towards road #173. As it stands today, the building retains its modern proportions and key distinctive elements (strip window, canopy, thin steel columns). The sign from the last tenant (*P. R. Home Center*) remains in place.
7. #1

Cidra, Puerto Rico

1. Guillermo Marrero, AIT
2. February 9, 2012
3. Jorge Rigau Arquitectos, San Juan Puerto Rico
4. South facade partial view, looking northwest. Original loading dock canopy. A folded cover supported by steel beams and columns protects the original loading dock.
5. #2

-
1. La Bolero Manufacturing Plant
 2. Cidra, Puerto Rico
 3. Guillermo Marrero, AIT
 4. February 9, 2012
 5. Jorge Rigau Arquitectos, San Juan Puerto Rico

6. East facade partial view, looking northwest. Entrance Canopy and Strip Window. Supported by thin steel columns, the thin, concrete slab canopy highlights the entrance. Continuous eaves surround the stripwindow.
 7. #3
-

1. La Bolero Manufacturing Plant
 2. Cidra, Puerto Rico
 3. Guillermo Marrero, AIT
 4. February 9, 2012
 5. Jorge Rigau Arquitectos, San Juan Puerto Rico
 6. East facade partial view, looking west. Scoring Detail at front elevation. Vertical grooves are used in a rhythmic pattern repeatedly up to the height of the strip windows.
 7. #4
-

1. La Bolero Manufacturing Plant
2. Cidra, Puerto Rico
3. Guillermo Marrero, AIT
4. February 9, 2012
5. Jorge Rigau Arquitectos, San Juan Puerto Rico
6. Interior view, looking east. Looking toward the roll up door of the section added in 1967, the structural system becomes evident: concrete columns, steel joists, and the concrete-slab ceiling and roof.
7. #5

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number 10 Page 1

10. Geographical Data

The boundaries are indicated with gray shading. Map shows the contributing resource. The limits were obtained from the official boundaries map provided by the Puerto Rico Planning Board.

LA BOLERO MANUFACTURING PLANT, CIDRA, PUERTO RICO

Location: PR 10 KM 35.9 CIDRA, PUERTO RICO 00739
UTM Reference: 19, 800280, 2012482
Acreage of Property: Less than one acre



JORGE RIGAU
ARQUITECTOS

feet
meters

400

1,600



- ◀ Contributing resource
- Property boundary

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number 10 Page 2

Photographs viewpoint are indicated, shown as an arrow. The numbers correspond to the list of figures.

LA BOLERO MANUFACTURING PLANT, CIDRA, PUERTO RICO

Location: PR 10 KM 35.9 CIDRA, PUERTO RICO 00739
UTM Reference: 19, 800280, 2012482
Acreage of Property: Less than one acre



JORGE RIGAU
ARQUITECTOS

◄ Contributing resource

■ Property boundary

← Visual angle of photography

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number Additional Documentation Page 3

Additional Documentation Map

The limits of the plot were obtained from the official boundaries map provided by the Puerto Rico Planning Board. The boundaries of the nominated resource are identified by an outline.

LA BOLERO MANUFACTURING PLANT, CIDRA, PUERTO RICO

Location: PR 10 KM 35.9 CIDRA, PUERTO RICO 00739
UTM Reference: 19, 800280, 2012482
Acreage of Property: Less than one acre



JORGE RIGAU
ARQUITECTOS

feet
meters 400 1,600

- ◀ Contributing resource
- Property boundary

Original Construction Floor Plan for Type L, September 12, 1961, Number 732, Sheet 3.
Given that the building was conceived as a prototype, the original spatial lay out was simple, focusing on providing expanded space for the manufacturing operations. Source: Special Services Division, PRIDCO

United States Department of the Interior
National Park Service

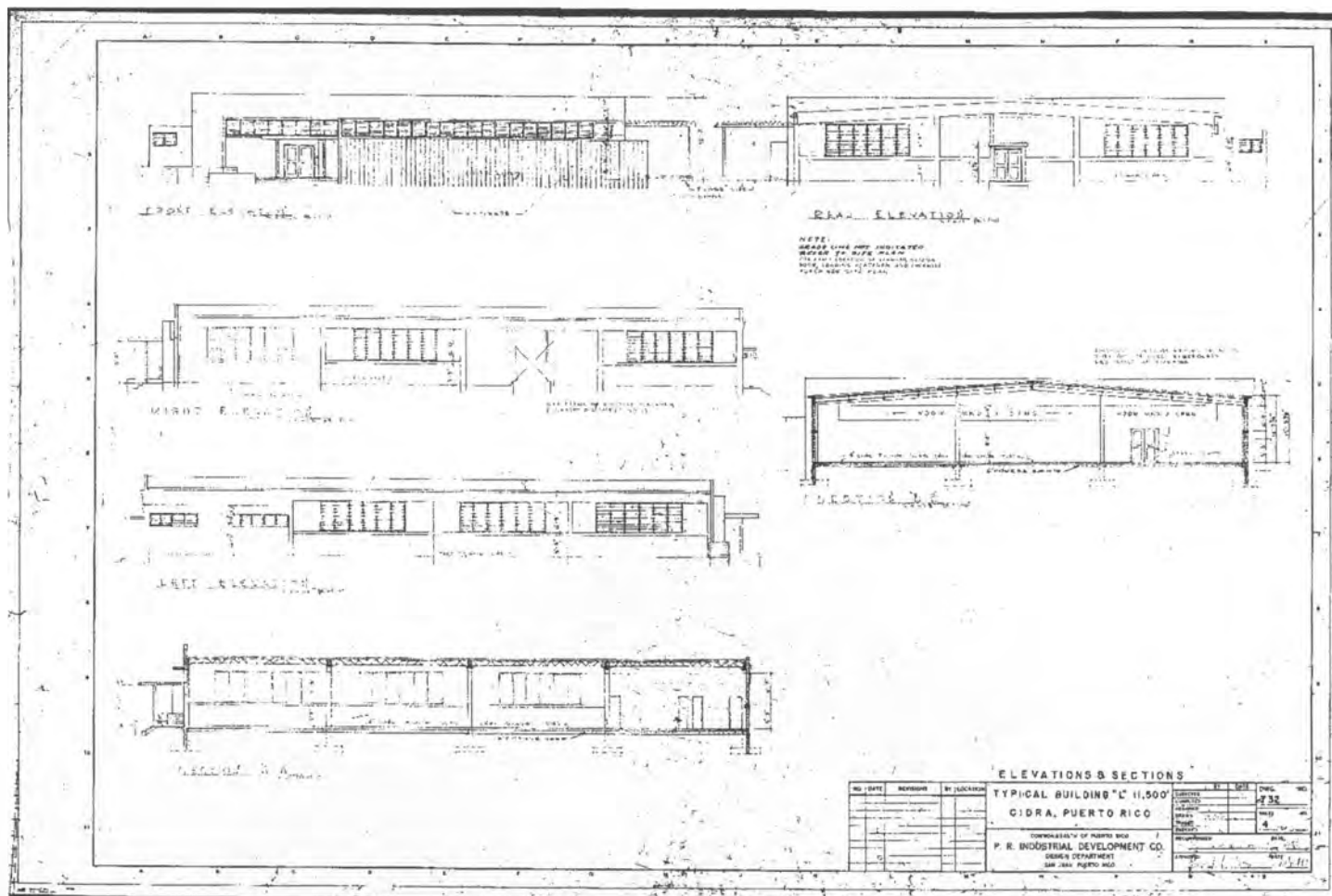
National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number Additional Documentation Page 5



Original Elevation and Sections for Type L, September 12, 1961, Number 732, Sheet 4. The architect's horizontal composition and other contributing modern elements are evident in the drawing. Source: Special Services Division, PRIDCO

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number Additional Documentation Page 6



Rafael Durand Manzanal. Successor to Teodoro Moscoso as PRIDCO administrator from 1961 to 1968, Durand Manzanal (left) appears here alongside other PRIDCO officials. Photo: Teodoro Torres, 1962.

Source: Colección de Fotos del Periódico El Mundo,

<http://bibliotecadigital.uprrp.edu/cdm/singleitem/collection/ELM4068/id/1770/rec/1>

United States Department of the Interior
National Park Service

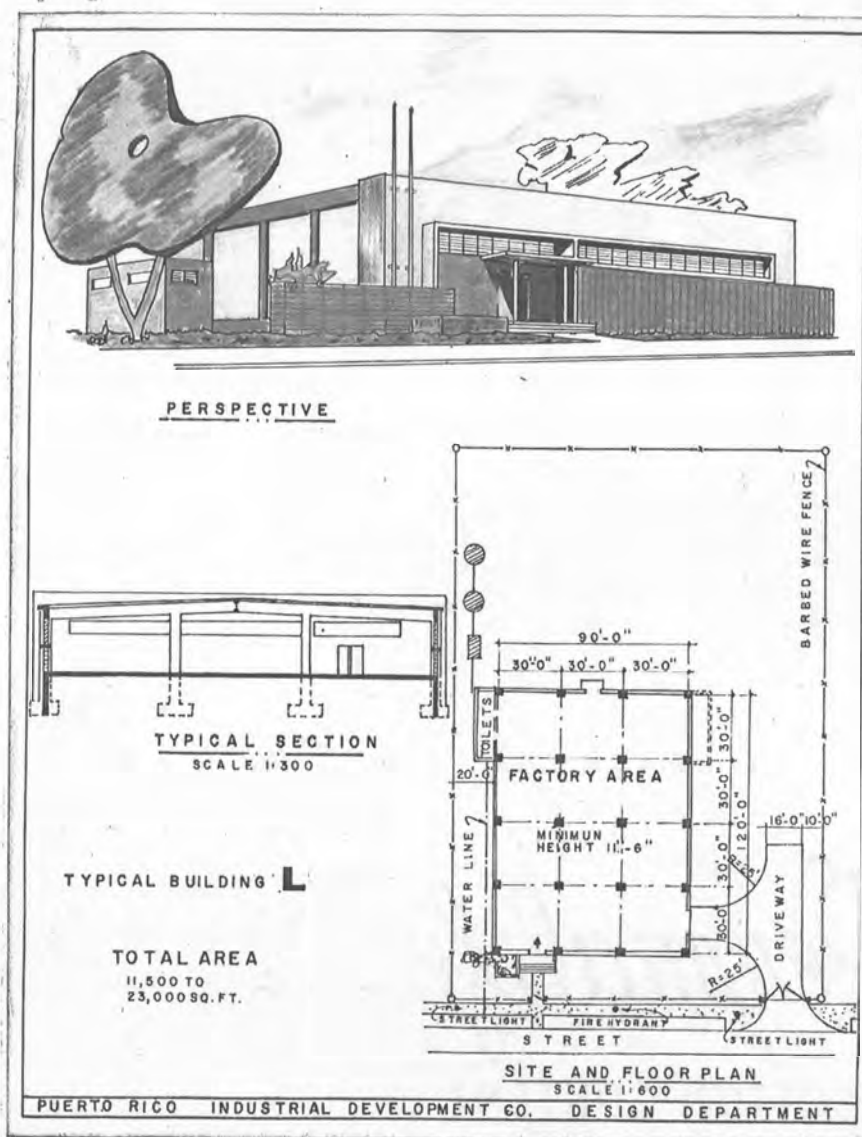
National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number Additional Documentation Page 7



Building type L, whose orthogonal façade displays the roofed main entrance, strip windows, vertical scoring, planters and flag poles, while concealing the gable roof. Source: Compilación de planos, Colección personal, Ing. Luis A. Rivera Justiniano, Ex Director de la División Servicios Especiales

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number Additional Documentation Page 8



Francisco Carvajal, Spanish Civil War émigré and original owner of *La Bolero* and Olympic Mills Corporation converses with Teodoro Moscoso and Governor Luis Muñoz Marín. Photo: Roberto Mora, 1950's. Source: Colección de Fotos del Periódico El Mundo, <http://bibliotecadigital.uprrp.edu/cdm/singleitem/collection/ELM4068/id/872/rec/10>

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

La Bolero Manufacturing Plant

Cidra, Puerto Rico

Name of multiple property listing (if applicable)
Early prototypes for manufacturing plants in
Puerto Rico, 1948-1958

Section number Additional Documentation Page 9



Logo for garments produced by *La Bolero*. Designed by Carlos Marichal, Spanish Civil War émigré and foremost artist, set and costumer designer, the logo was stitched in all pieces produced.
Source: <https://www.trademarkia.com/bolero-73735293.html>

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY La Bolero
NAME:

MULTIPLE Early Prototypes for Manufacturing Plants in Puerto Rico, 19
NAME: 48-1958 MPS

STATE & COUNTY: PUERTO RICO, Cidra

DATE RECEIVED: 7/13/12 DATE OF PENDING LIST: 8/10/12
DATE OF 16TH DAY: 8/27/12 DATE OF 45TH DAY: 8/29/12
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12000584

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 8.28.12 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

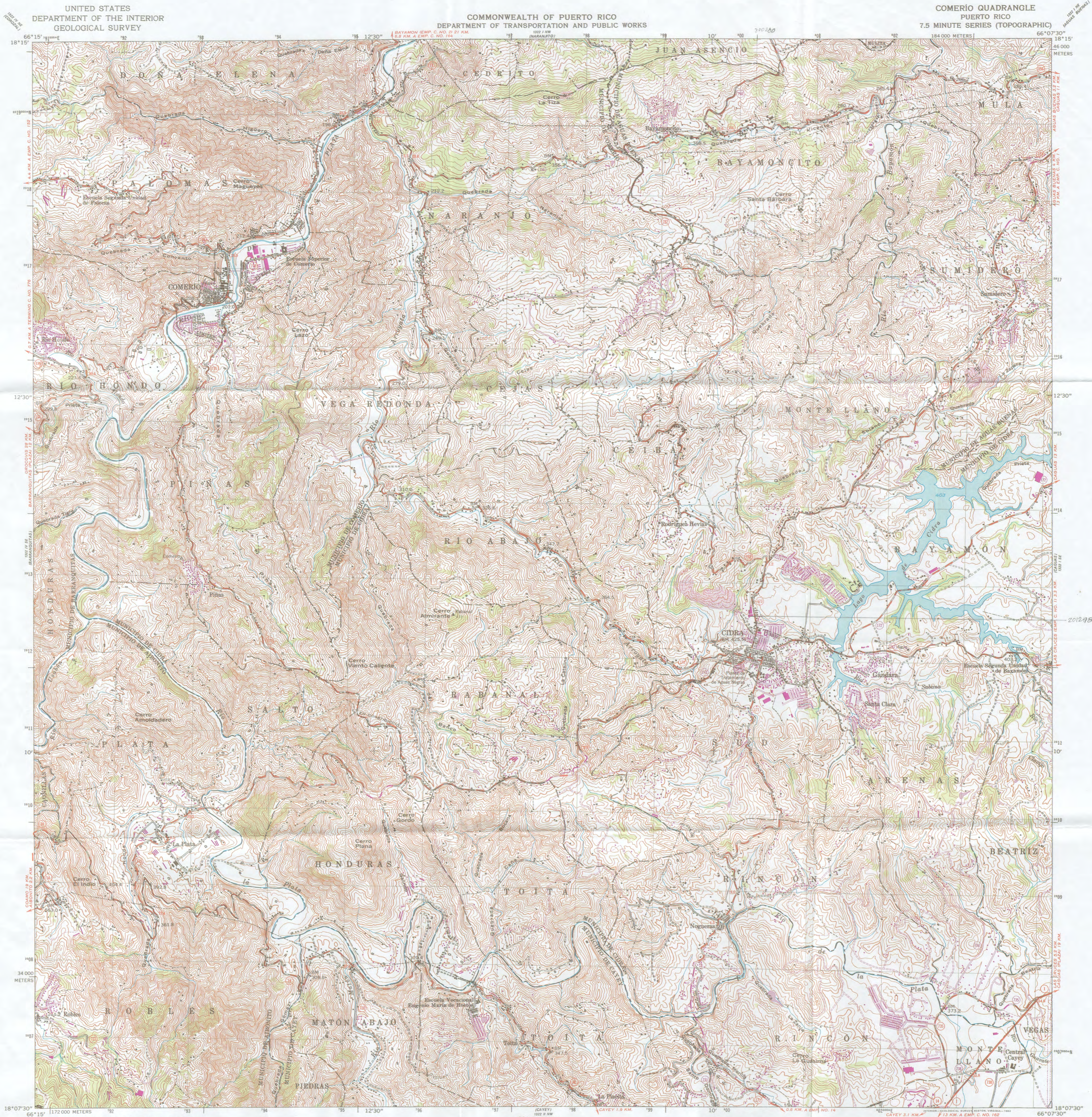












UNITED STATES
DEPARTMENT OF THE INTERIOR
GEOLOGICAL SURVEY

COMMONWEALTH OF PUERTO RICO
DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS

COMERIO QUADRANGLE
PUERTO RICO
7.5 MINUTE SERIES (TOPOGRAPHIC)

Maped, edited, and published by the Geological Survey
Control by USGS and NOS/NOAA
Topography by photogrammetric methods from aerial photographs taken 1941. Field checked 1943. Revised 1957
Polyconic projection. Puerto Rico Datum, 1940 adjustment
2000-meter grid ticks based on Puerto Rico coordinate system
1000-meter Universal Transverse Mercator grid, zone 19
Barrio and municipality boundaries by the Puerto Rico Planning Board
Kilometric reference distances shown in red
Revisions shown in purple and woodland compiled from aerial photographs taken 1977 and other sources. This information not field checked. Map edited 1982

SCALE 1:20000

CONTOUR INTERVAL 10 METERS
DATUM IS MEAN SEA LEVEL

ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
Insular Route	

UTM GRID AND 1983 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

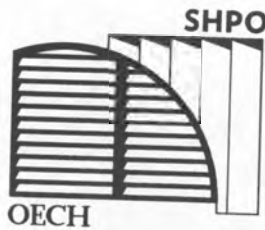
THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
AND DEPARTMENT OF TRANSPORTATION AND PUBLIC WORKS, SAN JUAN, P. R. 00910
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

La Bolero Manufacturing
Cidra, Puerto Rico
Zone Easting Northing
19 800280 2012982

000669 COMERIO, P. R.
N1807.5-W6607.5/7.5
1957
PHOTOREVISED 1982
DMA 1322 I SW-SERIES E835

OFICINA ESTATAL DE
CONSERVACIÓN HISTÓRICA
OFICINA DEL GOBERNADOR

STATE HISTORIC
PRESERVATION OFFICE
OFFICE OF THE GOVERNOR



July 10, 2012

Ms. Carol D. Shull, Ph.D.
National Park Service 2280, 8th floor
National Register of Historic Places
1201 "I" (Eye) Street, N.W.
Washington, D. C. 20005

**THREE SUBMISSIONS - ESCUELA JOSÉ FONTÁN, MOROVIS; ESCUELA RAFAEL
BALCEIRO MACEIRA, BARCELONETA; LA BOLERO, CIDRA**

Dear Ms. Shull:

We are pleased to submit three nominations for inclusion in the National Register of Historic Places. The nominated properties are:

- Escuela José Fontán, Morovis, PR
- Escuela Rafael Balceiro Maceira, Barceloneta, PR
- La Bolero, Cidra, PR

Should have any questions on the nomination, please contact Berenice R. Sueiro, Deputy SHPO (787) 721-3737, extension 2002.

Sincerely,

Carlos A. Rubio Cancela, Architect
State Historic Preservation Officer

CARC/BRS/JEM

Enclosures