

**FINAL SENT TO NMDOT**  
**Official Scenic Historic Marker Program**  
**Application Form**



**CPRC meeting: October 14, 2016**

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**Double-sided names for Marker:** Revistas, Maromas, and Carpas & Florinda Naranjo Ortiz

**County:** Mora

**Review:**  Original Text/Replacement Marker  Revised Text  
 Move of Existing Marker  **XX** New Marker

**NMDOT District:** 4

**NMDOT Highway:** NM 518

**Suggested Site for Installation:** NM 518 mm 29.61 (between Las Vegas and Mora)

**NOTE: In November 2018, this marker was moved to Colfax County, near Dawson on NM Highway 58 at mile marker 13.**

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**Existing or Proposed Text:**

Side 1:

**Revistas, Maromas, and Carpas**

Trapeze and juggling acts, song, dance, and dramatic performances were part of traveling vaudeville-style shows called *revistas* that brought fun and entertainment to families throughout New Mexico in the nineteenth and early twentieth centuries. Many were family based and included acrobatics, or *maromas*, performed under a small tent, or *carpa* — the name by which they were sometimes known. Originating in Mexico with roots in Aztec culture, they often presented humor reflecting cultural differences between Mexican-American and Anglo traditions. Most ended with the onset of WWII.

Word Count: 85

Side 2:

**Florinda Naranjo Ortiz**  
**1900-1939**

Born in the one-time coal town of Dawson, Florinda Ortiz was part of a family-based *carpa* known as La Compañía Hermanos Ortiz, which toured the Southwest in the early twentieth century. With her husband, Jose Ortiz, and five children as performers, Florinda sang blues songs, including “St. Louis Blues,” and acted in comedy skits, while her husband performed magic acts dressed as *El Gran Payaso Tamborín* (Tamborine, The Great Clown). She was also a healer, selling herbs on her travels. Generations of her children became musicians and singers.

Word Count: 88

*Run below side 2 text:*

*– This is an official women’s history marker established under the New Mexico Historic Women Marker Initiative by the State of New Mexico.*

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**Previous Title and Text:** N/A

**Researcher/author:** Beverly Duran, Linda Lucero Sachs, Steve Ortiz, David Pike, Rick Hendricks, Tom Drake

**Source(s):**

Interview with Steve Ortiz and other family memorabilia and documentation provided by Mr. Ortiz (July 2016)

Belli, Elaine. “Ortiz Trio Climbs Ladder of Success in Show Business.” Albuquerque Journal, June 25, 1957, pg. 17.

Kanellos, Nicolás. Mexican American Theater: Legacy and Reality. Pittsburgh, PA: Latin American Literary Review Press, 1987.

Montaño, Mary. Tradiciones Nuevomexicanas: Hispano Arts and Culture of New Mexico. Albuquerque, NM: University of New Mexico Press, 2001.

“Albuquerque singer makes state legend song.” Las Vegas Daily Optic. Monday, January 10, 1977, pg. 6.

“Circus clown dies; Villa’s bugle boy.” Albuquerque Tribune. November 22, 1982.

“Parade Route Announced.” Las Vegas Daily Optic. Thursday, July 3, 1969, pg. 2

**Text Approved by CPRC on Date:** October 14, 2016

**CPRC/staff Comments:** reviewed and revised by staff and CPRC subcommittee.

**For Referral to:** Andrew Gallegos, Karl Gonzales (attribute line to run bold-face and in italics beneath side 2 text; allow sufficient spacing so it’s not confused with text.)

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