

Joe Myers'

# Restaurante del Paseo

A SANTA BARBARA TRADITION

For many years, dining in the romantic setting of our restaurant has been a delightful experience to fit every mood, every taste, every occasion.

You are invited to recapture the charm of old Spanish hospitality and enjoy an evening in the spirit which made Restaurante del Paseo famous.

Please Phone 5-5106 for Reservations

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Mexican Food as you like it

Maldo's

*El Charro*

The Taco of the Town

SERVED AND TO TAKE OUT

902 Santa Barbara Phone 22666

*Hotel Lobero*

A Friendly Hotel

In The Heart Of  
Santa Barbara

924 Anacapa Street

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## UNION OIL SERVICE

John J. Bianchi

CORNER CANON PERIDIDO AND ANACAPA STREETS

\*\*\*\*\*

# JORDANOS' INC.

FIVE CONVENIENT LOCATIONS TO SERVE YOU

No. 1 - 35 W. Canon Perdido

No. 2 - 1501 San Andres

No. 4 - 1424 State St.

No. 3 - 201 N. Milpas

No. 5 - 2973 State St.

# "QUISICOSAS"

(KEE-SI-CO-SAS)

*A Variety Revue*



*Old Spanish Days*

## SANTA BARBARA FIESTA

August 22 - 23 - 24 - 25 - 1951

LOBERO THEATRE

# SALUDOS AMIGOS

Those of us who have known Don Marteen since childhood are deeply gratified by his success in the entertainment field. From an enthusiastic youngster playing his guitar and singing, he has become a gracious troubadour, typifying the early Don of California wherever he has sung his songs, either overseas or throughout our west.

The role of a Don is a perfectly natural one to him, as he is a fourth generation Californian, raised by his grandmother in whose home Spanish was the only language heard. Here he acquired his knowledge of California folklore and songs, many of which have never been published. Graciousness is a part of his inheritance.

Don Marteen's future commitments will take him far from California. One is with Don McNeill's Breakfast Club program emanating from Chicago. In December he will fly to Honolulu to entertain guests at a party given by one of the major pineapple companies.

Following Fiesta he will produce "Quisicosas" for the San Mateo County Fair and Floral Fiesta show in September, playing to an estimated audience of 50,000. We know that he will take to them the charm and quality of his favorite Santa Barbara fiesta. He is a true ambassador of California song and legend, particularly of Santa Barbara, whether at public or private entertainments.

Now he is planning a television show based on the life of the California Dons and tentatively titled "The Enchanted Hacienda".

Wherever his engagements take him, he will carry with him our best wishes. In the words of the gringo, we say "Happy Landings" and in his own tongue the beautiful,

"Vaya usted con Dios."

*Christine Hall*

Fruit Punch will be served in Loggia during intermission  
By Council of Arts—on Wednesday and Saturday  
By N.L.G.W., Reina del Mar Parlor—on Thursday and Friday  
Price 10c

Cover Photo — Don Marteen, mounted on Thunderhead  
Photo by Frank Bogert — Thunderbird Ranch, Palm Springs, Calif.  
Original is a color enlargement from a 35mm Color Slide  
by the William Drewry Colorfilm Laboratory.

## Old Spanish Days in Santa Barbara

June 15, 1951

Don Marteen  
Labero Hotel  
Santa Barbara, California

Dear "Don" Marteen:

The performance of "Quisicosas" has added much to the success and enjoyment of the Santa Barbara Fiesta in past years, and I am very happy to announce your presentation of this ray and colorful production during Old Spanish Days in Santa Barbara, 1951.

With best regards and wishes for your success, I am

Sincerely,

*Francis Price*  
Francis Price  
El Presidente

FP:mc

SANTA BARBARA CHAMBER OF COMMERCE  
114 WEST WALTON STREET  
SANTA BARBARA, CALIFORNIA

August 14, 1951

Mr. Don Marteen, Producer  
"Quisicosas"  
Labero Theatre  
Santa Barbara, California

Dear Mr. Marteen:

Your enjoyable review has been an integral part of our Old Spanish Days Fiesta. The past few years you have delighted to have you perform each year.

Sincerely,  
*Edward J. Smith*  
Edward J. Smith  
General Manager



City of Santa Barbara  
California  
August 13, 1951

Mr. Don Marteen  
Santa Barbara  
California

Dear Don:

I am happy to learn that you are again bringing your show "Quisicosas" to Santa Barbara for the Fiesta celebration.

It presents colorful and enjoyable entertainment for our local people and for our visitors, in keeping with the spirit of Fiesta.

Sincerely,  
*James H. Johnson*  
James H. Johnson  
Mayor



SANTA BARBARA CHAMBER OF COMMERCE  
114 WEST WALTON STREET  
SANTA BARBARA, CALIFORNIA

August 17, 1951

Mr. Don Marteen  
Hotel Labero  
Santa Barbara, Calif.

My dear Don:

In response to your letter of August 8, 1951, the Labero Theatre Association will be glad to make the following expression of appreciation in your program for "Quisicosas":

"It is with pleasure that the Labero Theatre Association presents the 'Quisicosas' on their stage and in the Labero Theatre for the fifth year. It has been a great success with the public and the appreciation of Old Spanish Days."

Yours sincerely,  
*Edward J. Smith*  
Edward J. Smith  
General Manager

Quisicosas as a production, carries no significant message. Our only ambition is to provide you with an evening of enjoyable entertainment.

Our sincere appreciation to all of you who have made possible this fifth production of Quisicosas. If our efforts contribute to your laughter and to the success and gaiety of this Fiesta, we are truly grateful.

*don Marteen*



ENRIQUE VALADEZ



FRANCESCA REY



SEÑOR MALDO



DON MARTEEN



NORMA HUGHES



JUANITO ROMERO



CARMENCITA RUIZ

### ENRIQUE VALADEZ

Enrique was one of the original cast of "Quisicosas" in 1947 and, a native of Santa Barbara, is recognized as one of the outstanding exponents of the Spanish dance in this country. His Cape Dance in "Carmen" at the San Francisco opera house was so enthusiastically received that the opera was unable to continue until he repeated the dance.

### FRANCESCA REY

Francesca has appeared as a featured solo dancer with the San Francisco Symphony Orchestra and in many of the centennial celebrations throughout California. In this year's "Quisicosas" she and Enrique Valadez combine their outstanding talents in the classical dances of Spain.

### DON MARTEEN

Producer and master of ceremonies of "Quisicosas", 'Don' is a talented musician, singer and magician, and spends most of the year performing in the smarter hotels, night clubs and theatres throughout the country. Following the Santa Barbara show, 'Don' will produce "Quisicosas" for the San Mateo County Fair and Floral Fiesta.

### CARMENCITA RUIZ

Carmencita started her dancing career as a very small child. She has appeared at the Hollywood Bowl and with Rosario Y Antonio at Carnegie Hall. She promises to follow in the footsteps of her famous sister, Maclovia Ruiz.

### ANDRE LVOFF

Andre, a former student and protege of the late Roderick White, has assembled the orchestra for "Quisicosas". A fine violinist, he has appeared in many Santa Barbara concerts.

### MAGANA BAPTISTE

Magana, a featured dancer on the Packard television show and a weekly guest on "Design for Leisure" TV program, is a versatile and talented dancer. In addition to her Spanish dances, she is thoroughly versed in the oriental. Magana toured in concert with Devi Dia.



ANDRE LVOFF



MAGANA BAPTISTE

Manager of the Theatre  
Mrs. Camillo Fenzl  
Assistant Manager  
Miss Frances Hoelscher  
Stage Manager  
Harry Piodola

### LUIS URROZ

Pianist and musical director, Urroz is currently featured on his own television show in San Francisco. He is a composer and you will enjoy his special arrangements for this production.

### SEÑOR MALDO

Nationally famous as a magician and winner of the prized Houdini trophy, Senor Maldo has been entertaining in Santa Barbara for many years. His superb showmanship, unusual wizardry, and genial personality, has endeared him to all who know him. He is indeed one of the nation's most beloved entertainers.

### NORMA HUGHES

Selected by Meredith Wilson as soloist for his summer symphonies in San Francisco, Miss Hughes followed with tours through Canada and the east and midwest of the United States in musical comedies, including "High Button Shoes", "The Merry Widow", "Call Me Mister" and others. She has also been featured on radio and in television.

### JUANITO ROMERO

Has been the comedy hit of "Quisicosas" since its inception in 1947. Romero is acclaimed one of the finest comedians of the day. His superb artistry in the difficult art of mimicry leaves no doubt in ones mind that he is truly a great artist. An integral part of "Quisicosas" Juanito has become a favorite here. Since last year he has successfully toured Europe.

### RENE ZENDEJAS

Rene has been working with puppets most of his 22 years. He designs and builds each one with great care, and often spends as long as a month on just one of his little characters. His love for his art is reflected in the almost human personality with which he endows each of his "artistas pequenos". He is currently building two new shows for television.

### MATILDE RUIZ

Matilde has appeared in most of the cities of the west coast with the Pacific Opera Company as a solo dancer and with her sister Carmencita. She specializes in the colorful folk dances of Mexico.

### DAMITA DEL PRADO

Damita's exotic beauty adds a dramatic effect to her portrayal of "Gitana" gypsy dances of Spain. This will be her first appearance in Santa Barbara. She will dance "Gitnerias" with Enrique Valadez.



RENE ZENDEJAS



MATILDE RUIZ



DAMITA DEL PRADO

This Souvenir Program  
Designed and Printed  
by  
Pacific Coast  
Publishing Company

# EL CIELITO

A Little Bit of Heaven For Your Fiesta Enjoyment

Jimmie Campiglia's Trio

Sizzling Steaks  
Our Specialty

La Arcada Building  
1112 State Street

Cocktails  
Luncheon • Dinner

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DON'T MISS . . .

*"Rosita"*

THE FIESTA SHOW

County Bowl  
August 22 to 25  
With a Cast of 200

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## THE LOBERO THEATRE FOUNDATION

In 1938 the operation and maintenance of Lobero Theatre were entrusted to a group of twenty-five citizens incorporated as the Lobero Theatre Foundation. The members of the Foundation represent a cross section of interests in Santa Barbara and all are volunteer workers. They regard the trust that is theirs as one of service to the community. Because of Lobero's limited seating capacity (669) the theatre is not self sustaining and is maintained largely by popular support.

And so today, in the year 1951, Fiesta seethes again around and within Lobero. Santa Barbarans and their guests are reliving the days of the past, and holding fast to those traditions that lend enchantment to life for all who dwell here.

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## ELIGIO HERRERA and HIS DANCE GROUPS

Alhecama Theatre—Thursday and Friday, August 23-24—8:30

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The San Mateo County Fair and Floral Fiesta

Presents

**"QUISICOSAS"**

September 21 through 29, 1951

The West's Most Beautiful Flower Show

*Don't miss next Tuesday night's concluding*

## GALA CONCERT

*of the Music Academy of the West*

*Summer Festival Series*

## FULL SYMPHONY ORCHESTRA WITH STUDENT ARTISTS in Solo and Ensemble

OVERTURE NO. 2 IN B MINOR, FOR FLUTE AND STRING ORCHESTRA - *Bach*

CONCERTO IN B-FLAT MAJOR FOR VIOLONCELLO AND ORCHESTRA  
(First Movement) - - - - - *Boccherini*

BELL SONG FROM THE OPERA "LAKME" - - - - - *Leo Delibes*

CONCERTO IN A MAJOR FOR VIOLIN AND ORCHESTRA, No. 5 - - *Mozart*

TRIO FROM THE OPERA "DER ROSENKAVALIER" - - - - *Richard Strauss*

### INTERMISSION

CONCERTO IN A MINOR FOR PIANO AND ORCHESTRA, Op. 54  
(First Movement) - - - - - *Schumann*

CONCERTO IN E MINOR FOR VIOLIN AND ORCHESTRA, Op. 64  
(First Movement) - - - - - *Mendelssohn*

QUARTET FROM THE OPERA "RIGOLETTO" - - - - - *Verdi*

SYMPHONY No. 4 IN D MINOR (Romanze, Scherzo and Finale) - *Schumann*

Reserved Seats \$3.00 (including tax)

Special Student and Professional Admissions

\$1.80 (including tax)

## LOBERO THEATRE

TICKETS NOW ON SALE