



HOTEL ADOLPHUS

Dallas- Sept. 1934

Civic Leaders

We want your approval. We want your business. The new management is making extensive improvements in facilities and services in order to merit the patronage of just such men as you.

Use Hotel Adolphus for

- Club Meetings
- Banquets
- Luncheons
- Conferences

No charge for special rooms and private dining rooms used for conventions, sales meetings, conferences or those used by civic clubs for their regular luncheon and dinner meetings where an excellent meal is served at a nominal cost per plate.

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

Direction National Hotel Management Co., Inc.; Ralph Hitz, President, New Yorker and Lexington, New York; Ritz-Carlton, Atlantic City; Book-Cadillac, Detroit; Netherland Plaza, Cincinnati; Van Cleve, Dayton.

San Antonio Greeters Guide, Sept. 30, 1934



Home Again

"Just a hotel room," you say.

But, indeed, it seems like home again to the weary traveler who returns to the comfortable hospitality of Hotel Adolphus. He knows he can expect much more.

Once you have enjoyed the many extra services of Hotel Adolphus you, too, will want to make it your home whenever you are in Dallas — 825 rooms with bath, \$2.00 up.

Hotel Adolphus

OTIS M. HARRISON, Mgr.
DALLAS

Under direction Ralph Hitz Organization
Book-Cadillac, Detroit
Van Cleve, Dayton
New Yorker and Lexington, New York
Netherland Plaza, Cincinnati
Ritz-Carlton, Atlantic City

State Fair of Texas, Dallas,
October 6th to 21st

TEXAS CENTENNIAL, 1936

Uncle Jake 9-28-34

Civic Leaders

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HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

Direction National Hotel Management Co., Inc.; Ralph Hitz, President, New Yorker and Lexington, New York; Ritz-Carlton, Atlantic City; Book-Cadillac, Detroit; Netherland Plaza, Cincinnati; Van Cleve, Dayton.

Uncle Jake 9-29-34

COMING TO THE RACES?



NEXT Saddly th' big state fair an' th' big fall race meetin' will git under way. O' course ya is cumin' an' th' Hotel Adolphus wants ya t' enjoy yer visit t' th' fullest. Mark yer home an' headquarters while in Dallas at The Adolphus. You'll find miny nue improvements an' a real welcum.

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

Direction National Hotel Management Co., Inc.; Ralph Hitz, President, New Yorker and Lexington, New York; Ritz-Carlton, Atlantic City; Book-Cadillac, Detroit; Netherland Plaza, Cincinnati; Van Cleve, Dayton.

Uncle Jake 9-15-34

COMING TO DALLAS FOR THE RACES?



OCTOBER 6-27

Manager Otis Harrison zn' all his hancs up at th' Hotel Adolphus is maikin' big plans t' welcum race fans durin' th' fall meetin' at Fair Park. Whether ya is stayin' fer a day or week you'll find everything ya mought expect frim a hotel at th' Hotel Adolphus.

Hotel Adolphus is now under th' general management o' Ralph Hitz. If ya has ever stopped at th' New Yorker or Ritz-Carlton ya know what that means.

Maik th' Adolphus yer home while attendin' th' races.

The Greater - September.



you're welcome at the ADOLPHUS

Come to lunch in the Coffee Shop today. Club lunches begin at 45c. We have many newly decorated \$2 rooms. And from the moment you enter the door, you'll know that we're glad you came.

Otis M. Harrison
Manager



News- 10-7-34

Finds Eastern Hotels Posted on Centennial



BOB POOL.

Eastern hotel men and tourist bureaus are well informed about the Centennial exposition to be held here in 1936, Bob Pool, recently appointed assistant manager in charge of promotion at the Hotel Adolphus, reported Saturday. Pool has recently returned from New York City and Philadelphia. In New York he attended a meeting of promotion officials connected with the Hitz Hotel chain, of which the Adolphus is now a member.

OTIS M. HARRISON,

new manager of the Adolphus, is planning great improvements during the next few months.

Changes include the air-conditioning of all meeting rooms, of the roof, the junior ballroom, and the proposed new ballroom. When air-conditioning is introduced on the roof, the floors above and below will receive the benefit of this improvement, Mr. Harrison said.

"Air-conditioning bed-rooms is an experiment," but we feel that it will be successful and that within a matter of a short while, all the rooms will be thus conditioned."

A model suite has been finished, refurnished and decorated, and this will be used as a sample room for the rest of the suites in the hotel, which will be gradually made into the most modern of hostleries.



HEY, Customers

Meet Sum New Friends o' Ours



Fer years I bin tellin' you 'bout th' big Adolphus Hotel in Dallas an' I really didn't see innry room fer improvemint. But I gotta admit now I was all wet like. Recintly this boy Ralph Hitz an' his wurkers took over th' Adolphus. Ralph sint a ole Texas boy down here what's naim Otis Harrison. He's a regular bird an' runs a hotel like as if he was th' guest insted o' you. Alreddy I has noticed more little things put int' effect what I never thought much 'bout but ads a lot t' yer comfort an' pleasure. Everybuddy is real courteous like an' act as if they was glad t' have ya as their guest. I'll tell ya frum time t' time 'bout th' changes what has bin an' bein' maid but in th' meantime drop in innry department o' th' Adolphus an' notis sum fer yerself.

Uncle Jake Sports News 10-13-34

HOW TO PICK A WINNER

Just head for Hotel Adolphus after the races. You'll be in good company. The start is in the Spa, in the Junior Lobby, for a snack and a cool one. Then on to Dinner in the Main Dining Room where the music is good but subdued. Or, in the Coffee Shop if you prefer. The prices will please you, either place.

HOTEL ADOLPHUS

Otis M. Harrison, Manager
DALLAS

Under Direction of Ralph Hitz Organization

THE COTTON GINNERS JOURNAL
May, 1935.



Cotton Headquarters

By the popular preference of cotton men

825 rooms with bath \$2 up. Two popular price restaurants.

Hotel ADOLPHUS

Otis M. Harrison, Mgr.
DALLAS

Direction
National Hotel Management Co., Inc.
RALPH HITZ, President

Uncle Jake-11/24/34
We

"Point with Pride"
at the goings on
in our

MAIN DINING ROOM

Sweet, mellow music,
delightful foods, gay
conversations, and su-
perb service. Enjoy a
really "best meal at
a reasonable cost."

HOTEL ADOLPHUS

Directed by
National Hotel Management Co., Inc.
Ralph Hitz, Pres.

Uncle Jake's Sport
News- 12/1/34



It's A Cinch

to be well pleased with
your grooming when you
patronize the

HOTEL ADOLPHUS

Barber
Shop

OPEN ALL DAY AND
UNTIL 10:00 P. M.

THE COTTON GINNERS' JOURNAL - October, 1934

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

DALLAS

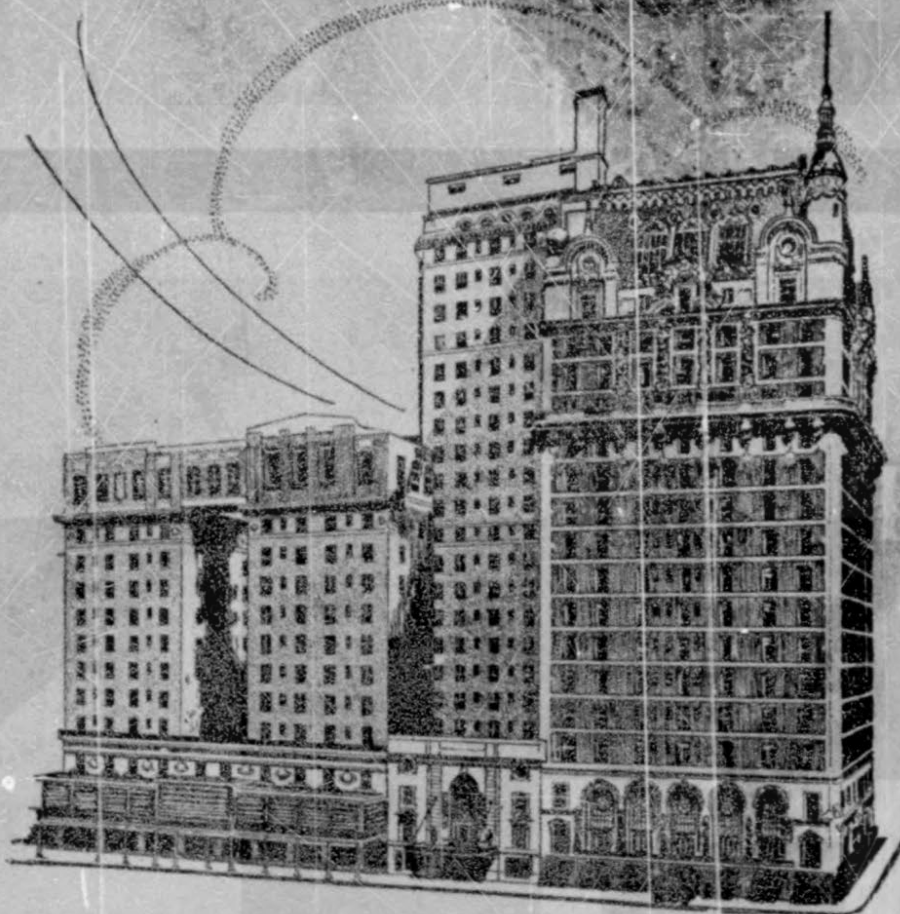
825 Rooms With Bath

\$2 A Day Up

Coffee Shop

Popular Prices

GARAGE IN CONNECTION



YES
ONLY \$



for Dinner in the
Main Dining Room

It's a great lighter-upper... dinner
in the Main Dining Room.
With artistry in the food.
Smartness in the surroundings.
Soft concert music playing. Bet-
ter date up that customer, the
boss or THE girl and come on
over.

Hotel
ADOLPHUS

OTIS M. HARRISON, Manager

Directed by
National Hotel Management Company, Inc.
Ralph Hitz, President

DON'T SHOP
'TIL YOU DROP



STOP in the Main
Dining Room

Step right up from the
center of Dallas. Sink
into a comfortable chair.
(Why, in all your shop-
ping you find so much
bargain and beauty? Will
it be a light lunch? A
more substantial one?
No matter, the check
will be surprisingly
modest.

LUNCH
55¢

Hotel
ADOLPHUS

OTIS M. HARRISON, Manager
Directed by
National Hotel Management Company, Inc.
Ralph Hitz, President

IT'S A
MAN'S AFFAIR



for men of affairs

Jaunt over for a lei-
surely lunch. With that
important customer in
tow, yes, sir. Even the most
sophisticated warm up to the
atmosphere of the place. Just
like a luxurious downtown
club. (Without dues!) Feather-
weight checks, beginning at 55c.

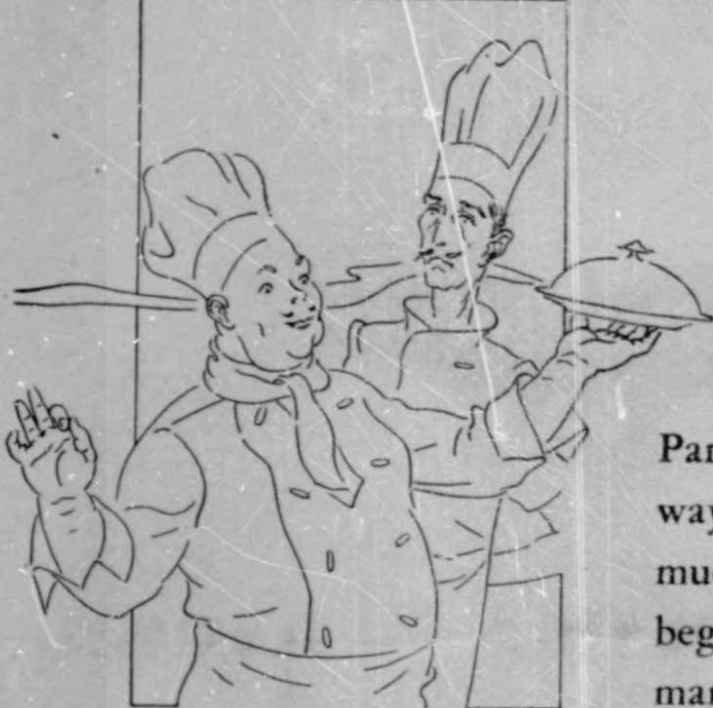
MAIN DINING ROOM

Hotel
ADOLPHUS

OTIS M. HARRISON, Manager

Directed by
National Hotel Management Company, Inc.
Ralph Hitz, President

S.M.U. Football Program



The Prices are
Moderate,
too!

**Such Chefs!
Such Food!**

Fit for a Mustang's Taste

Pardon us for bragging, but we got that
way because you fellows bragged on us so
much. There are reasons, of course. To
begin with, we buy the very best food the
market affords. Then our chefs know how
to prepare it to suit your taste.

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

Now Directed by NATIONAL HOTEL MANAGEMENT COMPANY, Inc. . . . RALPH HITZ, President

SOUTHWEST CONFERENCE'S 1934 FOOTBALL SCHEDULE

| SEPTEMBER 21 | OCTOBER 5 | Oklahoma A. & M. vs. Southern Methodist at Dallas. |
|--|--|--|
| Daniel Baker vs. Texas Christian at Brown-wood. | Arkansas University vs. Texas Christian at Fort Worth. | Arkansas vs. Louisiana State at Shreveport, Louisiana. |
| SEPTEMBER 22 | Rice Institute vs. Purdue at Lafayette, Ind. | Baylor University vs. Simmons College at Abilene. |
| New Orleans Loyola vs. Rice Institute at New Orleans. | Texas University vs. Notre Dame at South Bend, Ind. | |
| Texas Tech vs. Texas University at Lubbock. | Texas A. & M. vs. Temple University at Philadelphia. | |
| Texas A. & M. vs. Sam Houston Teachers at College Station. | Southern Methodist vs. Louisiana State at Baton Rouge, La. | |
| North Texas Teachers vs. Southern Methodist at Dallas. | OCTOBER 13 | |
| SEPTEMBER 23 | Southern Methodist vs. Rice Institute at Houston. | |
| Louisiana State vs. Rice Institute at Houston. | Baylor University vs. Arkansas University at Little Rock, Ark. | |
| Texas University vs. Texas Freshmen at Austin. | Oklahoma University vs. Texas University at Dallas. | |
| Texas A. I. vs. Texas A. & M. at College Station. | Texas A. & M. vs. Centenary at Beaumont. | |
| Austin College vs. Southern Methodist at Austin. | Texas Christian vs. Tulsa University at Tulsa. | |
| St. Edward's vs. Baylor University at Waco. | OCTOBER 20 | |
| North Texas Teachers vs. Texas Christian at Fort Worth. | Texas Christian vs. Texas A. & M. at College Station. | |
| College of Charks vs. Arkansas University at Fayetteville. | Rice Institute vs. Creighton at Omaha, Neb. | |
| OCTOBER 25 | Centenary vs. Texas University at Austin. | |
| Baylor University vs. Texas Tech at Lubbock. | | |



we'll meet for luncheon
in the Main Dining Room

Lucky man! First he'll revel in a
rich, steaming soup. Then a savory
entree, simmered and seasoned to a
turn, with tender, luscious vegeta-
bles. A salad whose crisp greens
were freshly plucked from dewy
gardens. And, to top it off, a light,
flaky dessert with plenty of piping
hot coffee. The price... 100 low.
Try it yourself. Today.

Hotel
ADOLPHUS

OTIS M. HARRISON, Manager
Directed by
National Hotel Management Company, Inc.
Ralph Hitz, President

San Antonio Greeter
9/30/34



Home Again

"Just a hotel room," you say.

But, indeed, it seems like
home again to the weary
traveler who returns to the
comfortable hospitality of
Hotel Adolphus. He knows
he can expect much more.

Once you have enjoyed the
many extra services of
Hotel Adolphus, you, too,
will want to make it your
home whenever you are in
Dallas - 825 rooms with
bath, \$2.00 up.

Hotel Adolphus
OTIS M. HARRISON, Mgr.
DALLAS

Under direction Ralph Hitz Organization
Book-Cadillac, Detroit
Van-Cleveland, Dayton
New Yorker and Lexington, New York
Netherland Plaza, Cincinnati
Ritz-Carlton, Atlantic City

State Fair of Texas, Dallas,
October 6th to 21st

TEXAS CENTENNIAL, 1936

To the Visitors of the STATE FAIR of TEXAS

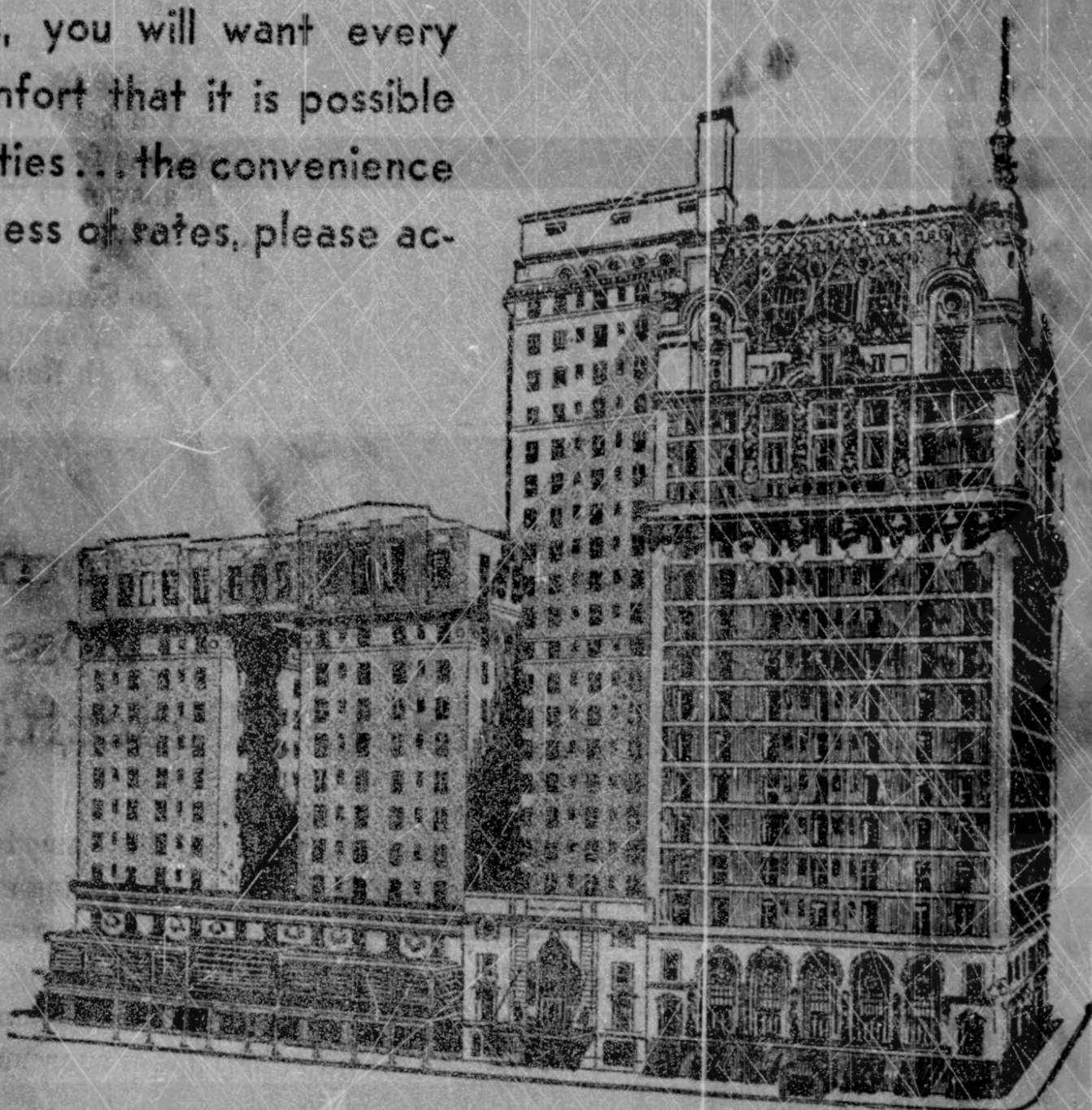
WHILE you are in Dallas, you will want every convenience and comfort that it is possible to obtain. Because of the facilities . . . the convenience of location . . . the reasonableness of rates, please accept this as a

Personal Invitation

To make your Dallas headquarters at Hotel Adolphus . . . Take advantage of its strategic location near the business district and share the advantages of environment and excellent appointments throughout. I have just assumed the duties of management and am therefore extremely eager to meet and become acquainted with all who are visiting Dallas.



OTIS M. HARRISON,
Manager



Take Your Choice of ACCOMMODATIONS

Whether you want a single room or a suite, one meal or a banquet, Hotel Adolphus has it. And, the many extra services of the Ritz direction are extended to each and every guest alike. 815 rooms with bath.

\$2 and up

COFFEE SHOP

Open all day and all night.
Breakfast, luncheon and dinner
at popular prices.

MAIN DINING ROOM

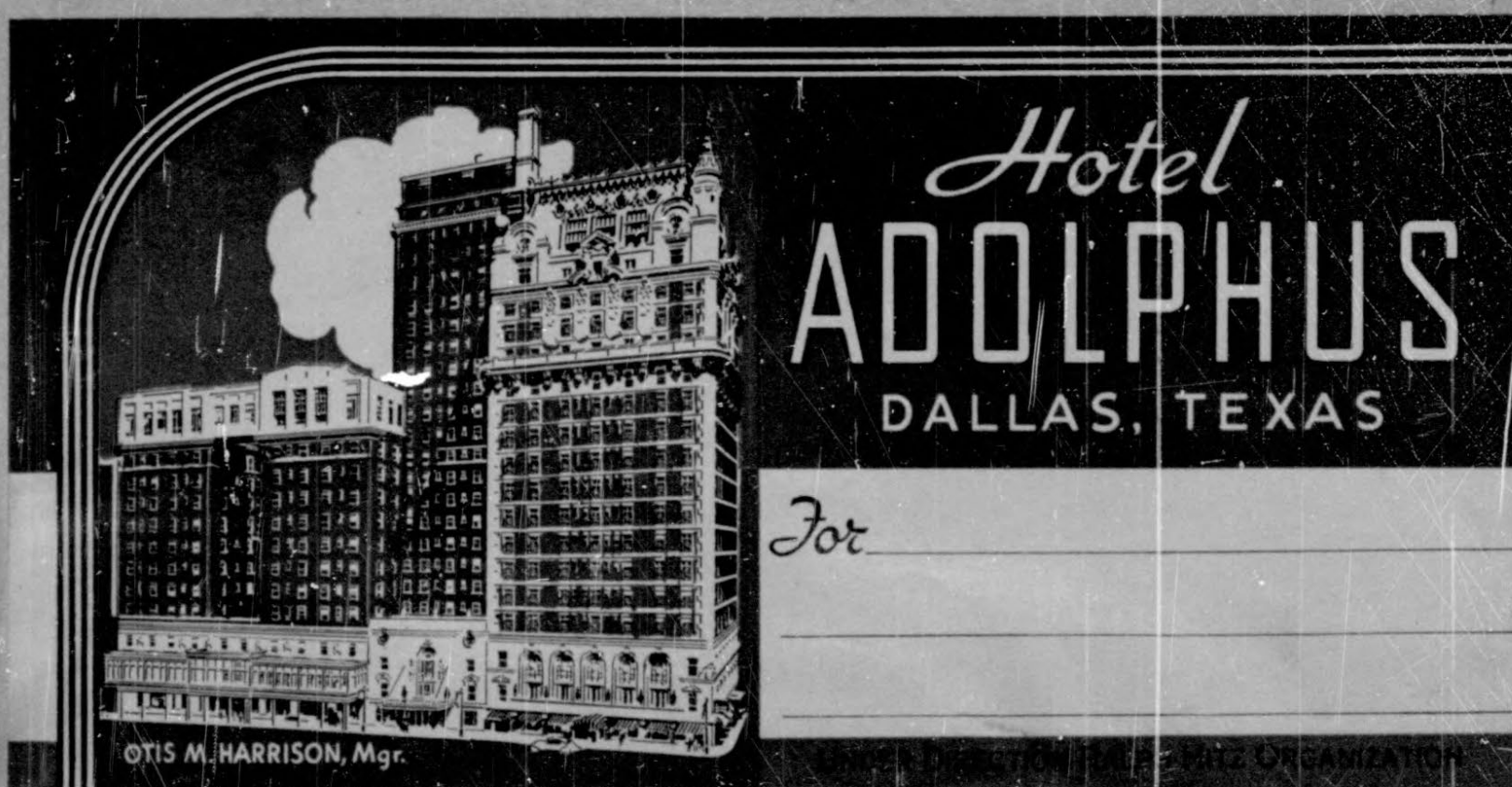
Percy Carson's Orchestra playing
during luncheon and dinner.
Dinners from \$1.

HOTEL ADOLPHUS

DALLAS • Otis M. Harrison, Manager

Under Direction of the Ralph Ritz Organization

Netherland Plaza, Cincinnati; Bock Cadillac, Detroit; Van
Cleve, Dayton; New Yorker and Lexington, New York; Ritz-
Carlton, Atlantic City.



"At Your Service"

Dedicated to the comfortable and pleasurable service of guests, Hotel Adolphus stands ready to extend its hospitality . . . and extensive facilities to any visitor, or group of visitors, who may come to Dallas. Because we are really "At Your Service."

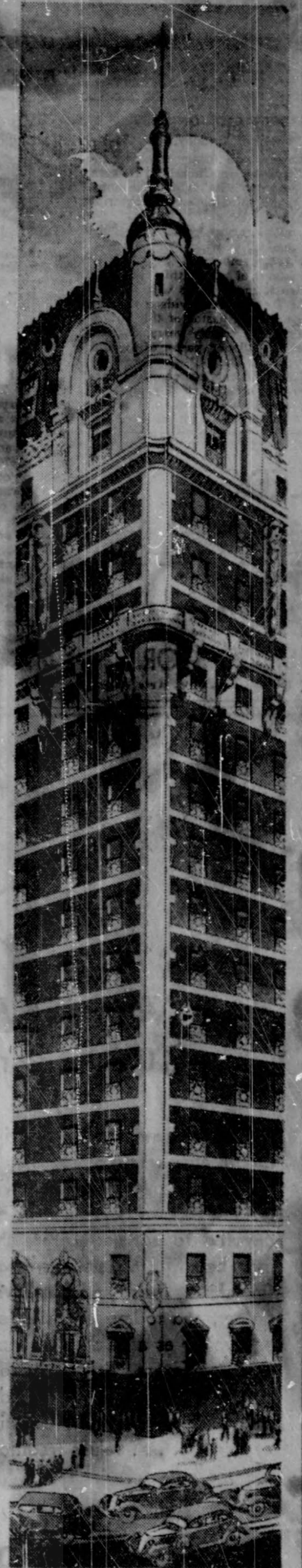
- To the Centennial
- To the State Fair
- For Business • For Pleasure

825 Rooms with Bath---\$2 up
Coffee Shop Open All Night
Main Dining Room Now Reopened
Garage in Connection

HOTEL ADOLPHUS

DALLAS, Otis M. Harrison, Manager

Under Direction of the Ralph Hitz Organization
Netherland Plaza, Cincinnati; Book-Cadillac, Detroit; Van Cleve, Dayton;
New Yorker and Lexington, New York; Ritz-Carlton, Atlantic City.



Territorial Adv. #10

"AT YOUR SERVICE"



... is more than a slogan at Hotel Adolphus. Every single employee here lives that slogan every day so that you will be more comfortable, better entertained, more graciously treated and better and more quickly served from the minute you enter the front door until you leave it again. It's the spirit of the Hitz organization.

825 rooms with bath, \$2 up. Coffee Shop, popular prices. Garage in connection

Hotel ADOLPHUS
DALLAS

OTIS M. HARRISON, Manager
Directed by
National Hotel Management Co., Inc.
RALPH HITZ, President
Book-Cadillac, Detroit; Van Cleve, Dayton;
New Yorker and Lexington, New York;
Netherland Plaza, Cincinnati.

Territorial Adv. #11

Treat YOURSELF



Come to Dallas for a few days. There's lots going on . . . theatres . . . dancing. You'll meet a lot of your friends here, too. They know what's good for them, so, they come in for a change and to see what's new. A stay of this sort is very reasonable at Hotel Adolphus.

825 Rooms With Bath, \$2 Up
Main Dining Room—Concert Music
Coffee Shop—Open Night and Day.
Garage in Connection.

Hotel ADOLPHUS
DALLAS

OTIS M. HARRISON, Manager
Directed by
National Hotel Management Co., Inc.
RALPH HITZ, President
Book-Cadillac, Detroit; Van Cleve, Dayton;
New Yorker and Lexington, New York;
Netherland Plaza, Cincinnati.

Greeter- 9/30/34
Dallas



"At Your Service"

Like any other hotel, we have rooms to rent and meals to serve . . . but we have much more because Hitz methods, put into motion, really mean "At Your Service".

HOTEL ADOLPHUS

OTIS M. HARRISON
Manager

DALLAS

UNDER DIRECTION
RALPH HITZ ORGANIZATION

Book-Cadillac, Detroit; Van Cleve, Dayton; New Yorker and Lexington, New York; Netherland Plaza, Cincinnati; Ritz-Carlton, Atlantic City.

O.K.'d Copy-11/12
1934



The Biggest Deals in DALLAS

... have been figured on the tablecloths in our Main Dining Room

It's an official conference room for many a business leader. Men like the quiet surroundings, the unobtrusive service, and the subdued orchestra music.

LUNCH Also 65c
55c 75c
and up to 90c

Hotel Adolphus

OTIS M. HARRISON, Manager

Directed by
National Hotel Management Co., Inc.
RALPH HITZ, President

#9

CHECK IN



at
Hotel ADOLPHUS
DALLAS

And when you check out the bill won't knock your hat off. You get a lot for a little at Hotel Adolphus. 825 large comfortable rooms from \$2.00. Food to delight you at popular prices. And all the many extra services you always find in a Hitz-directed hotel.

OTIS M. HARRISON, Manager

Directed by
National Hotel Management Co., Inc.
RALPH HITZ, President

Book-Cadillac, Detroit; Van Cleve, Dayton; New Yorker and Lexington, New York; Netherland Plaza, Cincinnati; Ritz-Carlton, Atlantic City

Uncle Jake 8-10-20th

TODAY'S CONSENSUS

Everyone agrees on Hotel Adolphus on the last race—the one when you head back to town. For here is where the crowd is just right, the food always good, the service always the same and even the prices are congenial. Main Dining Room with music. Coffee Shop open all day and all night.

HOTEL ADOLPHUS

Otis M. Harrison, Manager
DALLAS
Under Direction of Ralph
Hitz Organization

No. 5 Herald-Dispatch

FIGURE IT OUT YOURSELF

*the Main Dining Room
is Really Inexpensive*

Breakfasts at 30c, 40c, 50c,
up to 75c.

Luncheons 55c, 65c, 75c,
up to 90c.

Dinners at 65c, 75c, 90c, and then
by easy stages up to \$1.75.

HOTEL ADOLPHUS
OTIS M. HARRISON, Manager

The Sooner Magazine- Oct. 1934

Sooners -- This Is Your Official Dallas Headquarters

You can't go wrong when you follow the crowd to Hotel Adolphus. Large comfortable rooms. The very best of meals. Dancing to a REAL band on a REAL floor. Your friends will all be here — make your reservations early.

Dining!



Dancing!

HOTEL ADOLPHUS

Otis M. Harrison, Manager

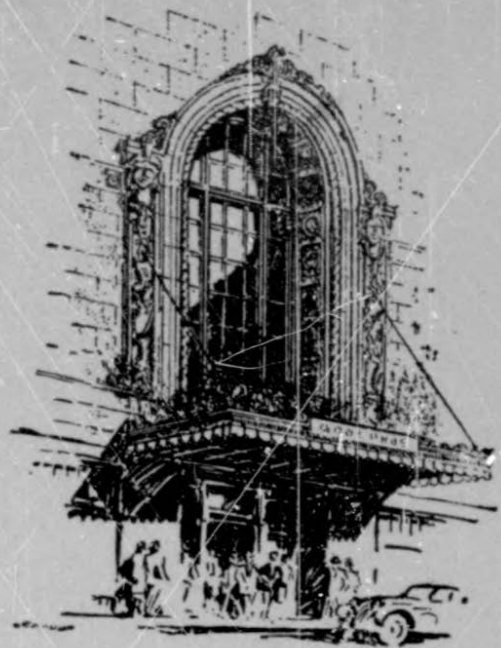
DALLAS

Now Directed by National Hotel Management Company, Inc.

Ralph Hitz, President

Book-Cadillac, Detroit; Van Cleve, Dayton; New Yorker and Lexington, New York;
Netherland Plaza, Cincinnati; Ritz-Carlton, Atlantic City

"Dallas" October, 1934
Think! Talk! Write!
Texas Centennial 1936



Business Men

We want your business. We like being known as the favorite hotel of the business men of Dallas. We are really "At Your Service" whether you come singly or in groups.

Main Dining Room Now Re-Opened

Orchestra music during luncheon and dinner. Breakfasts and luncheons from 60c. Dinners from \$1.00.

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

DALLAS

UNDER DIRECTION RALPH HITZ
ORGANIZATION

No. 2

Herald 10-23-34 Dispatch

BEST
BREAKFAST
IN
TOWN

In Our **30¢**
Main Dining Room

Why not give yourself a treat? Start the day right with the finest food smartly served in luxurious surroundings. Other table d'hôte breakfasts to 75c. Also a la carte.

Hotel
ADOLPHUS
OTIS M. HARRISON, Manager

Hotel ADOLPHUS - Dallas, Texas

Directed by
National Hotel Management Co., Inc.
Ralph Hitz, President



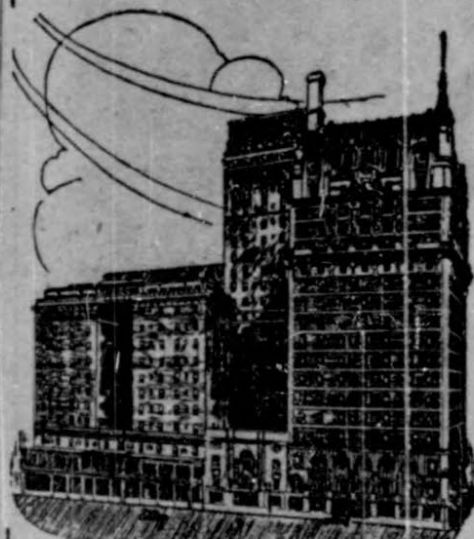
OTIS M. HARRISON, Manager

If Receipt is Desired, Please Return Bill Envelope with your Remittance. Otherwise Return only Top Stub and your Cancelled Check will be your Receipt.

PLEASE MAKE CHECKS PAYABLE TO HOTEL ADOLPHUS

Uncle Jake 8-10-34

NOW IN THE MAJOR LEAGUE



THE next time you visit in Dallas you'll find a lot o' changes has bin maid at th' big Hotel Adolphus. Th' very minute Ralph Hitz an' his organ-isashun took charge things begun t' hum an' miny changes an' innovashuns has bin maid. Ralph an' his hands is experts an' now th' Adolphus in Dallas joins th' Book-Cadillac in Detroit; The New Yorker an' Lexington in New York; The Netherland Plaza in Cincinnati an' th' Ritz-Carlton in Atlantic City under th' saim management.

Herald 10-20-34

Football Dinner Dance

AFTER THE
S. M. U. — Oklahoma
A. & M. Game

It'll be a gala and a boy-a event . . .
you can't afford to miss it

Junior Ballroom
HOTEL ADOLPHUS
Otis M. Harrison, Mgr.

Percy Carson

and his NBC Orchestra
Direct from Chicago

Dinner and Dancing **\$150** Dancing **\$110**
7:30 to 11:30
Per Person

No. 1

Herald 10-21-34 Dispatch

Lunch for
55¢ in our
MAIN DINING ROOM

Give yourself a break in the middle of the day. Enjoy good food in beautiful surroundings at a satisfying price. Concert music.

HOTEL ADOLPHUS
OTIS M. HARRISON, Manager

"DALLAS" Nov. 1934



DALLAS

says
**Welcome
A. P. I.
Convention**

As part of Dallas, we join in this welcome. We want you to know that we are really "At Your Service" during this important meeting. Call on any employee for any service, no matter how unusual the request may be.

- Main Dining Room
Concert Music
- Coffee Shop—Open
All Night
- Food Served in
Rooms—Night or
Day

**Hotel
Adolphus**
Otis M. Harrison, Manager
DALLAS
Directed by National Hotel
Management Co., Inc.
Ralph Hitz, Pres.

Uncle Jake's NOV. 3, 1934

**A
PLACE
TO
SHOW**

—yourself comfort and a good time. Live here at special monthly rates—very reasonable; 825 rooms with bath—\$2 and up. Enjoy the Spa for light lunches and cool steins. Select the Main Dining Room for leisurely meals to the accompaniment of soft music. Take to the Coffee Shop for quick service and substantial meals.

**HOTEL
ADOLPHUS**
Otis M. Harrison, Manager
DALLAS
Under Direction of Ralph Hitz Organization

No. 3 Herald-Dispatch



**THE BIGGEST DEALS
IN DALLAS**

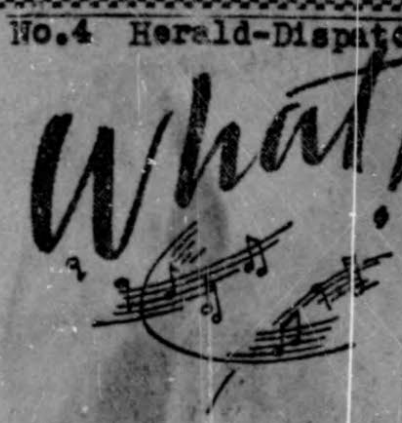
...have been figured on
the tablecloths in our
Main Dining Room

It's an official conference room for many a business leader. Men like the quiet surroundings, the unobtrusive service, and the subdued orchestra music.

LUNCH Also 65c, 75c and up to 90c
55¢

HOTEL ADOLPHUS
OTIS M. HARRISON, Manager

No. 4 Herald-Dispatch



All this in the
Main Dining Room
...for so little?

Maybe you think you can't afford to eat in the main dining room, but a glance at the menu will show you that you are wrong, so why not make a date for tonight? Food to delight you. Music to rest you. Service that is gratifying.

DINNER Soft
65¢ Concert
Music

Other table d'hôte dinners at six low prices; also a la carte.

HOTEL ADOLPHUS
OTIS M. HARRISON, Manager

Uncle Jake's 11-10-34

If You're The Man
We Think You Are

You like honest-to-goodness food, savory and deliciously prepared as only our

COFFEE SHOP
can serve it.

And The
Prices Are
Right!

Breakfast from30c
Luncheon from30c
Dinner from65c

**HOTEL
ADOLPHUS**
Otis M. Harrison, Manager
Directed by
National Hotel Management Co., Inc.
Ralph Hitz, Pres.

News- 10-5-34 Herald - and Dispatch 10-4-34
Journal-10-5-34

All star[★]
**OPENING
MAIN DINING
ROOM**

Dinner...Friday, October 5

White and gleaming with fresh new enamel, quiet and restful, the Main Dining Room re-opens for your pleasure. Dedicated to glorifying American cookery, you will find here your favorite dishes at breakfast, luncheon and dinner.

Percy Carson and his Orchestra Ensemble... You've heard him... you've liked his music... Now we give it to you daily during the luncheon and dinner hours.

FOOD... so temptingly good that you will want to linger over it. All right, take your time.

TABLE D'HOTE Breakfasts from 60c. Luncheon Specials from 60c. Plate Dinners from \$1. A la Carte prices are easy on your purse, too.

HOTEL ADOLPHUS
OTIS M. HARRISON, Manager
Under Direction Ralph Hitz Organization

The Cotton Ginners' Journal November, 1934

HOTEL ADOLPHUS
OTIS M. HARRISON, Manager
DALLAS

825 Rooms With Bath \$2 A Day Up
Coffee Shop Popular Prices
GARAGE IN CONNECTION



*Famous Food
Served with
finesse*

in the
**CENTURY
ROOM**

**Complete
Club
Breakfast**

50¢ and 75¢

...also luncheon music,
dinner and supper danc-
ing. Famous name bands.

in the
COFFEE SHOP

**Breakfast
Luncheon
Dinner**

...sensible prices. Alert
service. Dallas favorite
luncheon place.

in the
BAR

**Sandwiches
and
Daily
Specials**

Here you'll find our
DASH-A-WAY
Luncheon at 35c.
Sandwiches 15c
to 25c.

**HOTEL
ADOLPHUS**

Room bars next in January, 1937.


Otis M. Harrison
Manager
is pleased to announce the appointment of
D. W. Carlton
Sales Manager
HOTEL ADOLPHUS
DALLAS

Now directed by Ralph Hitz and his National Hotel Management Co., Inc.

Dispatch & Herald
11/28/34

THANKSGIVING

**SPECIAL DINNERS
In The Traditional Manner**

The finest foods from the four corners of the earth,
selected with care and prepared with superlative
skill so that you and your family may enjoy a feast
suited to the occasion, without the effort and re-
sponsibility of preparing it.

Served from 11.30 a. m. to 9.30 p. m.

MAIN DINING ROOM

A sumptuous dinner, served by
deft waiters, with the elegance of
sparkling silver and crystal.
Music by the concert ensemble.

\$1.50

COFFEE SHOP

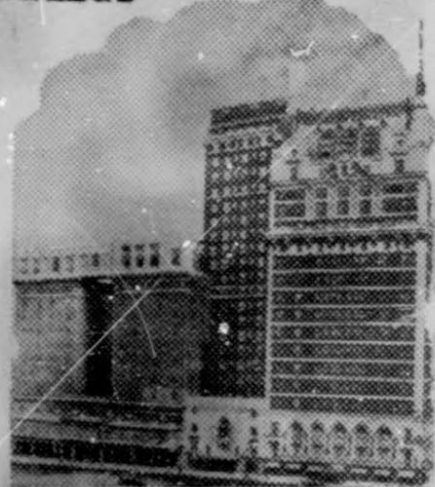
A Thanksgiving Turkey Din-
ner, really "glorifying Ameri-
can cookery."

75c

**Hotel
ADOLPHUS**

OTIS M. HARRISON, Manager
Directed by National Hotel Management Co.,
Inc. Ralph Hitz, President

Greeter-9/23/34
Dallas



**HOTEL
ADOLPHUS**

\$25 rooms with bath
\$2 up

Coffee Shop — Popu-
lar Prices. Garage in
Connection

OTIS M. HARRISON
Manager

DALLAS

UNDER DIRECTION
RALPH HITZ ORGANIZA-
TION

Book-Cadillac, Detroit; V a n
Cleve, Dayton; New Yorker and
Lexington, New York; Nether-
land Plaza, Cincinnati; Ritz-
Carlton, Atlantic City.

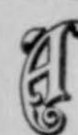
Dallas Greeter-9/2/34
9/9
9/16



you're welcome
at the
ADOLPHUS

Come to lunch in the Coffee
Shop today. Club lunches begin at
45c. We have many newly decora-
ted \$2 rooms. And from the mo-
ment you enter the door, you'll
know that we're glad you came.

Otis M. Harrison
Manager



**A BIG Invitation to You
From the BIG Hotel**

To Stay With Us and Have a

BIG TIME

**During the BIG Convention
December 3rd and 4th**

Hotel Adolphus

OTIS M. HARRISON

NATIONAL
AD PROOF

FIVE APPEARANCES
COST TO HSM - \$85,000

IDENT.
#1



By jet, Chrysler or horse-and-buggy, Bob Hope is the world's travelingest man. Wherever he goes, he arrives looking well-dressed and well-pressed. Bob's travel tip: wear Summer Sharkskin. It's a Viracle fabric.

This tropical-weight sharkskin is a crisp blend of Dacron* and worsted. Airy and

comfortable. Shakes off wrinkles. Keeps its shape through steamy days. You stay cool; your suit stays neat.

Credit Hart Schaffner & Marx tailors with a skillful assist. For example, flip a lapel forward with your fingers. See how it snaps back, lies flat. Stays that way permanently

because of row upon row of interloop stitching inside. As a result—the look you buy is the look you keep.

If you're planning to go places, take a hint from Bob Hope. You'll find travel's a breeze in a Summer Sharkskin suit by Hart Schaffner & Marx.

Photographed at the Emerald Beach Hotel, Nassau. *Reg. T. M. for DuPont's polyester fiber.

Advertisement prepared by
BATTEN, BARTON, DURSTINE & OSBORN, INC.
to appear in
Magazines—1965
Ad No. 71—Page—46—Bleed
P. O. Chg. 5-265—HL—e6282—A

IDENT
#2

R 120

B 120

K 120

Southwestern Engraving Co.



Congratulations!

... on your 30th Anniversary. For your years of service to Dallas and to humanity we commend you.

As one Dallas institution to another we extend the hand of fellowship and a hearty wish that years to come may bring an ever-increasing opportunity.

Hotel ADOLPHUS

OTIS M. HARRISON, Manager
DALLAS

Directed by National Hotel Management Company, Inc.,
Ralph Hitz, President

Caravan-December, 1934

Soigné



THE SOUTH'S FINEST FOOD

When a chef says *soigné* about a dish he's prepared he means that it's literally fit for a king. And when you've tasted some of these culinary masterpieces you'll know why *soigné* is such a much-used word in the spotless kitchens of the Hotel Adolphus.

Restaurant Prices

MAIN DINING ROOM

Breakfast . . . 60c, 75c
Luncheon . . . 60c, 75, 85c
Dinner \$1, \$1.25, \$1.50, \$2

Orchestra music during luncheon and dinner

COFFEE SHOP

Breakfast . . . 40c, 60c
Luncheon 30c, 40, 65, 75c
Dinner . . . 55c, 65c, 75c, \$1

HOTEL ADOLPHUS Dallas

OTIS M. HARRISON, Manager
Caravan Jan. 1935
Under direction of National Hotel Management Company, Inc. • Ralph Hitz, President

Herald 1/21/35 Events of the Week at HOTEL ADOLPHUS

MONDAY, JANUARY 21:
National Pigeon association, Room 629, 10:30 p. m.

TUESDAY, JANUARY 22:
Kiwanis Club, Palm Garden, 12:15 p. m.
National Pigeon Assn., English Room, 11:00 p. m.
Lions Club directors, Room 656, 12:15 p. m.
Round Table directors, French Room No. 1, 12:15 p. m.

WEDNESDAY, JANUARY 23:
Civitan Club, English Room, 12:15 p. m.
Cotton Seed Crushers, Room 630, 12:15 p. m.
Exchange club, Room 656, 12:15 p. m.

THURSDAY, JANUARY 24:
Salesmanship Club, English Room, 8 a. m.
Salesmanship Club, Junior Ballroom, 12:15 p. m.
Citizens' Civic association, Palm Garden, 8 p. m.
Retail Credit Men's association, Danish Room, 12:15 p. m.
Maid's Night, Out, Main Dining Room, dinner hours.

FRIDAY, JANUARY 25:
Lions' Club, Palm Garden, 12:15 p. m.

FRIDAY, JANUARY 25:
Dallas Insurance Assn's association, Danish Room, 12:15 p. m.
Bonehead Club, English Room, 12:15 p. m.
Travelers' Protective association, English room, 8 p. m.
Round Table Club, Room 629, 12:15 p. m.
Horsing Shrine Politate, Room 630, 12:15 p. m.
Advertising League directors, Room 656, 12:15 p. m.
Children's night, Main Dining Room, dinner hours.

SATURDAY, JANUARY 26:
Bar association, Palm Garden, 7 p. m.
Phi Sigma, Roof Garden, 8 p. m.
Auto Boosters, Main Dining Room, 12:15 p. m.

SUNDAY, JANUARY 27:
Family dinner, Main Dining Room, noon and night

EVERY DAY:
Two Popular Price Restaurants, Coffee Shop open day and night, Main Dining Room, breakfast, lunch and dinner.

Herald - 1/28-29/35 Events of the Week at HOTEL ADOLPHUS

TUESDAY, JAN. 28TH.
U. S. Gypsum Co.—Convention.
U. S. Gypsum Co.—Luncheon.
U. S. Gypsum Co.—Dinner.
Kiwanis Club—Luncheon.
Lions Club, Directors—Luncheon.
Union Central Life Ins. Co.—Meeting.
Union Central Life Ins. Co.—Luncheon.
Union Central Life Ins. Co.—Dinner.

WEDNESDAY, JAN. 29TH.
Texas Life Underwriters—Convention.
Texas Life Underwriters—Breakfast.
Texas Life Underwriters—Luncheon.
U. S. Gypsum Co.—Convention.
U. S. Gypsum Co.—Luncheon.
U. S. Gypsum Co.—Dinner.
Jr. Chamber of Commerce—Luncheon.
Lumber Men's Association—Luncheon.
Jefferson Std. Insurance Co.—Luncheon.
Civitan Club—Luncheon.
Cotton Seed Crushers—Luncheon.
Exchange Club—Luncheon.
President's Ball—Dance.

THURSDAY, JAN. 28TH.
U. S. Gypsum Co.—Convention.
U. S. Gypsum Co.—Luncheon.
U. S. Gypsum Co.—Dinner.

FRIDAY, FEB. 1ST.
U. S. Gypsum Co.—Convention.
U. S. Gypsum Co.—Luncheon.
Lions Club—Luncheon.
Bonehead Club—Luncheon.
Round Table Club—Luncheon.
Structural Steel Group—Meeting.
Structural Steel Group—Luncheon.
Structural Steel Group—Dinner.
Director-Advertising League—Luncheon.
Children's Night—Main Dining Room—Dinner Hours.

SATURDAY, FEB. 2ND.
Thompson, Knight, Baker & Harris—Luncheon.
Hann-Kendall—Dinner.

SUNDAY, FEB. 3RD.
Family Dinners—Main Dining Room—Noon and Night.
Every Day — Two-Price Restaurants Coffee Shop—Open Day and Night, Main Dining Room — Breakfast, Luncheon, Dinner.

Herald-Dispatch 12/24/34



CHRISTMAS DINNERS

You'd think Santa himself had planned the festive dinners we've in store for you on Christmas Day. Such a teeming plenty of good, Christmasy things to eat! Such a host of soul-warming delicacies that our chefs have planned specially for the occasion. Come enjoy them...in an atmosphere that's friendly and full of holiday cheer.

\$1.50

Main Dining Room

HOTEL
ADOLPHUS

FROM 11:30
A. M. to 9:30
P. M.

Southern Automotive Journal

In Dallas it's

HOTEL ADOLPHUS

825 Rooms with bath. \$2 up.

Coffee Shop Popular Prices Garage in connection

OTIS M. HARRISON, Manager

Now Directed by National Hotel Management Co., Inc.

Ralph Hitz, President

DALLAS

« « Follows the Leaders » » »

Under the new regime Hotel Adolphus steps into line with the six leading hotels in the United States. A good hotel in good Company.

Improvements are now under way which will bring this hotel up to the tempo of the metropolis of the Southwest. And make it...in keeping with National Hotel Management Company standards...a hotel which gives the greatest possible value for your money in rooms, meals and services.

We Hope You Enjoy Your
Stay With Us

HOTEL
ADOLPHUS

OTIS M. HARRISON, Manager

New Year's Eve CELEBRATION

We're planning to have the biggest, jolliest, happy-go-luckiest New Year's Eve festivities in all the city. Come join them! Step high, wide and handsome. Fun! Favors!

Jack Stanley and his band will make the music...and what music! You could dance to it forever.

Price \$1.50 per person

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

COUNTY OFFICIALS--

We Are Ready "At Your Service"

We want your approval. We want your business. The new management is making extensive improvements in facilities and services in order to merit the patronage of just such men as you.

Hotel Adolphus

DALLAS

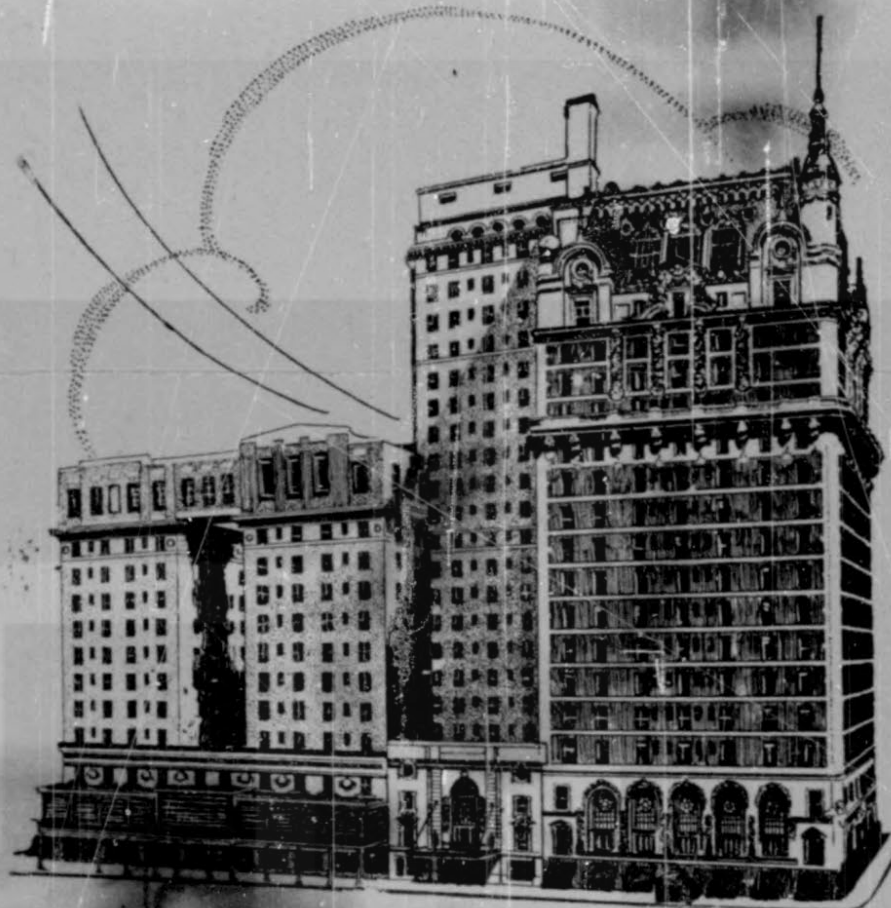
OTIS M. HARRISON, Manager.

Under the direction of the Ralph Hitz Organization

825 ROOMS
with bath, \$2 up.

COFFEE SHOP
Popular Prices.

GARAGE
in Connection.



We say thanks

to these musicians and entertainers for helping us make New Year's Eve the best New Year's Ever

OZZIE NELSON and his Orchestra
HARRIET HILLIARD
LITTLE JACK LITTLE and his Orchestra
RED NICHOLS and his Orchestra
AL KAVELIN and his Orchestra
WILL HOLLANDER and his Orchestra
KARL RICH and his Orchestra
HENRY THEIS and his Orchestra

CLYDE LUCAS and his Orchestra
ART PAULSON and his Orchestra
JACK STANLEY and his Orchestra
MILDRED MOORE
"RADIO FRANK" BESSINGER
WILKINS and MEYERS
BERNHARDT and GRAHAM
PEPPINO and RODA

You worked hard. Kept the party on its toes. Made friends—for us, for yourselves. Folks applauded. Chtered. And so do we. Take a bow!

Hotels Directed by

NATIONAL HOTEL MANAGEMENT CO., Inc.

RALPH HITZ, President . . . J. E. FRAWLEY, Executive Vice-President

HOTEL NEW YORKER

New York. Frank L. Andrews, Manager. Connected by private tunnel with Pennsylvania Station. 2,500 rooms with tub and shower baths, radio, and running ice-water. Four restaurants. Modern garage facilities. Rates from \$3.00 a day.

NETHERLAND PLAZA

Cincinnati, Ohio. W. O. Seelbach, Manager. Cincinnati's most popular and distinguished hotel. 700 rooms with tub and shower bath, radio, and running ice-water. From \$3.00 a day. Automatic garage in building.

THE ADOLPHUS

Dallas, Texas. Otis M. Harrison, Manager. The largest hotel in Dallas. 825 rooms with bath. \$2.00 and up. Unexcelled convention facilities. Garage in connection.

HOTEL LEXINGTON

New York. C. E. Rochester, Manager. 501 cheery rooms, with radio, bath and feather-soff beds. The only hotel in New York employing women cooks exclusively. Rates \$2.00 a day and up.

THE BOOK-CADILLAC

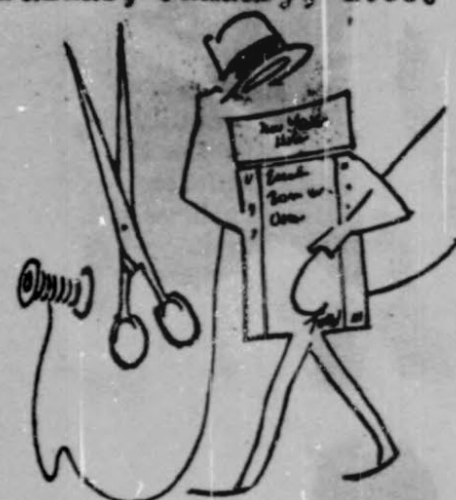
Detroit, Michigan. Wm. J. Chittenden, Jr., Manager. Rendezvous of Detroit's social and business leaders. 1,200 quiet, beautifully furnished rooms with bath, \$3.00 up. Four great restaurants. Convenient garage.

HOTEL VAN CLEVE

Dayton, Ohio. M. F. Stevens, Manager. Finest hotel in Dayton, with 300 modern, homelike rooms, with bath. Three attractive restaurants. Modern garage in connection. \$2.50 a day and up.



Dallas, January, 1935.



FASHION NOTE:

Light-weight checks are in favor now at the Hotel Adolphus Main Dining Room.

We present only modest, light-weight checks for meals in our Main Dining Room . . . and no wonder they're in general favor! Tempting meals . . . pleasant concert music. Better start a satisfying and thrifty habit today . . . and drop in.

BREAKFAST
30c, 40c, 50c,
60c, 75c

LUNCHEON
55c, 65c, 75c, 80c,
85c, 90c

DINNER
65c, 75c, 85c, \$1
and then by easy stages up to
\$1.75

O. K.'d Copy

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

Directed by National Hotel Management Co., Inc.
Ralph Hitz, President

Hotel ADOLPHUS

Presents

"The DRUNKARD"

The Sensation of
Hollywood
For 90 Weeks

All Star Cast
With

FRANK SHAW
Master of Ceremonies
Coffee Dan's 'Frisco
Sensation

8:30 Nightly
Except Sunday

\$1 Per Person
Junior Ballroom



Uncle Jake Sport News-2-16-35

THE DRUNKARD
8:30 NIGHTLY—Except Sundays.....
HOTEL ADOLPHUS
Junior Ballroom
ALL-STAR California Cast
DANKING to Prof. Boff's Bowery Band
\$1.00 PER PERSON
For table reservations phone 2-3281

News Feb. 14-16, 1935 - etc
Journal Feb. 15-16, 1935 - etc

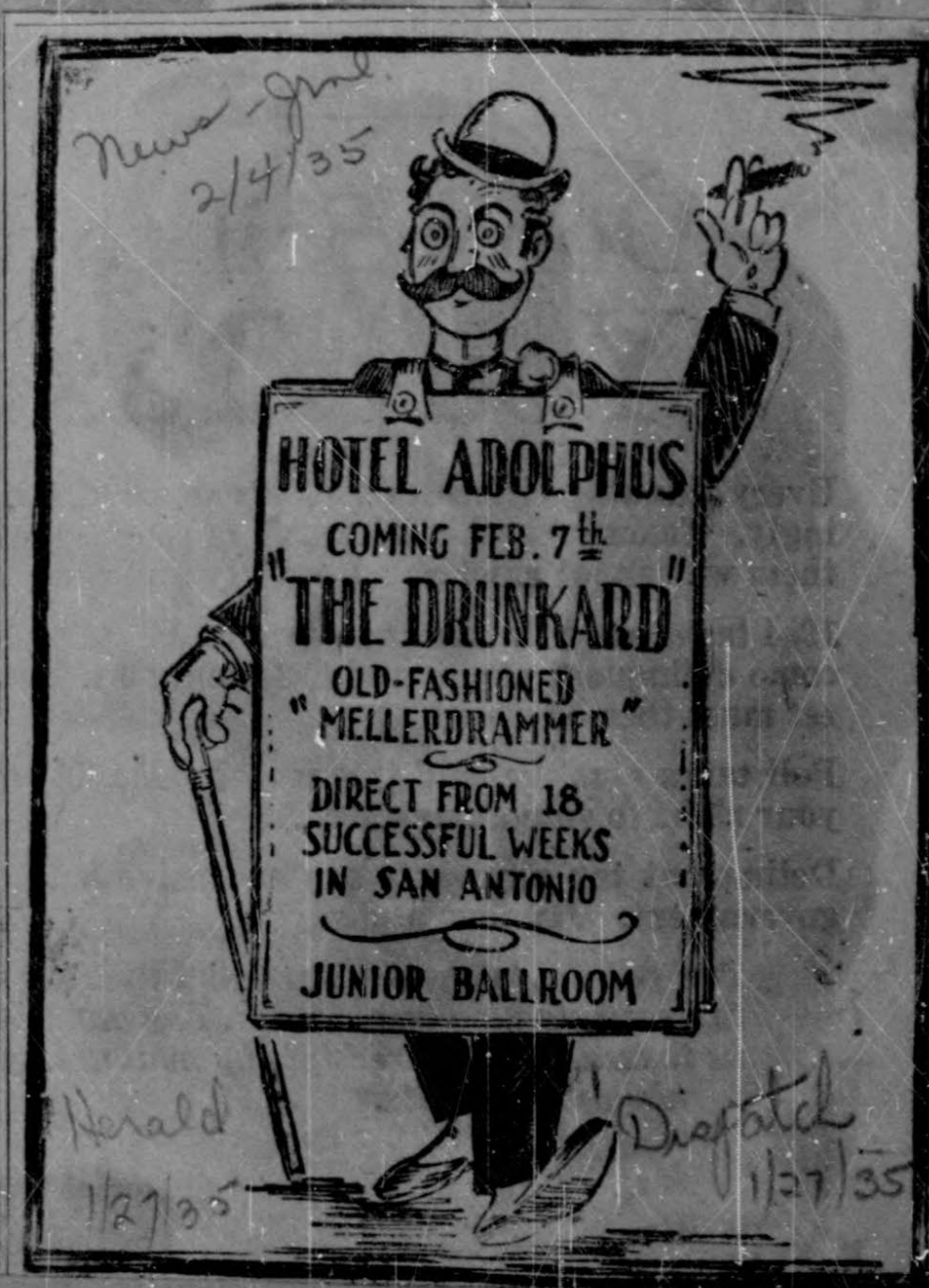
Cotton Ginners' Journal- March 1935.

Remember:

Hotel Adolphus is still your
convention headquarters
Make your reservations early

HOTEL ADOLPHUS

Dallas, Texas



In the
MAIN DINING ROOM

The service and the surroundings... as well as the pleasing music... make this a most luxurious place to enjoy sumptuous foods. Yet it is not expensive. Efficient management enables us to give you 50 much for 50 little.

Breakfast from 30c on up to 75c
Luncheon from 55c on up to 90c

Service
—that is as unobtrusive as it is swift and expert.

DINNER
A variety of delightful table d'hôte dinners, including all the courses from appetizers to dessert.

Range of Prices.
Beginning at..... **90c**
Dispatch -1-29-35

Hotel ADOLPHUS
OTIS M. HARRISON
MANAGER

Bowery and "The Drunkard" Return to Dallas Dispatch 1/27/35

"Heh, heh, heh."
"A sloc gin fizz, kiddo."
"To think I should ever come to this."

That old melodrama, "The Drunkard," which was produced by Barnum when he finally "took the veil" and went on a crusade for temperance, comes to the Adolphus hotel on Feb. 7, for an indefinite run in the junior ballroom. It is a California company that will do the burlesquing. The Adolphus ballroom is being turned into a Bowery theater-cave with red oilcloth table covers, a bar, mustached waiters and all the trimmings that gave glamor to the "Gay 90's." There will be dancing between acts. You may drink your beer at the bar or at your table. A group of singers will perform between acts, providing a floor show in the fashion of the "Gay 90's." Admission will be \$1 the person. A free glass of beer will be served each person. The \$1 includes the show and dancing. Food will be served a la carte for those who desire it. Above are three of the leading players. From left to right Leland S. Harris, the villain of villains; Betty Blossom, who is built along Mae West lines since "Ta-Ra-Pa-Boom-De-A," and Bobby Fowler, the hard-drinking hero. There'll be a lot of laughs in this.

GRAND OPENING
THURSDAY FEB. 7th
"The Drunkard"
OLD FASHIONED
"MELLER DRAMMER"
ALL STAR
CALIFORNIA CAST
★ JUNIOR BALLROOM ★
HOTEL ADOLPHUS

Uncle Jake- 2/9/35

Join the Crowd
Hiss the Villain
Old-Fashioned
Mellerdrammer

THE DRUNKARD
ADOLPHUS HOTEL
Junior Ballroom
8:30 Nightly, Except Sunday
The Sensation of Hollywood for 90 Weeks
FLOOR SHOW—SING SONG DANCING
For Table Reservations
Call 2-3281

Dallas News-May 4th, Journal May 1st

Opening Thursday Night, May 9
PHIL HARRIS
and His Hollywood Orchestra
WITH LEAH RAY
The Most Beautiful Singer in Radio
★ADOLPHUS ROOF★
Dallas Dispatch, April 28, May 1st,
Times Herald, April 28th

COME AND LAUGH AND HISS THE VILLAIN

| | | |
|---|--|--|
| COMPLETE FLOOR SHOW AFTER "THE DRUNKARD" | DANCING TO PROF. BOTTS' BOWERY BAND | NIGHTLY 8:30 EXCEPT SUNDAYS |
| FRANK SHAW "Master of Ceremonies" Coffee Dan's Frisco Sensation | BETTY BLOSSOM SINGING TARARA BOOM DE AY! | |
| REFRESHMENTS AND DAINTIES MAY BE PROCURED | ADMISSION \$1.00 PER PERSON TAX INCLUDED | CALL 2-3281 FOR TABLE RESERVATIONS |

Herald 2/6/35, Dispatch 2/12/35


GRAND OPENING
THURSDAY FEB. 7th
"The Drunkard"
OLD FASHIONED
"MELLER DRAMMER"
ALL STAR
CALIFORNIA CAST
★ JUNIOR BALLROOM ★
HOTEL ADOLPHUS

★ JUNIOR BALLROOM ★
HOTEL ADOLPHUS
"The Drunkard"
Also Gala After Show
ALL STAR
CALIFORNIA CAST
\$1 Per Person
Including Tax
Phone 2-3281
for Table Reservations
Herald 2/10/35, Dispatch 2/12/35

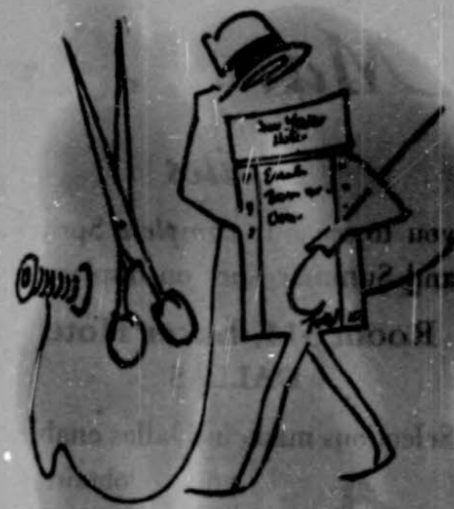
8:30 Nightly
Except Sunday
FRANK SHAW
Master of Ceremonies
Dancing to
Prof. Botts'
Bowery Band
**OLD FASHIONED
"MELLER DRAMMER"**

HOTEL ADOLPHUS
DALLAS • OTIS M. HARRISON, Manager
825 Rooms with bath. \$2 up. • Two Popular Price Restaurants
DIRECTION, NATIONAL HOTEL MANAGEMENT CO., INC.
RALPH HITZ, President
News Notes April 1935

Hotel ADOLPHUS
PRESENTS
The DRUNKARD
The Sensation of Hollywood for ninety weeks
All Star Cast with
FRANK SHAW
Master of Ceremonies From Coffee Dan's
8:30 NIGHTLY except SUNDAY
\$1 PER PERSON JUNIOR BALLROOM



2/11/35



FASHION NOTE:
Light-weight checks in favor in our Main Dining Room will appeal to Buyers.

We present only modest, light-weight checks for meals in our Main Dining Room... and no wonder they're in general favor! Tempting meals... pleasant concert music. Better start a satisfying and thrifty habit today... and drop in.

| BREAKFAST | | | | |
|-----------|-----|-----|------|---------|
| 30c | 40c | 50c | 60c | 75c |
| LUNCHEON | | | | |
| 55c | 65c | 75c | 80c | 85c 90c |
| DINNER | | | | |
| 65c | 75c | 85c | \$1. | |

and then, by easy stages, up to \$1.75

Hotel ADOLPHUS
OTIS M. HARRISON, Manager
Directed by National Hotel Management Co., Inc.
Ralph Hitz, President
Spring Hotel Management Company, Inc. 1935
Southwestern Style Show



Howdy, Folks!

The latch string is out at Hotel Adolphus. We want you to consider this an open invitation to make yourself at home during the market season. Everybody on the place joins in the welcome because we are really "At Your Service."

825 rooms with bath. \$2 up.
Main Dining Room. Music.
Coffee Shop—Day and Night.
Garage in Connection.

HOTEL ADOLPHUS

Otis M. Harrison, Mgr. DALLAS
Directed by National Hotel Management Co., Inc.,
Ralph Hitz, President.

YES Caravan February 1935
only \$1

for dinner in the
MAIN DINING ROOM

It's a great lifter-upper... dinner in the Main Dining Room. With artistry in the food. Smartness in the surroundings. Soft concert music playing. Better date up that customer, the boss or THE girl and come on over.

Restaurant Prices
MAIN DINING ROOM
Breakfast . . . 60c, 75c
Luncheon . . . 60c, 75, 85c
Dinner \$1, \$1.25, \$1.50, \$2
Orchestra music during luncheon and dinner

COFFEE SHOP
Breakfast . . . 40c, 60c
Luncheon 30c, 40, 65, 75c
Dinner . . . 55c, 65c, 75c, \$1

HOTEL ADOLPHUS

Dallas
OTIS M. HARRISON, Manager
Under direction of National Hotel Management Company, Inc. • Ralph Hitz, President



In Dallas it's

HOTEL ADOLPHUS

...to members of the cotton ginning industry to make themselves "at home" at this hotel whenever they are in Dallas.

OTIS M. HARRISON, Mgr.

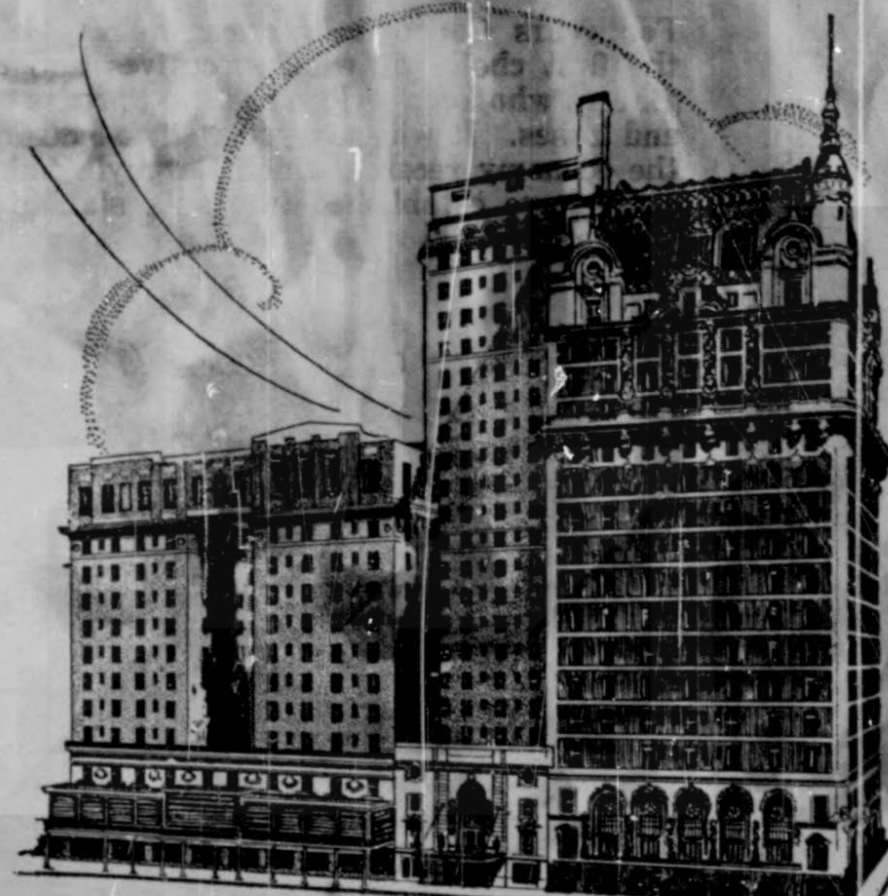
Directed by National Hotel Management Co., Inc.
Ralph Hitz, President

An Open Invitation

...to members of the cotton ginning industry to make themselves "at home" at this hotel whenever they are in Dallas.

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager . . . Dallas
Directed by National Hotel Management Co., Inc.
Ralph Hitz, President



Cotton Ginner's Journal Feb. 1935

UNCLE JAKE at the Adolphus

Well, me an' the ol' ladie sort o' got cantank'us t'other evenin' and tuk in the Adolphus Roof... they is sure puttin' on a swell show up there... them millyun dollar leigs of Mary Lee kin sure hold yer 'ten-shun. An' th' missus was sort o' mor'n usual interested in barytone Paul Sutton and she wants to go back to hear him agin real soon.

When Sally Gay, that kuto littl' s'list-kated singer warb'd "Was' Virginny Hills" I wasn't sure whether or not... but... sum how I'm goin' t' see that change o' floor show every week. An' I gotta see Kay, Katya and Kay who 'r've nex' Thursday nite for their first apperance in their famus dance act. Well... gotta go now. I'll be lookin' fer yu up there.

HOTEL ADOLPHUS

825 Rooms With Bath From \$2.00
H. M. STEVENS, Manager
Director National Hotel Management Co., Inc.
RALPH HITZ, Pres.



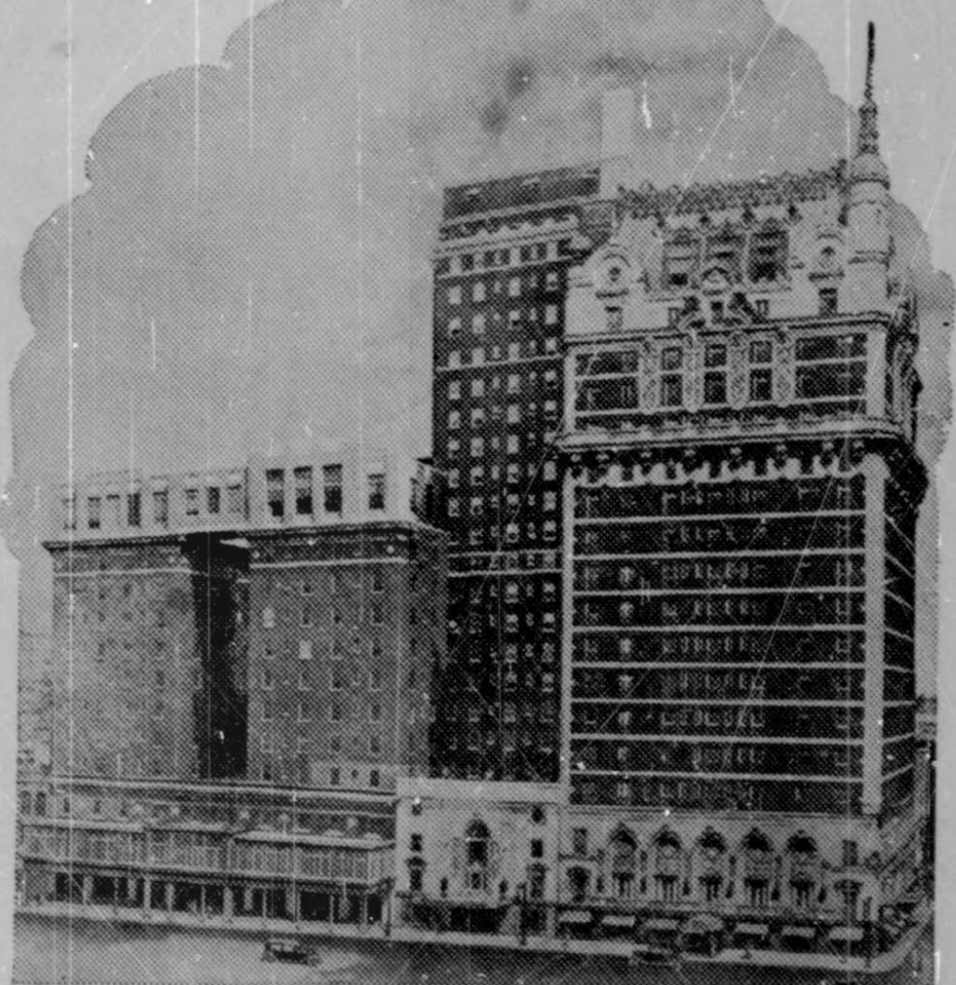
FOOD AT ANY HOUR

Gasoline stations are not the only places that give super service. Hotel Adolphus Room Service will bring you food at any hour of the day or night. And, SUCH food! It is delicious to the point of elegance because the primary materials are the very best that the market affords and our skilled chefs prepare them just exactly to suit your taste.

Just Lift Your Receiver and Ask Room Service For a Waiter.... He will Come Immediately with a Menu.

HOTEL ADOLPHUS
OTIS M. HARRISON, Mgr.

TEXAS INSURANCE- February 28th, 1935.



Insurance Men!
This is an Open Invitation

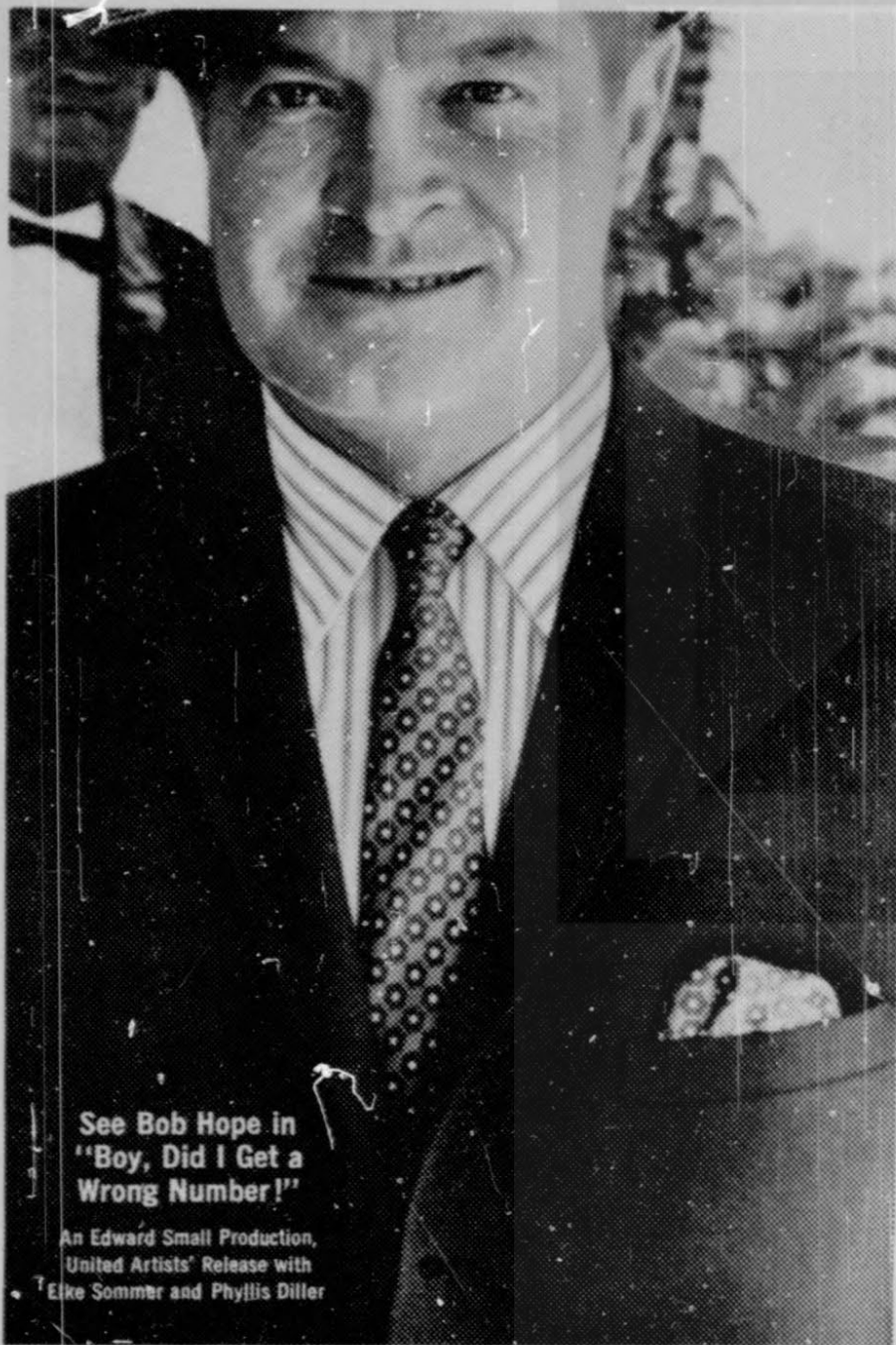
We want you to make yourself at home at Hotel Adolphus whenever you are in Dallas. Feel free to call on us for any service no matter how unusual it may be. We are really "At Your Service."

825 Rooms With Bath. \$2 Up.
Main Dining Room, Concert Music.
Coffee Shop—Open Day and Night
Garage in Connection.

Hotel ADOLPHUS

DALLAS . . . OTIS M. HARRISON, Manager
Directed by National Hotel Management Co., Inc.
RALPH HITZ, President

Dealer
Newspaper
ads dealers
1400
APPROX \$1,50,000



A happy blending!
Your Hart Schaffner & Marx
BAHAMA HOLIDAY
VIRACLE SUIT
and your

Hathaway Shirt. Muted hairline stripes in three shades, on fine white madras, accent the color of your HS&M Viracle suit. **\$0.00**

Neckwear. Small-pattern foulard silks in colors especially blended for harmony and contrast with suit and shirt. **\$0.00**

STORE NAME

Photographed at Emerald Beach Hotel, Nassau.



What to wear under a straw hat: Bob chooses cool

Summer Sharkskin

by Hart Schaffner & Marx

By jet or jeep, Bob Hope is the world's travelingest man. And everywhere he roams, he arrives looking well-dressed and well-pressed. His travel tip: wear Summer Sharkskin from the Hart Schaffner & Marx Viracle collection.

This is sharkskin in a blend of Dacron* and worsted. Light in weight but strong on wear. Shakes off wrinkles. Keeps its shape through steamiest days. You stay cool; your suit stays neat.

Credit Hart Schaffner & Marx tailors with a skillful assist. They see to it that the look you buy is the look you keep.

If you're going places this season, pay us a visit first. You'll find travel's a breeze in a Summer Sharkskin suit by Hart Schaffner & Marx.

00.00

* Reg. T.M. for Du Pont's polyester fiber

Store Name

Photographed at Emerald Beach Hotel, Nassau.

S66-13... Complete ad mat as above.
4 columns x 16 inches (896 lines)

IMPORTANT! Under no circumstances can the Bob Hope advertising material sent to you be altered in any manner without permission of Hart Schaffner & Marx' Advertising Department.

Hotel Adolphus

Junior Ballroom

"The Drunkard"



Nightly, Except Sunday
Curtain at 8:30

FRANK SHAW
Master of Ceremonies

Dancing to Prof. Botts
Bowery Band

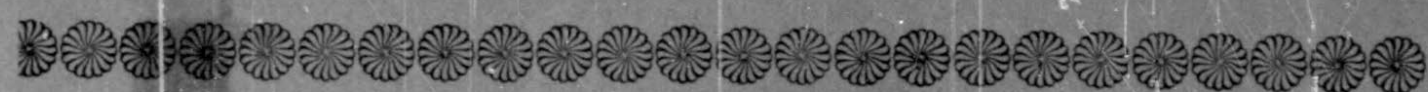
Stay for the Floor Show
After Final Curtain

Barroom Ballads

Everybody join in the singing

ADOLPHUS

NIGHTLY AT 8:30 O'CLOCK, Except Sunday



The Action of the Drama Has Been Directed by
MR. COATES GWYNNE
and is Executed by the FULL STRENGTH of the Company

DRAMATIS PERSONAE

| | |
|--------------------|--|
| Mrs. Wilson | Florence Saxon |
| Mary, her daughter | Ruby Dena |
| Squire Cries | Leland Stanford Harris |
| Edward Middleton | Rollon Parker |
| William Dowton | Bobby Fowler |
| Agnes, his sister | Sadelle Wagner |
| Minister | James Montague |
| Farmer Gates | Joseph Alsup |
| Drover Stevens | Gilford Crowell |
| Landlord | Frank Shaw |
| Barflies | Harris Owen Jim Curry Dusky Ross |
| Julia | Mary E. Seawell |
| Arden Rencelaw | Coates Gwynne |
| Boy | Teddy Travis |
| Police Officer | Robert Sullivan |

The scenes are historically correct and were copied from old prints

DANCING AND FLOOR SHOW AFTER FINAL CURTAIN
CARRIAGES may be ordered at any hour

MASTER OF CEREMONIES
L HOSTESS OF THE GAY NINETIES
AFTER SHOW — DON'T MISS IT

Main Dining Room

BREAKFAST

Select your favorite kind of get-together from our varied breakfast menu. **30c**
Up

LUNCHEON

Make the business of luncheon a pleasure with food that is rousing good. **55c**
Up

DINNER

Dinner service a la carte. Also, a dozen table d'hote specials. **90c**
Up

Soft Music... Soft Prices

Hotel

ADOLPHUS

OTIS M. HARRISON
MANAGER

Main Dining Room

BREAKFAST

Select your favorite get-together from the rousing good food on our varied breakfast menu. **30c**
Up

LUNCHEON

Make the business of luncheon a pleasure with food that is really good. **55c**
Up

DINNER

Dinner service a la carte. Also, a dozen table d'hote specials. **90c**
Up

Soft Music... Soft Prices

Hotel

ADOLPHUS

OTIS M. HARRISON
MANAGER

Despatch 3/14/35



Opening

Thursday, May 9th

★ *Adolphus Roof* ★

PHIL HARRIS

and His Hollywood Orchestra

LEAH RAY THE MOST BEAUTIFUL GIRL IN RADIO

COME—Make it a holiday. Dallas is calling you to rest, recreate, dance to your heart's content and have a good time generally. Come right to Hotel Adolphus. Luxurious rooms with bath—825 of them from \$2 up. Two popular price restaurants. Garage in connection.

HOTEL ADOLPHUS

Otis M. Harrison, Manager... DALLAS
DIRECTED BY NATIONAL HOTEL MANAGEMENT COMPANY, INC.
Ralph Hitz, President

TERRITORIAL AD "A"

Manilla Globe News
May, 1934 (with change)

Congratulations GOLDEN SANDSTORM

We saw you win the State Championship at Fair Park Stadium in Dallas Saturday. We appreciate your playing this memorable game in our city and we join your thousands of loyal supporters in extending heartiest congratulations.

HOTEL ADOLPHUS

—DALLAS—

OTIS M. HARRISON, Manager

Texas Optometrist- April, 1935.

Welcome Optometrists!

We join with Dallas in extending appreciation of having been selected as the location of your convention. Please feel free to call on us for any service, no matter how unusual it may be.

Hotel ADOLPHUS

DALLAS: Otis M. Harrison, Mgr.

Direction National Hotel Management Co., Inc.



RALPH HITZ, President

Today's Club Breakfast

enjoy it in your room

| | | |
|---|----------------|-----------------|
| CHOICE | | |
| Any Fruits in Season | | |
| Half Grapefruit | Sliced Banana | Sliced Oranges |
| Orange Juice | Tomato Juice | Pineapple Juice |
| Welche's Grape Juice | Strawberry Jam | |
| Cream of wheat | Oatmeal | Dry Cereal |
| CHOICE | | |
| Steamed Finnan Haddie, Drawn Butter | | |
| Boiled, Fried, Scrambled Eggs with Ham or Bacon | | |
| Scrambled Eggs with Link Sausage | | |
| Lamb Chop | | |
| Chipped Beef in Cream | | |
| Calf's Liver and Bacon | | |
| Breakfast Steak | | |
| Griddle Cakes with Syrup | | |
| Waffles with Honey | | |
| Sweet Rolls | Dry Toast | |
| Tea | Cocoa | Coffee |
| | | Milk |

75¢

Call Room Service
Say "Club Breakfast"



Directed by National Hotel Management Co., Inc. - Ralph Hitz, President

New Adolphus Staff Plans Remodeling Work



Ralph Hitz of New York City, president of the National Hotel Management Company, Inc., was busy Monday checking over plans for an extensive remodeling program for the Adolphus Hotel, already under way. The picture shows Mr. Hitz conferring with his assistants. Standing are, left to right, Mr. Hitz, H. Fuller Stevens, acting manager of the Adolphus Hotel, and J. Edward Frawley, executive vice president of the management company. Seated is Mrs. Maude Bouldin, in charge of interior decoration and housekeeping.

Texas Optometrist, April, 1935.

THE HOTEL ADOLPHUS CONVENTION HEADQUARTERS

The Hotel management is ready to receive the Optometrists and they are assisting the local Convention Committee in every way possible to make the Convention a success. Ample space has been provided for Convention activities, including a spacious lecture room, exhibition spaces, clinic rooms, reception rooms, committee rooms, etc. In fact every convenience for hold a successful meeting has been provided by the hotel. May we urge the individual Optometrists to write for their reservation early, tell the motel the kind of room you want so that there will be no conflicts and when you arrive your reservation will be ready for you. Cooperation with the Hotel will mean better service for all. The Adolphus is situated in the heart of the shopping district, near all the better theatres and has everything that will tend to make you happy and comfortable during your stay. Make your plans now to be in Dallas April 17th to 19th, and make your reservation early, and remember this is your meeting and the Convention Hotel is the Adolphus.

What to Expect at "The Drunkard"



The old-time drummer is taking the Adolphus Hotel by storm, and the customers are taking to "The Drunkard" like ducks to water. The Journal's justly famous cartoonist, Jack Patton, has caught a few scenes from the currently running mellerdrammer in a meller mood (the actors and the audience, mind you, not the artist). If you don't see these same things complain to the management or the artist, or maybe you're wrong.

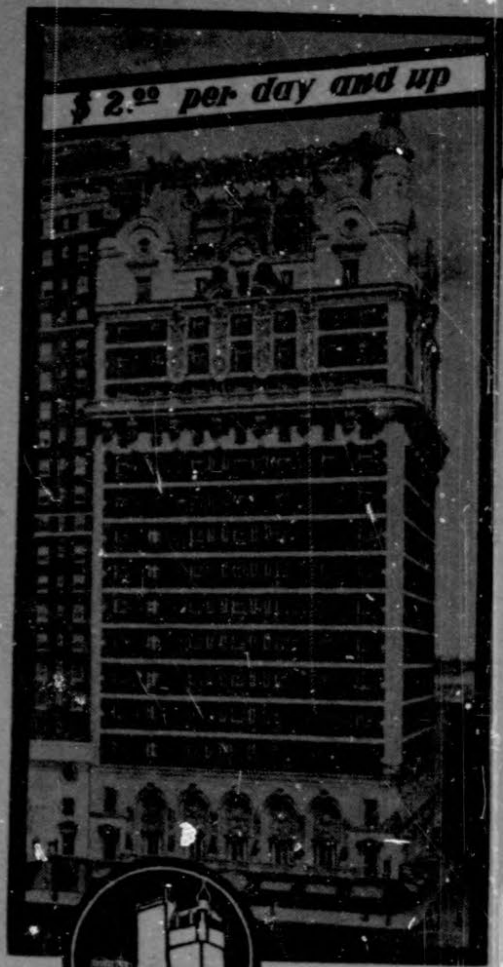
San Antonio Greeter

825 ROOMS
With Bath,
\$2 and up.

OTIS M. HARRISON,
Manager

Hotel ADOLPHUS DALLAS

Directed by
National Hotel Management Co., Inc.
Ralph Hitz, Pres.

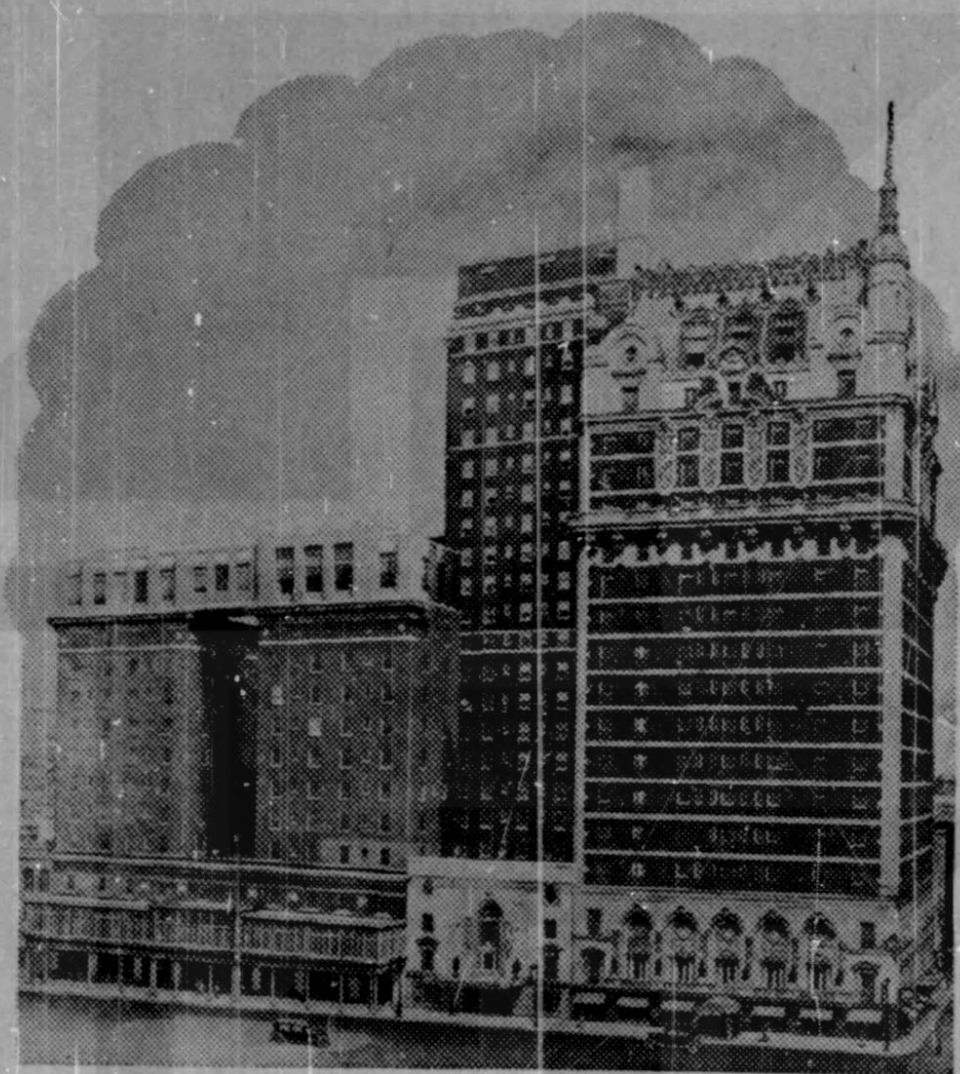


*Preferred
By Those Knowing*

ADOLPHUS 1




ADOLPHUS 2



ADOLPHUS 3

Dallas...
Here He Is!



Paul
PENDARVIS
and his
ORCHESTRA

in the
CENTURY ROOM
★
HOTEL ADOLPHUS

6



HENRY BUSSE
ADOLPHUS

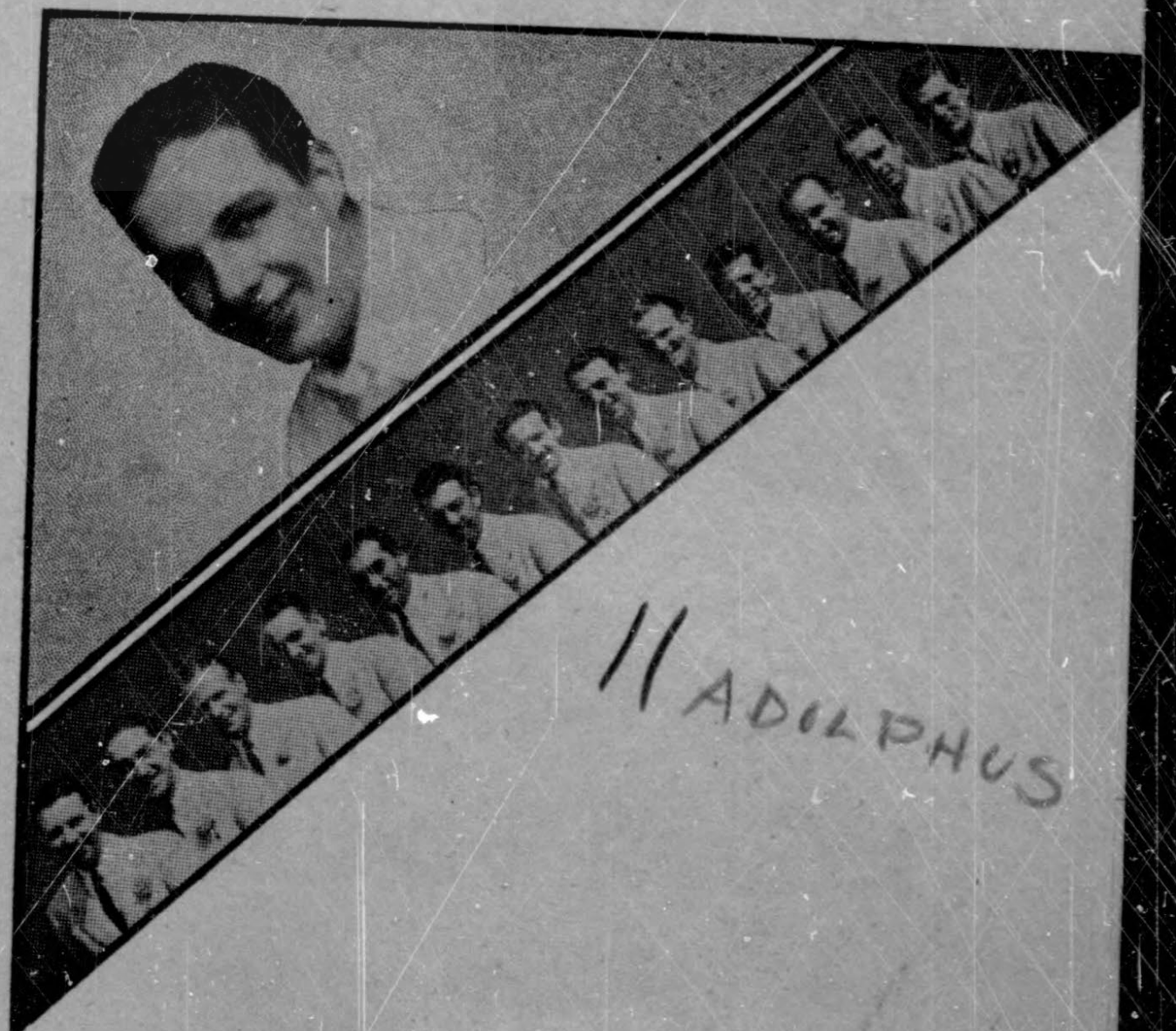
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ADOLPHUS 10

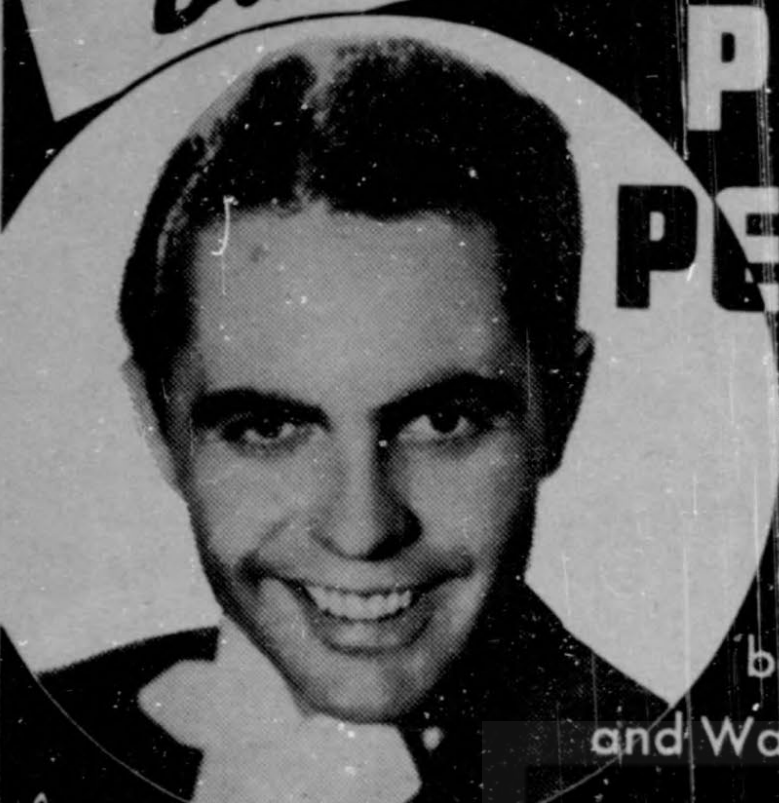


8



11 ADOLPHUS

Dallas Here He Comes!



PAUL PENDARVIS

and his Radio and Screen Orchestra...The Four Play boys, Eddie Scope, Wilkins and Walters, and Marjorie Beattie

Open Aug. 7 in the
CENTURY ROOM

Paul Pendarvis is one of the country's sensational young band leaders. He is the Pacific Coast's favorite. For months his sunny rhythms had Hollywood at his feet and on THEIR feet. And now Dallas is to have a chance to step to his sun-ripened melodies. Come and dance and you'll understand why Paul and his orchestra have broken all popularity records wherever they have played. Also the Playboys, Ennie, Mennie, Minne and Moe, Eddie Scope, personality singer, Wilkins and Walters, in their thrilling new dances. Marjorie Beattie, singer, singing the songs you like. Just to make sure, make your reservations early. Phone 2-3281.

HOTEL ADOLPHUS

You'll see STARS



When
CARL RAVAZZA
Opens with his
Sweet-Swing-Orchestra


in the **CENTURY ROOM**

Newest and brightest star among conductors, Carl Ravazza brings his all-star orchestra to the Century Room to give Dallasites a taste of the sweet-smooth, sweet-swing music that had all Hollywood on its toes. Also Frank Barton, the boy that makes the trumpet talk in a most amusing manner. Virginia Haig, the girl with the blithesome voice. Marion Wilkins and Jack Walters, dancers superb. . . .

At Luncheon, Dinner and Dancing

HOTEL ADOLPHUS

Dallas... Here He Is!



Paul
PENDARVIS
and his
ORCHESTRA

in the
CENTURY ROOM
HOTEL ADOLPHUS



ADOLPHUS

7



ART JARRETT
AND
HIS
ORCHESTRA
ON THE
ADOLPHUS ROOF



8



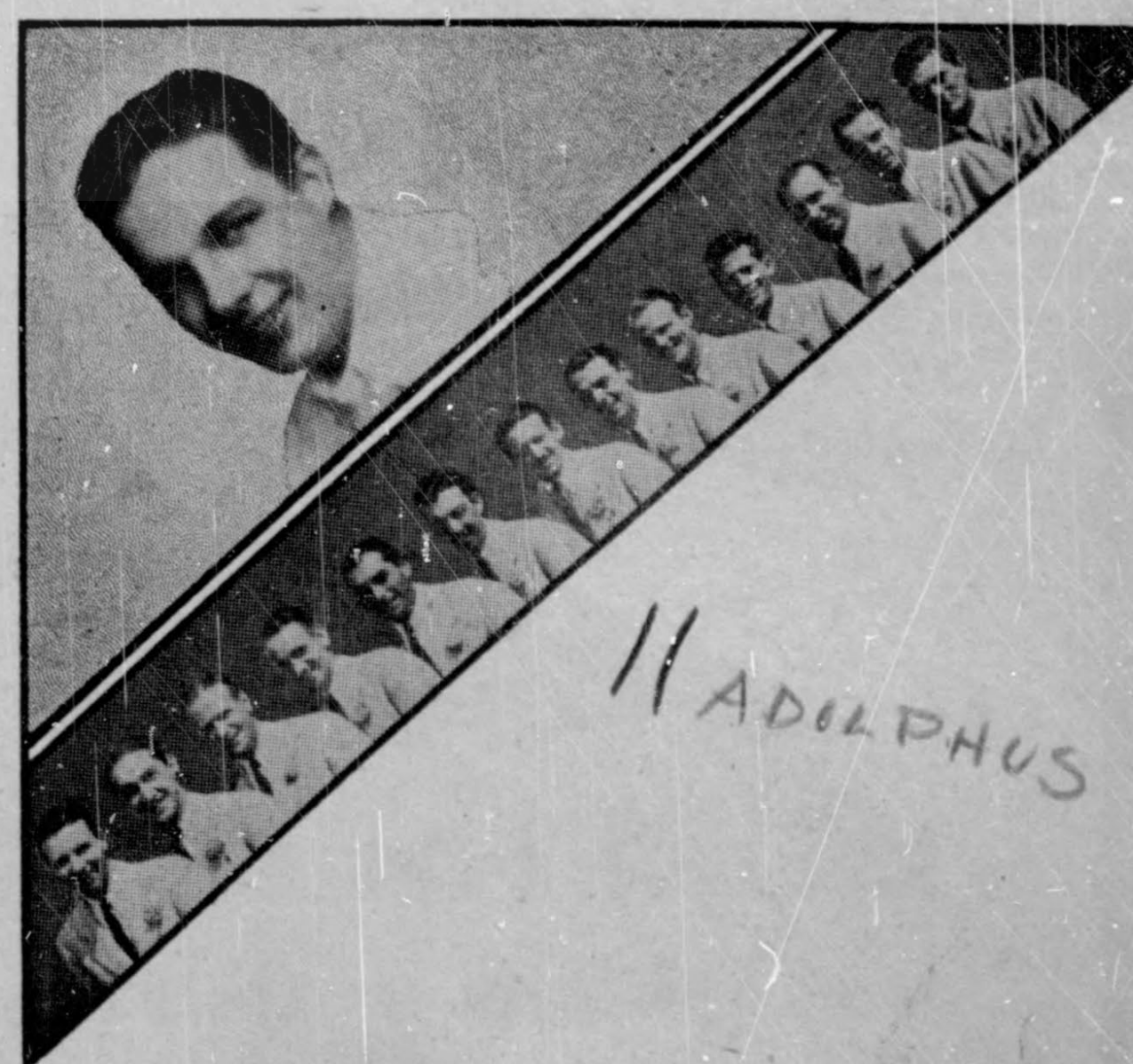
HENRY BUSSE
ADOLPHUS

9



ADOLPHUS

10



ADOLPHUS

*We're having
Sunday
Dinner*
in the



CENTURY ROOM

A Sunday dinner in the gay atmosphere of the beautiful CENTURY ROOM... a grand event for anyone. Culinary masterpieces by Adolphus Chefs. Singing by Virginia Haig. Dancing by the Texas Red Heads, formerly dancing with Ginger Rogers. All for \$1.50. No cover charge to dinner guests. Cover charge to guests arriving after 9:30 p. m., 85 cents.

Music by
CARL RAVAZZA



HOTEL ADOLPHUS


A HINT TO
HUSBANDS
*Give her
a holiday
this Sunday*
DINNER IN THE
CENTURY ROOM



Music by
CARL RAVAZZA

Date your wife up today for a dinner in the Glamorous CENTURY ROOM Sunday. She's earned a rest, and she'll appreciate a bit of holidaying where the food is so grand, the service so pleasing. In addition, there's the sweet-smooth singing of Virginia Haig. The superb dancing of Ginger Rogers' former dancing mates... the Texas Red Heads. Special Sunday dinner, \$1.50. No cover charge to dinner guests. To guests arriving after 9:30 p. m., cover charge 85c.

HOTEL ADOLPHUS



**WHO
WOULDN'T
HURRY!**

Anybody would run to get one of those Adolphus Bar Special Lunches at 35 cents. And beer! Men say it is the place where beer is kept the way they really like it.

HOTEL ADOLPHUS

LET'S HAVE IT OUT THIS SUNDAY
DINNER
IN THE
Beautiful
CENTURY ROOM




Sunday dinner! Make it a bright, carefree affair in the gay CENTURY ROOM. Famous foods by famous Adolphus chefs. The blithe singing of Virginia Haig. The clever dancing of the Texas Red Heads, formerly dancing with Ginger Rogers. Special Sunday dinner, \$1.50. No cover charge to dinner guests. Cover charge 85c to guests arriving after 9:30 p. m.

Music by **CARL RAVAZZA**

HOTEL ADOLPHUS

THEY'RE COMING BACK!

PHIL HARRIS
with his Hit of Radio and
Screen Orchestra

LEAH RAY
Radio's Most Beautiful Singer
and PEPPINO & MASCOTTE
New York's Famous Dancing Team

OPENING IN THE
GRAND BALL ROOM
Saturday, May 30th

All smart Dallas will be here Saturday night, May 30, from 7:30 o'clock on, to celebrate the triumphant return of Dallas' favorite music-maker... Phil Harris... when he opens our NEW Grand Ball Room, scintillating in its NEW decorations, beautiful in its NEW furnishings, delightful in its NEW arrangement, enchanting in its modernity.

Come on! Just for fun, just for gaiety, just for merriment. Phil Harris will set you humming and tapping with his satiny rhythms and NEW tuneful melodies. And food as sumptuous as the music. Cover charge 85 cents week nights and Sundays; \$1.10 Saturdays and Holidays.

After opening night, Phil Harris plays for luncheon and dinner and for dancing every night, including Sunday.

Hotel Adolphus
FULLER STEVENS
MANAGER
825 ROOMS
WITH BATH

FOR RESERVATIONS
PHONE 2-3281




FOUND


Dallas theatre-goers have discovered just the after-theatre snack they want and the kind of champagne cocktail they like at the Adolphus Bar. So, come along tonight after the show. You'll meet many of your friends here.

HOTEL ADOLPHUS

Lunch in the BEST of Circles

You'll meet your friends and customers at the Adolphus Bar at lunch time, because they find the tastiest sandwiches in town, and beer kept at just the right temperature.

ADOLPHUS BAR
HOTEL ADOLPHUS



A MAN'S AFFAIR

You will find any number of business men lunching at the Adolphus Bar, many with important customers in tow. Some eat that appetizing Special Luncheon. Others like those taste-teasing sandwiches. But all say "Give me that good beer they serve at the Adolphus Bar."

HOTEL ADOLPHUS

AIR CONDITIONED for your Comfort
KEEPS YOU Cool...AND Refreshed WHILE YOU Dine...AND Dance

STARTS PROMPTLY AT 12:15 P.M.

VARIETY CLUB

3 KINGS FOR A DAY
JAMES O. CHERRY
WILBUR CUSHMAN
PAUL SHORT

Present
"THE TRIPLE-THREAT VARIETIES"
(3 times as much entertainment as you've ever had before...with a luncheon 3 times better than any you've ever eaten before.)

IN PERSON
33 GREAT RADIO...STAGE
...SCREEN STARS 33

SEVEN SWEETHEARTS OF SYNCOPATION
Merry Melodious Musical Maids

HASHI and OSAI
Singing Japanese Songs

IF YOU HAD ALL THE MONEY IN THE WORLD... YOU COULDN'T GET MORE THAN YOU'LL GET FOR 85c

SKETER and RAY
Colorful Comedy Combination

THE MUSICAL JORDANS
Zippy, Zestful Typhonians

MARLENE SISTERS
Duo of Dainty Dancers

JIMMY MACK
Top Tapper of Tuneful Toss

THE ORLOFF TRIO
Three Thrilling Throwing Throwers

ALVIRA MORTON
Singing Seven of Syncopated Song

EXTRA ADDED ATTRACTIONS
3-SUPER MUSICAL ORGANIZATIONS-3
Furnishing Before... After Luncheon Music

HYMANOPOLD CHARKOWSKI
and his Symphonic Concert Orchestra
Playing the Hits for Every Moment

CHARNIE HYMAN
and his Singing Dancers
Playing the Hits for Every Moment

DON CHARKO
and his Singing Dancers
Playing the Hits for Every Moment

MONDAY, APRIL 20
12 O'CLOCK - NOON
VARIETY CLUB LUNCHEON
ADOLPHUS PALM GARDEN

THE SHOW IS GIGANTICALLY STUPENDOUS.
THE FOOD IS COLOSSALLY DELICIOUS.

BRING YOUR LADY DINNER-DANCING

in the Cool CENTURY ROOM

It's a gay time every night in the Gay CENTURY ROOM with Paul Pendarvis' lifting tunes, Eddie Scope, personality singer, Eena-Meena-Mine, Mo, the Playboys, Wilkins and Walters, dance aristocrats.

HOTEL ADOLPHUS

NEWEST STAR IN THE MUSICAL FIRMAMENT

Beginning Friday,
Sept. 25th

CARL RAVAZZA
with his

Sweet-Swing ORCHESTRA

Direct from The Trocadero Club...Hollywood
Lifts a Musical Champagne Cocktail to Your Pleasure..

in the
CENTURY ROOM

At the swank Trocadero Club, Hollywood, Carl Ravazza and his sweet-swing orchestra broke all popularity records. Their sparkling music had them panicky with enthusiasm. Now Dallas gets a chance to step the rhythms of this brilliant young orchestra leader.

At Luncheon, Dinner and Dancing

HOTEL ADOLPHUS

Two Good Reasons for a Dance Date in the CENTURY ROOM

And we mean good! For Phil Harris and Leah Ray have what it takes to put an evening across. Phil, with a dance-musical style all his own...fresh, buoyant and breezy. And Leah...well, when lovely Leah sings, boys sometimes forget their dates. Then there is the captivating CENTURY ROOM, the South's most beautiful dine and dance place, with mountain-crisp air that gives a new delight to dining and dancing. See Phil and Leah. Hear them. Enjoy them. Why not tonight? Dancing every night, 9 till 2.

Hotel Adolphus
FULLER STEVENS, Manager
225 ROOMS WITH BATH

AIR-CONDITIONED

New Year's Eve Party

Make Your Reservation NOW!

Supper DANCE
(10 p.m. to 3 a.m.)
\$5 Per Person

PHIL HARRIS AND HIS ORCHESTRA with LEAH RAY

A PARTY YOU'LL REMEMBER

Superb Food
Gay Hats and Noisemakers
A Grand Floor Show

Hotel ADOLPHUS
225 Rooms with Bath
FULLER STEVENS, Manager
Direction National Hotel Management Co.—Ralph Hitz, Pres.

Just Look WHAT YOU FIND IN THE AIR COOLED CENTURY ROOM

PAUL PENDARVIS and his ORCHESTRA

THE FOUR PLAY BOYS

EDDIE SCOPE
Personality Singer

RAY MORTON
Who puts Song in your Soul

WILKINS and WALTERS
In Their Dance Specialties

HOTEL ADOLPHUS

TESTED Every Hour

You can't guess about the temperature of beer...if you want beer alive with sparkle and goodness. And no other kind is good to drink. At the Adolphus Bar, we test our beer every hour to see that it is kept just cold enough to bring out its mellow flavor.

HOTEL ADOLPHUS

Great Idea

Men who eat a light breakfast or an early one, find at the Adolphus Bar just the mid-morning snack that satisfies. Of course, along with it that good Adolphus Bar beer, cooled just right to bring out its zestful goodness.

HOTEL ADOLPHUS



Ligon Smith

AND HIS ORCHESTRA

MAIN DINING ROOM

Dinner as you like it . . . soft lights . . . soft music and soft checks. Rapturous food and rhythmic tunes. Sympathetic service and surroundings. Come, enjoy it. Now, tonight. A la carte service or special dinners, beginning at


90¢

HOTEL ADOLPHUS

Handwritten: 4/2/35
OTIS M. HARRISON, Manager
Direction National Hotel Management Co., Inc.—Ralph Hitz, Pres.
Dispatch - 3-28-35

HOTEL ADOLPHUS ROOF
SEASON PASS, 1935

You and one guest are cordially invited to accept the pleasures of dining.



Remember:

Hotel Adolphus is still your
convention headquarters
Make your reservations early

HOTEL ADOLPHUS

Dallas, Texas
Cotton Ginners Journal—March, 1935.

A GOOD STEER

**or nothing to
beef about**



Ever wonder why roast beef or a steak always seems to taste better at our hotels? It's no secret. Part of the credit goes to the chef, the rest to the beef itself. Likely as not, your cut comes from the choice loin of a championship Aberdeen Angus steer, as haughty a beastie as ever roamed a range. Costs us more, of course, but lets us write little ads like this.

All foodstuffs entering our hotels are carefully selected and prepared with the utmost care. The experience and training of our hundreds of cooks is supplemented with constant research to develop new dishes and to find new and more delicious recipes for old favorites.

FREE... Write to Durries Crane, Room 410, Hotel New Yorker, New York, or to the manager of any of our hotels for a FREE copy of "Favorite Foods from Famous Hotels," a colorful 16-page book of selected recipes from the treasured files of our world-famous chefs.

NATIONAL HOTEL MANAGEMENT CO. INC
RALPH HITZ - President
Hotel New Yorker, New York; Netherland Plaza, Cincinnati; Book-Cadillac, Detroit; Hotel Lexington, New York; Adolphus Hotel, Dallas; Hotel Van Cleve, Dayton
April Caravan

Do It » » » NOW!


Write us today for your
room reservation for the
Convention » » »

HOTEL ADOLPHUS

DALLAS, TEXAS
OTIS M. HARRISON, Manager
Direction National Hotel Management Co.
RALPH HITZ, Pres.

GINNERS' CONVENTION HEADQUARTERS
April, 1935 Cotton Ginners Journal

East Texas—March, 1935



**In Dallas it's
HOTEL
ADOLPHUS**

- + 825 rooms with bath \$2.00 up
- + Main Dining Room Concert Music
- + Coffee Shop Open all night
- + Garage in connection

OTIS M. HARRISON, Mgr.
Directed by
National Hotel Management Co., Inc.
Ralph Hitz, President

Texas Press Messenger—March, 1935.

Get Away From Your "Pressing" Affairs


Treat yourself to a trip. Even a couple of days in the restful comfort of Hotel Adolphus will bring a revival of spirit and new energy and enthusiasm to tackle the task when you return home.

HOTEL ADOLPHUS


OTIS M. HARRISON, *Manager*

Dallas

Direction National Hotel
Management Co., Inc.—
Ralph Hitz, *President.*



East Texas—April, 1935



Here's to You!

Congratulations,
East Texas Cham-
ber of Commerce,
on the occasion of
your Ninth Annual
Convention. May
your success con-
tinue as your use-
fulness deserves.

Hotel ADOLPHUS

OTIS M. HARRISON, *Manager*

DALLAS

Direction National Hotel Management Co., Inc.
Ralph Hitz, *President*

**DE LUXE
LUNCHEONS
CASSEROLE
SPECIALS**

**85¢
65¢**



HOOT, MON!

Mark Ye the low Luncheon
Pr-r-r-ices in the

COFFEE SHOP

It's a sight to delight the can-
niest Scotsman. And the most
fastidious gourmet. Our table
d'hote luncheon menus. A host
of delectable dishes, at a price
you can afford to pay. Luxu-
rious atmosphere, of course, and
service just as fast as you want
it. Come in—starting today!

Restaurant Prices

MAIN DINING ROOM

Breakfast . . . 60c, 75c
Luncheon . . . 60c, 75, 85c
Dinner \$1, \$1.25, \$1.50, \$2

Orchestra music during luncheon and dinner

COFFEE SHOP

Breakfast . . . 40c, 60c
Luncheon 30c, 40, 65, 75c
Dinner . . . 55c, 65c, 75c, \$1

HOTEL ADOLPHUS

Dallas


OTIS M. HARRISON, *Manager*

Caravan—April, 1935

Under direction of National Hotel Man-
agement Company, Inc. • Ralph Hitz, *President*

Dallas, 1935.

AKC Copy
His 1935



A GOOD STEER Or Nothing to Beef About

Noonday Lunch Main Dining Room

It's not the sharpness of our
knives that makes our beef ten-
derloin so easy to cut. It's just
downright melt-in-your-mouth
tenderness. As you'd expect of
a succulent tenderloin from
what was likely a championship
blue ribbon steer — proudest
beastie in all beefdom. Ah—and
when it's ennobled with our
Sauce Bernaise, concocted as
only our chefs know how—it's
a treat to stir your soul. And
only one of a number of daily
luncheon menus that will send
you from the table humming.

*Featherweight
Checks, Too*

● EVERY NOON — Smooth,
relaxful music by Ligon Smith
and his orchestra.

HOTEL ADOLPHUS

OTIS M. HARRISON, *Manager*

Direction National Hotel Management Co., Inc.—
Ralph Hitz, *President*

To Expedite Service - -

Please Call VALET

■ ■

Cleaning & Pressing
Laundry
Shoe Shine

■ ■

THANK YOU!

THEATRE WORLD—Feb. 1935

Now Playing in Dallas

The Drunkard

and Gala After Show

JUNIOR BALLROOM

HOTEL ADOLPHUS

8:30 Nightly
EXCEPT SUNDAY

All-Star
California Cast

*Come and Hiss
the Villain*

Dancing to Prof.
Botts' Bowery Band

**Admission
\$1.00**

MAKE RESERVATIONS
Seating Capacity Limited



DALLAS—March, 1935

MAKE THE BUSINESS OF LUNCH A PLEASURE

in Our Main
Dining Room

Make the noontime inter-
lude an occasion. Relax in
the luxurious surroundings
of the restful Main Dining
Room. Delectable food . . .
soft music . . . and soft
prices.

55c and up

HOTEL ADOLPHUS

OTIS M. HARRISON, *Mgr.*

DALLAS

Directed by National Hotel Management Co.,
Inc.—Ralph Hitz, *President*

Centennial City

HOTEL ADOLPHUS



Home of A. A. A. Headquarters

—DALLAS, TEXAS—

Always a Hearty Welcome

Otis Harrison, *Manager*

DALLAS AUTOMOBILE CLUB MAGAZINE—MARCH, 1935.

Local Ad. No. 3



Opening Tonight..

PHIL HARRIS

...and His World-Famous
Radio and Movie Orchestra

"You and the night and the music." Musical stars shining and real starlight coming through the windows of the enlarged, remodeled and redecorated roof. What a setting for the one and only! What a date for a joyous evening! Better 'phone 2-3281 if you want a reservation.



LEAH RAY

The Most Beautiful Girl in Radio

DANCING
\$1.10



Opening
Thursday, May 9th

★ *Adolphus Roof* ★

PHIL HARRIS
and His Orchestra

LEAH RAY

The Most Beautiful Girl in Radio

COME—Make it a holiday. Dallas is calling you to rest, recreate, dance to your heart's content and have a good time generally. Come right to Hotel Adolphus. Luxurious rooms with bath—\$25 of them from \$2 up. Two popular price restaurants. Garage in connection.

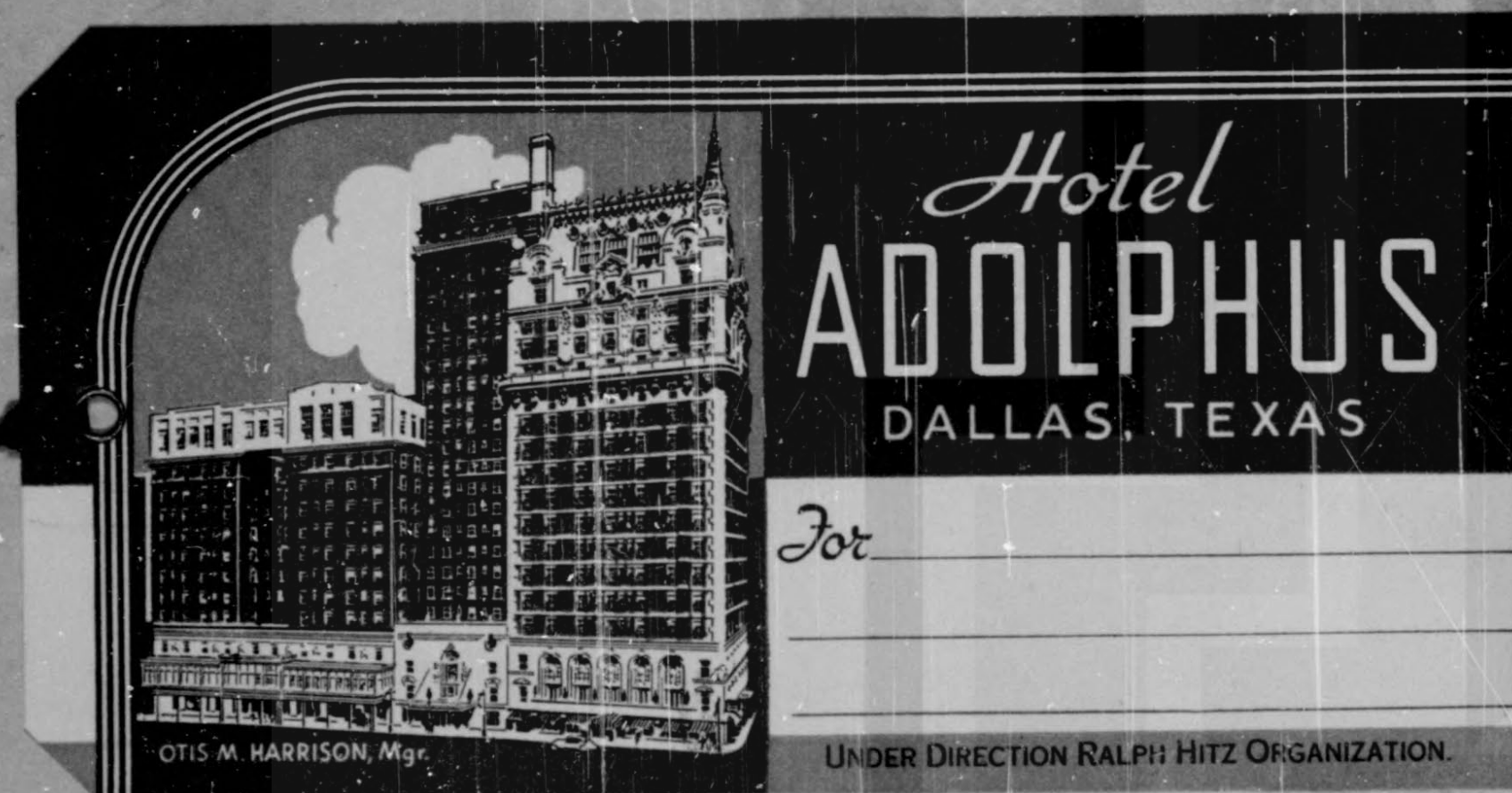


TERRITORIAL AD "B"

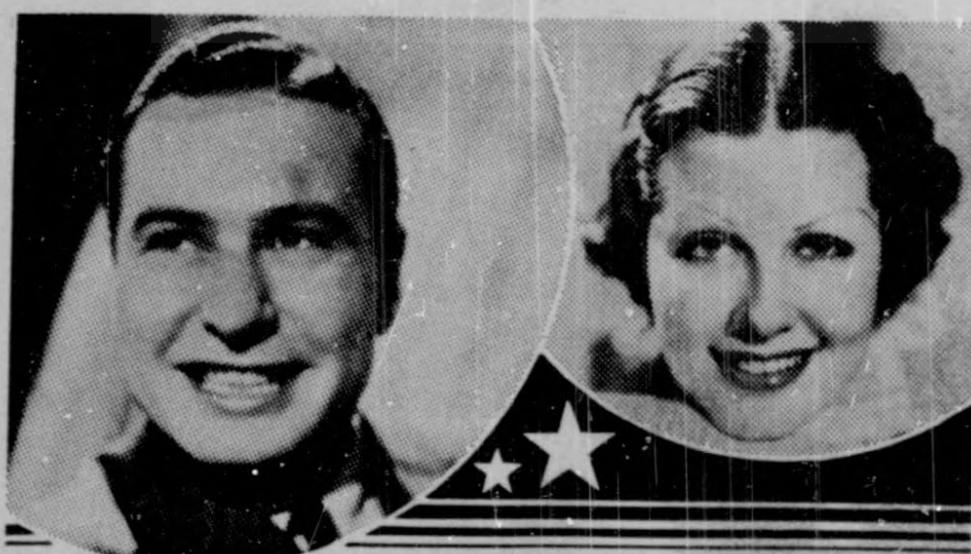
Your Indulgence, Please!
Much painstaking effort is required to install and adjust the modern Air-Conditioning equipment which give this hotel springtime all the year. We ask you to be patient... the work will be completed by June 1st.

AIR-CONDITIONING

Delightful coolness will pervade the Private Dining Rooms, Main Dining Room, Coffee Shop and Barber Shop.



Local Ad No. 1



Opening Thursday Night, May 9

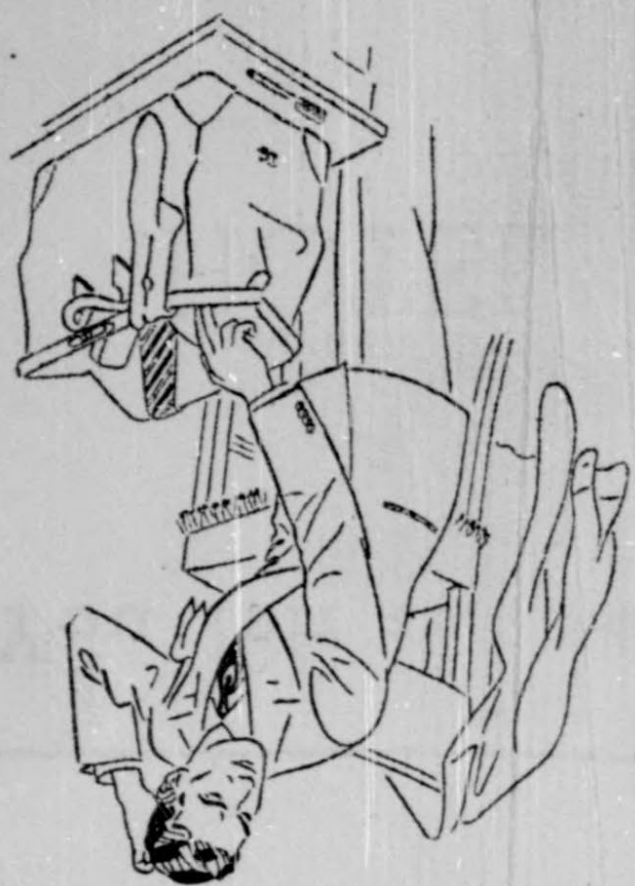
PHIL HARRIS
and His Hollywood Orchestra
WITH LEAH RAY

The Most Beautiful Singer in Radio



Local Ad No. 4





Where
is it?



**Hotel
ADOLPHUS**
Dallas
Directed by National Hotel Management Co., Inc.
Otis M. Harrison, Manager
Ralph Hitz, President

In congratulating the Dallas
Advertising League on the phe-
nominal success of the Gridiron
Dinner, we wish to also thank you
for having chosen our hotel as the
scene of this momentous event.
We tried to show our appreciation
by living up to our slogan . . .
"At Your Service."

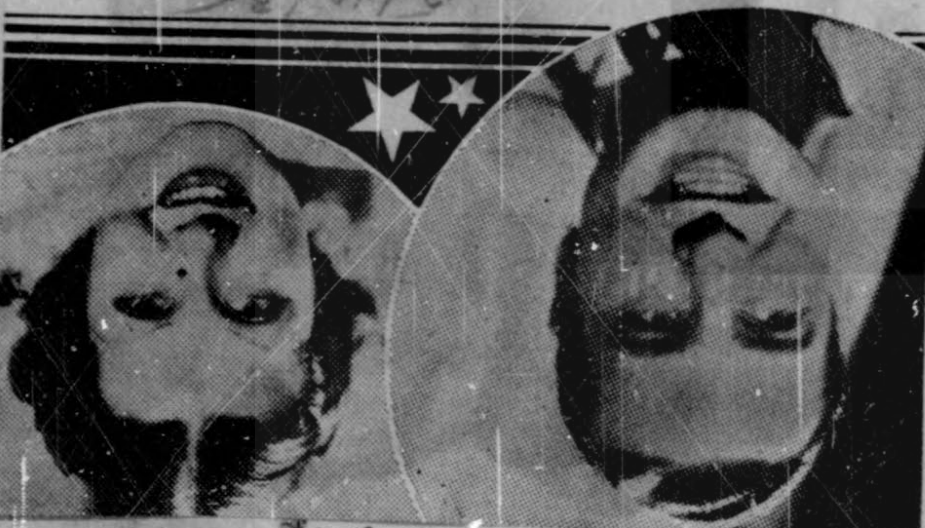


Congratulations
AND . . .
Thanks
O.K.'d copy, May, 1935.

ADOLPHUS ROOF

Now Entertaining Daily
PHIL HARRIS
and His Hollywood Orchestra
WITH LEAH RAY
The Most Beautiful Singer in Radio

5/10/35
S C P M A S



ADOLPHUS ROOF

Hear Leah Ray—known as the most beautiful girl
in radio. Enjoy the Roof in its new summer dress.
Come on. Mark the date. Make a date. No
cover charge to dinner guests. Dancing, \$1.10.
May 9th

PHIL HARRIS
and
his Movie Stars Orchestra
arrive with their twinkling rhythms



Local Ad No. 21

ADOLPHUS ROOF

on the newly remodeled, redecorated

at LUNCHEON and DINNER
and HIS MOVIE STAR ORCHESTRA

PHIL HARRIS

appearing with

LEAH RAY



PHIL HARRIS

and HIS MOVIE STAR ORCHESTRA

featuring

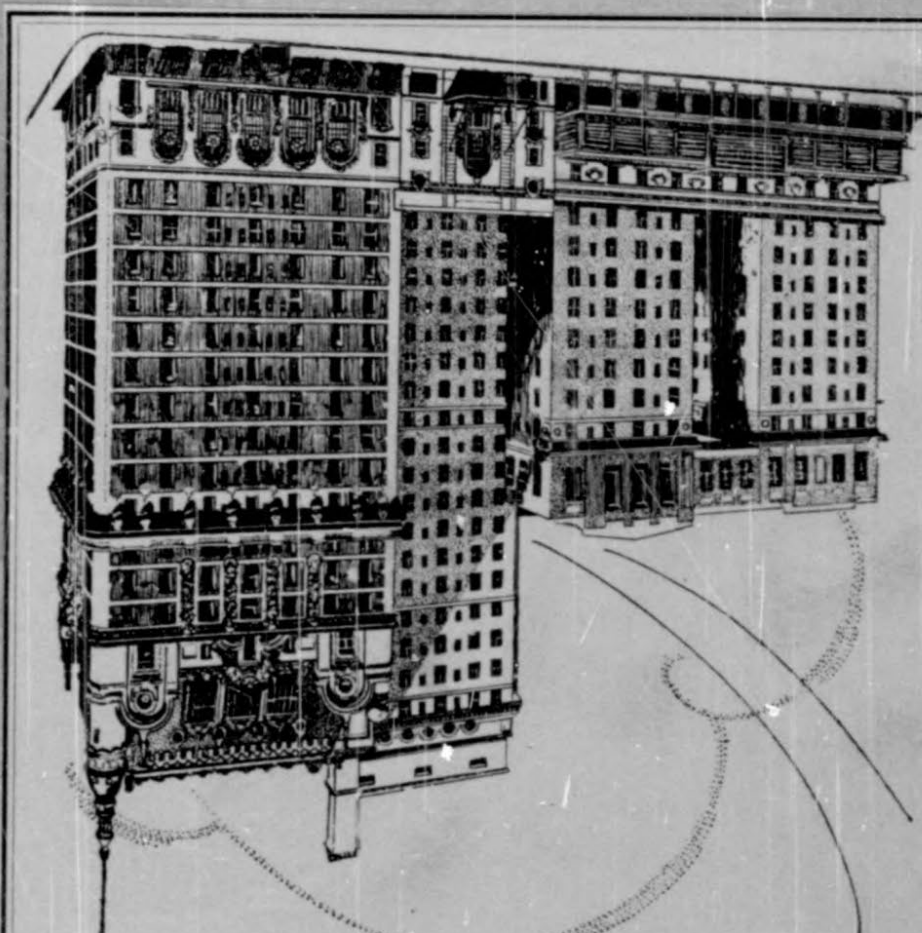
LEAH RAY

"The Most Beautiful Girl in Radio"

Nightly on the
ADOLPHUS ROOF



No cover charge to dinner guests.
Dinner \$1.50 up. Dancing only . . .
Week nights 85c Saturdays \$1.10



**Hotel
ADOLPHUS**
Dallas
Otis M. Harrison, Manager
Ralph Hitz, President
Direction National Hotel Man-
agement Co., Inc.—Ralph Hitz

We join with Dallas in
extending a cordial in-
vitation to hold your
meeting here in 1936.
of Hotel Adolphus to
your comfort and pleas-
ure.
825 rooms with bath,
\$2 up.
Two popular price
restaurants.
Garage in connection.

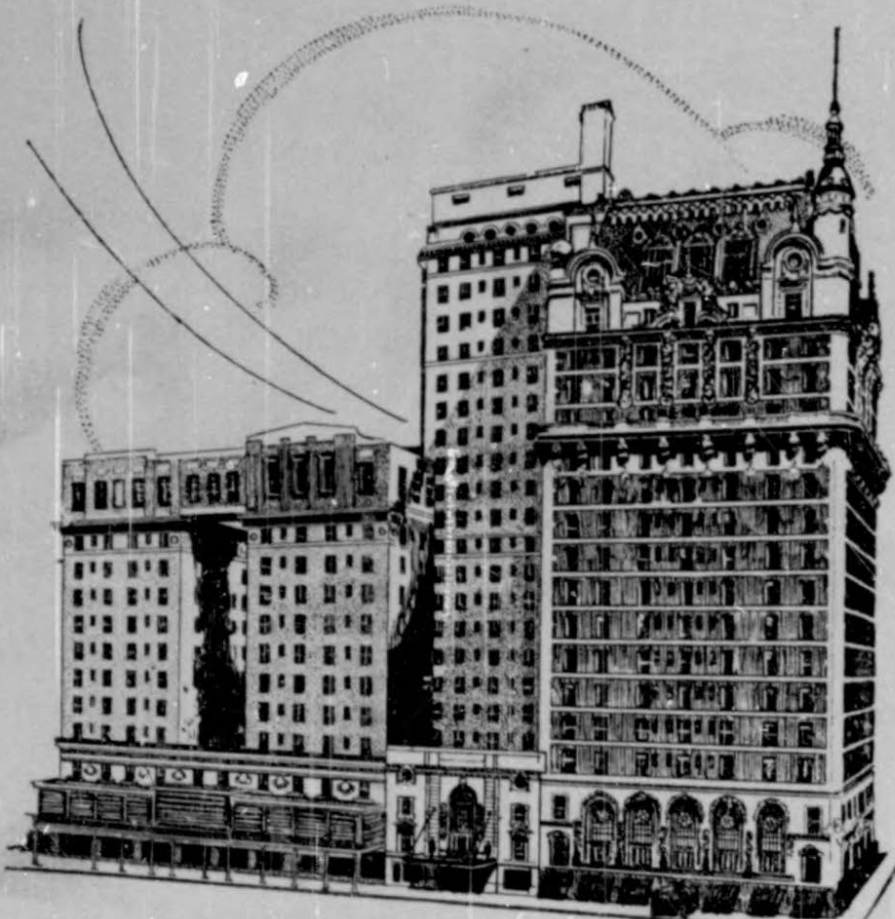
Come to Dallas in 1936!
TEXAS SERIAL NEWS—CONVENTION NUMBER
May, 1935

TEXAS RETAIL CREDIT NEWS- CONVENTION NUMBER May, 1935.
Come to Dallas In 1936!

We join with Dallas in extending a cordial invitation to hold your meeting here in 1936, and pledge the services of Hotel Adolphus to your comfort and pleasure.

825 rooms with bath,
 \$2 up.
 Two popular price
 restaurants.
 Garage in connection.

**Hotel
 ADOLPHUS**
 OTIS M. HARRISON, Manager
 DALLAS
 Directed by National Hotel Management Co., Inc.—Ralph Hitz, President.



No cover charge to dinner guests.
 Dinner \$1.50 up. Dancing only...
 Week nights 85c. Saturdays \$1.10.

★
ADOLPHUS ROOF
 Nightly on the

"The Most Beautiful Girl in Radio"

LEAH RAY

featuring

and HIS MOVIE STAR ORCHESTRA

PHIL HARRIS



LEAH RAY

appearing with

PHIL HARRIS

and HIS MOVIE STAR ORCHESTRA

at LUNCHEON and DINNER

on the newly remodeled, redecorated

★**ADOLPHUS ROOF**★

O.K.'d Copy, May, 1935.
Congratulations
 AND...
Thanks



In congratulating the DALLAS ADVERTISING LEAGUE on the phenomenal success of the Gridiron Dinner, we wish to also thank you for having chosen our hotel as the scene of this momentous event. We tried to show our appreciation by living up to our slogan . . . "At Your Service."

**Hotel
 ADOLPHUS**

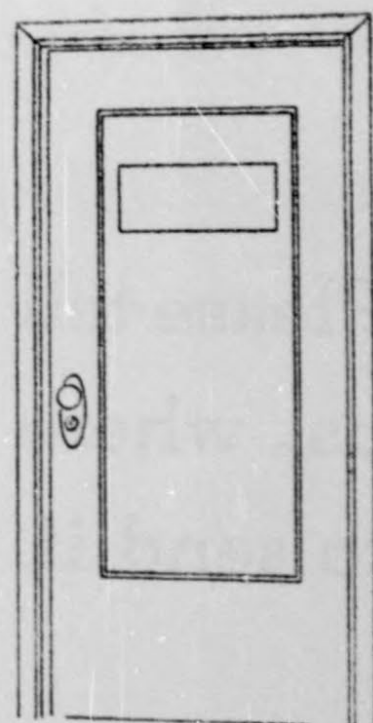
OTIS M. HARRISON, Manager
 Directed by National Hotel Management Co., Inc.
 RALPH HITZ, President



Yes,
 we have your

You left it

in Room



HOTEL ADOLPHUS

OTIS M. HARRISON, Manager
 Dallas, Texas

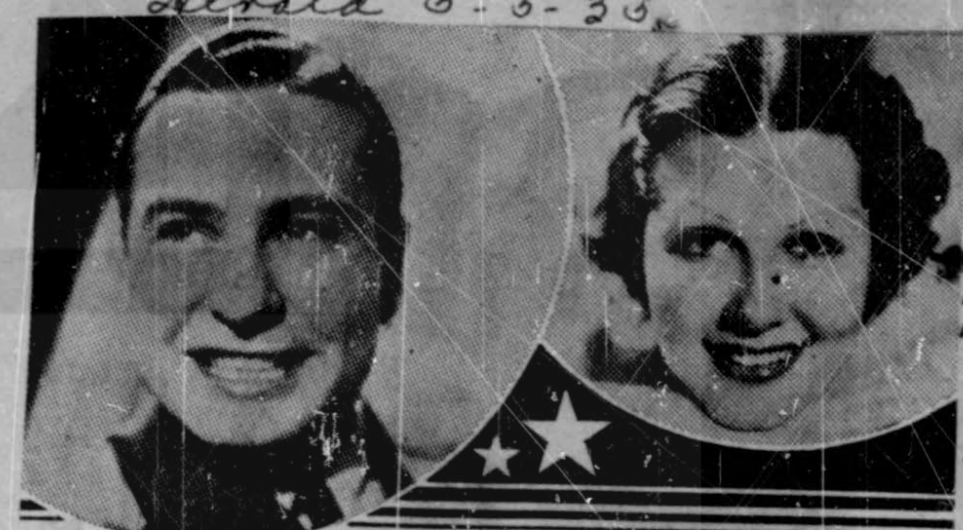


PHIL HARRIS and
 his Movie Stars Orchestra

arrive with their twinkling rhythms **May 9th**

Hear Leah Ray—known as the most beautiful girl in radio. Enjoy the Roof in its new summer dress. Come on. Mark the date. Make a date. No cover charge to dinner guests. Dancing, \$1.10.


★**ADOLPHUS ROOF**★



Now Entertaining Daily
PHIL HARRIS
 and His Hollywood Orchestra
 WITH LEAH RAY
 The Most Beautiful Singer in Radio

★**ADOLPHUS ROOF**★

Caravan May, 1935
THE GLAMOROUS NEW
ADOLPHUS ROOF
 OPENING THURSDAY, MAY 9



PHIL HARRIS
 AND HIS HOLLYWOOD ORCHESTRA
 with **LEAH RAY**
 MOST BEAUTIFUL GIRL IN RADIO
HOTEL ADOLPHUS
 DALLAS

S. M. U. Campus - 5-15-35

OK'd Copy 5/13/35
 Dallas Advertising League



Now Open

★ **Adolphus Roof** ★

PHIL HARRIS
 and His Orchestra

LEAH RAY

The Most Beautiful Girl in Radio

DANCING Noon and Night

Luncheon 75c up

Dinner \$1.50 up

Supper a la Carte

No cover charge during luncheon hours or to dinner guests. Dancing only.

WEEK NIGHTS 85c SATURDAYS \$1.10

HOTEL ADOLPHUS
 Otis M. Harrison, Manager
 DALLAS
 Directed by National Hotel Management Company, Inc. - Ralph Hitz, President

Local Ad #5.

PHIL HARRIS
 and his
Orchestra
LEAH RAY
 The most beautiful girl in Radio

Lunch 75c up, Dinner \$1.50 up
 No cover charge if dining before 9 o'clock. After 9, all service a la carte, cover charge 85c week nights, \$1.10 Saturdays.

DANCING
 Nightly, except Sunday.
 825 Rooms with bath, \$2 up.

ADOLPHUS ROOF

Dispatch 5-14-35
 Dispatch 5-21-35
 Uncle Jake 5-18-35
 Uncle Jake 5-25-35
 Uncle Jake 6-1-35

Make Your Reservation Early

In saying "Welcome" and "Thank You" we want to urge you to send in your reservation as soon as possible so that we can give you the very best of service.



HOTEL ADOLPHUS

Otis M. Harrison, Manager
 DALLAS

Direction National Hotel Management Co., Inc.
 Ralph Hitz, President

Old mill. Carpenter - 5-25

WE'VE SPECIAL
MOTHER'S DAY DINNERS



for Very Special Mothers like Yours

Roof Garden
 \$1.50 to \$2

Coffee Shop
 55c to 90c

HOTEL ADOLPHUS
 Otis M. Harrison, Manager
 Directed by National Hotel Management Co., Inc. - Ralph Hitz, President

Dispatch 5-12-35



Starting

Thursday, May 9th

★ **Adolphus Roof** ★

PHIL HARRIS
 and His Orchestra

LEAH RAY

The Most Beautiful Girl in Radio

COME—Make it a holiday. Dallas is calling you to rest, recreate, dance to your heart's content and have a good time generally. Come right to Hotel Adolphus. Luxurious rooms with bath—\$25 of them from \$2 up. Two popular price restaurants. Garage in connection.

HOTEL ADOLPHUS
 Otis M. Harrison, Manager
 DALLAS
 Directed by National Hotel Management Company, Inc. - Ralph Hitz, President

Now in New York

By VIVIAN RICHARDSON, Journal Correspondent

Ralph Hitz took New York's biggest potential flop and made it into an outstanding hotel... all of which resulted from a little boy dream of being the world's grandest head waiter.

YOU have heard a lot about Ralph Hitz. Here is more. It is not enough to know that the one-time head waiter in the old Adolphus Hotel who started as a bus boy in a New York restaurant at \$3 per week and rose to lift New York's biggest potential flop to its outstanding hotel success, has lately become supervising manager of the Adolphus. It is not enough to know that he now operates seven hotels with 6,801 rooms, the Dallas hotel being the newest to join the group, which is headed by the Hotel New Yorker in down-town Manhattan's Thirty-Fourth street. It

is not even enough to know that at 42 years old Ralph Hitz is considered the outstanding hotel executive in the country, and that in Manhattan he is given credit for having instituted a new regime of courtesy, which snootier hotels have been forced to adopt in sheer self-defense.

No, such knowledge is not enough. For the interesting thing to know is how did Ralph Hitz get that way? And, being that way, what manner of man is this? Well, in the beginning it was the old story of the boy and the lost horse. Once Ralph Hitz dished his youthful day-dream of being the grandest head waiter who ever escorted a Duchess to her table, he put himself in the place of the guest. When I am a guest, what do I require and what service pleases me most? he asked himself. Then he began asking other people. And that in a nutshell is the story of Ralph Hitz's rise, as half a dozen persons in the hotel business told me.

But in order to find out for myself, yesterday I walked over the Hotel New Yorker from top to bottom. On the top floor I walked among the forest of motors which send the elevators up and down day and night. I watched the upholsterers in their shop rejuvenating chairs; I stepped warily among fresh paint signs—they repaint with bewildering frequency—and shivered in the huge refrigerated wine cellars. Fragrance of freshly baked bread wafted around a corner reminded that Sinclair Lewis, when he was gathering for "A Work of Art" from the staff and in the hotel, must have stood just so and inhaled the nutty perfume which harbored the bakery and the pastry shops. Wandering thus from floor to floor among the wilderness that is backstage life in a big hotel, I became aware of a figure which stood invisibly at the elbow of every courteous worker.

And I knew it for the figure of the level-eyed, square-jawed vital man with the dark eyes who sat upstairs in a red leather chair and directed the destinies of this hotel, and six others spread over the Republic.

Then I went back to his office, for I had found out what I wanted to know.

Ralph Hitz's influence is just as visible in any remote cranny of the hotel as it is in the executive offices. And belief followed incredulity that any one man could keep such close contact and knowledge of all that goes on as to amount to a daily audit.

And I understood why he flits to Dallas at a moment's notice, drawn by an irresistible desire to be in the thick of whatever new is happening. Sat, did I say, in a red leather chair? Ralph Hitz rarely sits—just sits—in a chair. Rather, he has the air of lighting, and being on the verge of flitting off again sooner rather than later. The term "human dynamo" has been applied to many successful men, but surely it fits none more aptly than this son of a Viennese horse seller whose incredible adventures include being shanghaied aboard an oyster boat and punching cattle on a New Mexico ranch.

He seldom sleeps more than six hours a night, often not that much. He works seven days each week, and retains a stenographer for Sunday work as for any other day. He is an impatient conversationalist, usually a step ahead of every one else in the room. He always thinks three sentences ahead and speaks with a pronounced accent, about which he is not at all sensitive. He plays pinocle and can be induced to take a hand at bridge. When he goes to an occasional night club, it is only to hear some band or entertainer with an object to engage it or them to appear at the New Yorker. He can not sit still long enough to read fiction and the fifty copies of "Imperial Palace" which friends sent him because he reminded them so much of the hotel man in the book, remain unread beyond the first few pages.

He always goes to sleep in the barber's chair.

His wife is very blond and he is very dark. The ruling passion of his life is his love for his small son, aged 9. Summers he and Mrs. Hitz, the former Myrtle Dahl of Fargo, N. D., take a country place for Junior and their adopted daughter, a niece of Mrs. Hitz. They live in a suite at the hotel and his ardent hankering is

for a sure-enough farm in New Jersey where he can get away from it all and raise corn and rest. He wants a farm in New Jersey because he wants Junior to attend Princeton, and that will be close enough for Junior to come home week-ends.

He is a good horseman—owns three horses—and a poor golfer. He can stay up all night in conference, and after a shave, appear fresh as a daisy to carry on the day's work.

Hitz wears made-to-order shoes and made-to-order shirts. He is what is known as a "good dresser." The only vacation he has had in seven years was a six-weeks' trip last year to Vienna to see his mother. She is getting old and very feeble and he will visit her again this summer. Every Christmas and on her birthday he calls her by trans-Atlantic telephone. Men who knew him best think he has an instinct for showmanship, for thinking up services which attract attention to the hotels under his management. They say instinct, because apparently he snatches the ideas out of thin air.

From the time he was 20 until he was married at 24, he was little more than a tramp, jumping from job to job, often hopping freight trains. Wrote the brakeman threw him off, three he went to work. He worked up and down the Pacific Coast, in five cities in Texas, in Salt Lake City and Kansas City.

With his father, the dealer in horses and mules specializing in calvary mounts, he got his first glimpse of the haughty spires of Manhattan when he was 15. At home in Vienna, he had already run off from home, inspired by the grand manners of the head waiter at Hotel Sacher, where he had been taken to dine, and procured a job as lift boy in the Hotel Sacher. Papa soon found him and brought him home by the ear. Later, when he came to New York on his next trip, young Ralph was brought along, and immediately disappeared. He turned up, though, after several hours, with the announcement that he had a job at \$3 and meals per week as bus boy in a small restaurant on lower Broadway. Not for love or

money would he go back to Vienna, and papa finally sailed without him.

For a year he lived in a tiny tenement among a group of Austrians. He learned to speak English, and went to Baltimore. That was where he was shanghaied aboard the oyster boat and worked for four months as sea cook. Once ashore, he landed and jobs followed which included working in a West Virginia coal mine, in Chicago, in St. Louis and in Denver. Mostly he worked in restaurants, doing everything from mopping up the floors to peeling potatoes and washing dishes.

In Lumberton, N. M., he managed a hotel of twelve rooms owned by a Mexican. The top price was 50c a room. The ranch interval ensued, and then he got married.

Marriage settled him down. With his bride, he went to Cincinnati, where he got a job as assistant head waiter at the Gibson Hotel. Twelve years later, he returned as managing director.

From the Gibson Hotel he came to the New Yorker five years ago. It "started cold," as hotel men will tell you, in an unfavorable location, in the middle of the depression, and made an operating profit of \$123,571 the first year. That pace has not been sustained, but he has kept the New Yorker out of the red when most other hotels were operating at a loss. He was made president of the National Hotels Management Corporation and has since added six to the list of hotels managed by the corporation. The Bock-Cadillac in Detroit, the Lexington in New York, the Van Cleve in Dayton, the Ritz Carlton in Atlantic City, the Netherlands Plaza in Cincinnati and the Adolphus in Dallas. The Van Cleve paid dividends last year—an unheard-of feat in these times.

He was first approached two years ago on the Adolphus matter. He is constantly on the lookout for exceptional properties, and though there is nothing to announce at present, his eye is on the Southwest.

Even as this piece was being written, he took off for Dallas again. He should be there today. He likes the town and he has many friends there.

VOLK-ADOLPHUS
 Herald 5-16-35
Presentation OF FASHIONS
 Friday, 12:45 Noon-Lunch 75c up
PHIL HARRIS ORCHESTRA
 825 Rooms With Bath
 \$2 Upward
ADOLPHUS ROOF

Journal 5-16-35
 News 5-17-35
 Dispatch 5-23-35
 Herald 5-23-35
 Journal 5-23-35
 News 5-24-35
 Herald 5-30-35
 Journal 5-30-35
 News 5-21-35
 Herald 6-6-35

★ ADOLPHUS ROOF ★

*Special Volk-Adolphus
Presentation of Fashions
Luncheon Menu*

Volk-Adolphus
Presentation of Fashions



Friday . . . 12:45 noon

Showing of Apparel and
Coordinated Accessories

Phil Harris Orchestra and Leah Ray

No cover charge to guests who order
dinner before 9 p. m.
After 9 p. m. all service is a la carte
with a cover charge of 85 cents
week nights or \$1.10 Saturdays

Please Leave Aisles Open

Guests are requested to refrain from
dancing in the aisles. If you disregard
this warning, we are not responsible
for accidents, as colliding with waiters

PHIL HARRIS
Orchestra
Playing for
Sunday Night
DINNER, \$1.50 Up
No Cover
Charge
5-19-35
825 Rooms
With
Bath
\$2 Up
**ADOLPHUS
★ ROOF ★**

Dispatch 5-19-35
#6

PHIL HARRIS
and his
Orchestra
with
LEAH RAY
At Luncheon, Dinner and Supper
Lunch 75c up, Dinner \$1.50 up
No cover charge if dining
before 9 o'clock. After 9,
all service a la
carte, cover
charge 85c
week nights,
\$1.10 Satur-
days.
DANCING
Nightly, except
Sunday.
825 Rooms with
bath, \$2 up.
**ADOLPHUS
★ ROOF ★**

Dispatch 5-22-35
Dispatch 5-29-35
Dispatch 5-

Notice!
Although there is no
dancing Sunday, PHIL
HARRIS, his Orchestra
and LEAH RAY enter-
tain during the dinner
hours. No cover charge.
DINNER
Sunday Night
\$1.50 Up
**ADOLPHUS
★ ROOF ★**

Dispatch 5-26-35
Herald 5-26-35

STYLE SHOW TODAY . . . Volk-Adol-
phus presentation of fashion, Adolphus Roof,
today at 12:45



Volk's presents
Chifteau
1935

a fabric with a future in
a dress of importance

For roof luncheon or dining
... for smart afternoon af-
fairs . . . Volk presents the
perfect dress in "Chifteau,"
an imported fabric of cool
charm. The opaque pattern
in deep blue is silhouetted
against cobwebby chiffon,
with the pink of the slip be-
neath, softly showing
through. The collar and
bow are of mousseline de
soie.

From our famous "Under
\$20" fashions of summer.

VOLK

News 5-24-35

THIRD
FLOOR

In the Volk-Adolphus presentation of fashion
tomorrow at 12:45, on the Adolphus roof, you
will particularly note dramatic, new hats of
starched pique

emphasizing baby-sized crowns (the
newest thing about new summer top-
pers). The spirited Breton with squared
crown, poses a Dubonnet red (very
ultra) carnation beneath its aster-pink
brim. The foot-wide brim of the other
sun foiler dips low in both front and
back, and swaths its crown with green,
blue and fuchsia chiffon streamers.
From important summer hat arrivals at
12.50

VOLK

News 5-23-35

Monday Night
is
Trophy Night
There will be a Varsity Stomp
Dance, decided by popular ap-
plause. A Trophy will be pre-
sented by
PHIL HARRIS
and
LEAH RAY
No cover charge to guests dining be-
fore 9 o'clock. Dinner \$1.50 up.
Service a la carte after 9.
DANCING
85c
825 rooms with bath
\$2 Up
**ADOLPHUS
★ ROOF ★**

Dispatch 5-27-35
Journal 5-25-35
News 5-27-35

MONDAY Night-TROPHY Night
There will be a Varsity Stomp
Dance contest, decided by popular
applause. A trophy will be pre-
sented by
PHIL HARRIS
and
LEAH RAY
No cover charge to
guests dining before 9
o'clock. Dinner \$1.50
up. Service a la carte
after 9. DANCING.
85c
825 Rooms with Bath
\$2 up
ADOLPHUS ROOF

Herald 5-26-35

Southwestern Business 6-35



NOW OPEN
★ *Adolphus Roof* ★
PHIL HARRIS ... and His Orchestra
The Most Beautiful Girl in Radio **LEAH RAY**

COME ... Make it a holiday. Dallas is calling you to rest, recreate, dance to your heart's content and have a good time generally. Come right to Hotel Adolphus. Luxurious rooms with bath ... 825 of them, from \$2 up. Two popular price restaurants. ... Garage in connection.

HOTEL ADOLPHUS
OTIS M. HARRISON, Manager : : : : : DALLAS
Directed by National Hotel Management Co., Inc.—Ralph Hitz, President

PHIL HARRIS
Sunday Night
No dancing but special dinner music by
Phil, Leah and the Boys
Dinner \$1.50 up
ADOLPHUS ROOF

Herald 6-2-35
Dispatch 6-2-35
Dispatch 5-31-35

Dinner Concert
Tonight, Starting 6:30
Roof Garden
PHIL HARRIS
and Orchestra
With Leah Ray
Last Phil Harris Dance June 12
★
Henry Busse
and His Orchestra
Opening June 13
ADOLPHUS ROOF

Herald 6-9-35

Wednesday Night
Farewell Dance
... for
Phil Harris, Leah Ray and "Little Audrey", on the beautiful, new Adolphus Roof ... where the smart summer dancers and diners are thronging.
★
HOTEL ADOLPHUS
OTIS M. HARRISON, Manager
Journal 6-11-35
Herald 6-12-35
Dispatch 6-11-35
Dispatch 6-12-35

An Evening OF NOTE

WITH
PHIL HARRIS
AND HIS ORCHESTRA
★
Come to the cool Adolphus Roof for dinner or supper tonight ... scintillating music by Phil Harris and his Orchestra with Leah Ray, the most beautiful girl in radio. And the finest food in the South!
★
Restaurant Prices
MAIN DINING ROOM
Breakfast . . . 60c, 75c
Luncheon . . 60c, 75, 85c
Dinner \$1, \$1.25, \$1.50, \$2
COFFEE SHOP
Breakfast . . . 40c, 60c
Luncheon 30c, 40, 65, 75c
Dinner . 55c, 65c, 75c, \$1
HOTEL ADOLPHUS
Dallas
OTIS M. HARRISON, Manager
Under direction of National Hotel Management Company, Inc. • Ralph Hitz, President

Caravan June

HARRIS IS HERE!

And how! If you haven't heard PHIL HARRIS, his Movieland Orchestra and lovely LEAH RAY ... you're probably the only person in town who hasn't. Ask your friends, any number from one to ten, and they'll tell you to hurry to the beautifully refurbished Roof before Phil Harris' engagement closes.

LEAH RAY
The Most Beautiful Girl in Radio
Playing for Luncheon Daily Except Sunday
Luncheon 75c up. Volk-Adolphus Style Show Friday
Dinner and Supper Dancing
Nightly, except Sunday. No cover charge to guests ordering dinner before 9 o'clock. Dinner \$1.50 up. All service a la carte after 9. Cover charge ...
Week Nights **85c** Saturday Nights **\$1.10**
Sunday Night Dinner \$1.50 Up
Concert Music
ADOLPHUS ROOF
HOTEL ADOLPHUS ... OTIS M. HARRISON, Manager ... DALLAS
DIRECTED BY NATIONAL HOTEL MANAGEMENT CO., INC.—Ralph Hitz, President

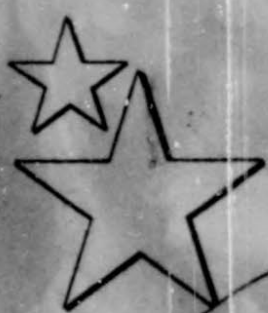
Herald 6-2-35

Until June 6-35
PHIL HARRIS
Here Through JUNE 12
★
HENRY BUSSE
Starting JUNE 13
★
HOTEL ADOLPHUS
OTIS M. HARRISON, Mgr.

The Square Voice = July
Come to Dallas in 1936
WE JOIN WITH DALLAS IN EXTENDING A MOST CORDIAL INVITATION TO HOLD YOUR MEETING HERE IN 1936 ... TEXAS CENTENNIAL YEAR ... AND PLEDGE THE SERVICES OF DALLAS' LARGEST AND FINEST HOTEL TO YOUR PLEASURE AND COMFORT
GARAGE IN CONNECTION
UNEXCELLED CONVENTION FACILITIES
825 ROOMS WITH BATH—\$2 UP
TWO POPULAR PRICE RESTAURANTS
Hotel ADOLPHUS
Dallas, Texas
OTIS M. HARRISON, MANAGER

DIRECTION NATIONAL HOTEL MANAGEMENT CO., INC.
RALPH HITZ, PRESIDENT

Henry Busse - Local Ad No. 1.



Direct from
Cocoanut
Grove



HENRY BUSSE waves his
magic baton on the beautiful
Roof Garden... beginning
» » Tonight, June 13 « «

What a thrill it's going to be to listen to the same
musical magic that has set toes a-tingle from Holly-
wood to New York. Henry Busse and his orchestra
will put song in your soul and rhythm in your feet.
There's something about his music. Something merry
and gay that makes you push-back-your-chair-and-
dance. Come... there'll be the nightingaling of
charming Judy Randall. No cover charge to dinner
guests... Dancing week nights 85c, Saturdays \$1.10.

HOTEL ADOLPHUS

Otis M. Harrison, Manager

Directed by National Hotel Management Company, Inc. - Ralph Hitz, President

Herald 6-13-35
News 6-13-35
Journal 6-12-35
Dispatch 6-13-35
Dispatch 6-12-35
Herald 6-12-35



Direct from
Cocoanut Grove
to the

★ **Adolphus Roof** ★

HENRY BUSSE
The Prince of Trumpeters
AND HIS ORCHESTRA

JUDY RANDALL
Fascinating Blonde Singer

★ Don't put off that trip to Dallas any
longer. You can spend a few gay play
days at Hotel Adolphus luxuriously, yet
inexpensively. There are 825 rooms
with bath in Dallas' largest and finest
hotel from \$2 up... two popular price
restaurants. Garage in connection. ★

**HOTEL
ADOLPHUS**

Otis M. Harrison, Manager

DALLAS
Directed by National Hotel Management
Company, Inc. - Ralph Hitz, President

ADV. "C"

For Insertion
MONDAY, JUNE 24th
THURSDAY, JUNE 27th

Bandwagon June-July

Local Ad #2

Herald 6-14-35
News 6-17-35
Herald 6-15-35
Herald 6-17-35
Herald 6-19-35

On the Roof!
HENRY BUSSE
and Orchestra with
Judy Randall, Singer
Luncheon - Dinner - Supper
Dancing Nightly Except Sunday
HOTEL ADOLPHUS

On the Roof!
HENRY BUSSE
and Orchestra with
Judy Randall, Singer

Luncheon - Dinner - Supper
Dancing Nightly Except Sunday
Dinner Concert - Sunday 7-9
Dancing Week Nights... 85c
Saturdays... \$1.10

HOTEL ADOLPHUS
Otis M. Harrison, Manager

Uncle Jack 6-22-35
Uncle Jack 6-15-35

Local #4

On the Roof!
HENRY BUSSE
and Orchestra with
Judy Randall, Singer
Luncheon - Dinner - Supper
Dancing Nightly Except Sunday
HOTEL ADOLPHUS

News 6-20-35
News 6-20-35
News 6-19-35

Local #5

**HENRY
BUSSE**
and his
ORCHESTRA
with
JUDY RANDALL
Luncheon... Dinner... Supper
Dancing Nightly Except Sunday
ON THE ROOF
**HOTEL
ADOLPHUS**

Dancing Saturday Noon 12:30

Herald 6-21-35
Dispatch 6-21-35



Direct from
**COCOANUT
GROVE**
to the
**ADOLPHUS
ROOF**
**HENRY
BUSSE**
and his
ORCHESTRA
with
JUDY RANDALL
Songstress

You can spend a few gay
play days at Hotel Adolphus
luxuriously, yet in expen-
sively. There are 825 rooms
with bath in Dallas' largest
and finest hotel from \$2 up
... two popular price restau-
rants. Garage in connection.

**HOTEL
ADOLPHUS**

Otis M. Harrison, Manager

DALLAS
Directed by National Hotel Management
Company, Inc. - Ralph Hitz, President

**ROOMS
for rent**



Yes, we have ROOMS for rent,
but we have so much more.
They are elegant rooms... large,
well-furnished, comfortable and
homey.

Our MEALS are the kind that you
will enjoy, too, whether you choose
to eat in the Coffee Shop or on the
beautiful Roof, where

**HENRY
BUSSE**

and his nationally known Radio and
Dance Band with captivating Judy
Randall, singer.

hold forth for Luncheon, Dinner
and Supper. Come dance to their
gay tunes.

SERVICE is another specialty of
ours... the kind that convinces you
that we are really "At Your Service."

• Don't forget that prices are low
—825 rooms with bath, from \$2.

**HOTEL
ADOLPHUS**

Otis M. Harrison, Manager

DALLAS
Directed by National Hotel Management
Company, Inc. - Ralph Hitz, President

ADV. "D"
For Insertion
MONDAY, JULY 1st
MONDAY, JULY 8th

Local Ad #6

Dinner Concert
On the Roof
TONIGHT—7-9
marvelous music by
**HENRY
BUSSE**

and his
ORCHESTRA
and captivating
Judy Randall, Singer
Cozy tables... tempting
food... make the Roof a
truly delightful place to
dine.

HOTEL ADOLPHUS

Dispatch 6-16-35
Journal 6-15-35
News 6-16-35
Local #1

**HENRY
BUSSE**

ORCHESTRA

JUDY RANDALL

**HOTEL
ADOLPHUS**

DANCING SAT. NOON, 12:30

News 6-21-35

Local #8



Sunday
Dinner Concert
Seven to Nine P. M.

HENRY BUSSE

★ Presents ★

His Orchestra
and
JUDY RANDALL

In a Recital of
Contemporary Music

No Cover Charge

**Hotel
ADOLPHUS**
Roof Dining Room

Dispatch 6-23-35
Herald 6-23-35

J.P.A. of A. - June 1935

**HE'S
HERE-
TOO**



*That man you've been wanting to see about im-
portant business is just the type who stays at
Hotel Adolphus when in Dallas. You're likely
to meet him in the lobby, the main dining room,
or the coffee shop. It's good business to stay
at a good hotel.

825 Rooms With Bath

\$2 up

HOTEL ADOLPHUS

DALLAS—Otis M. Harrison, Manager

Directed by National Hotel Management Co., Inc.
Ralph Hitz, President



*Herold 6-27-35
Dispatch 6-28-35*

Herold 7-2-35

**A
Delightful Dish
of
Modern Melody**

served by
**HENRY BUSSE
and His Orchestra**

**Adolphus
Roof**

**Luncheon » Dinner
Supper and Dancing
Noon Dance Saturday, 12:30**

Here's Music with Personality.
... Sway to the lulling strains of
the Orchestra all Dallas is encour-
ing. ... Hear captivating JUDY
RANDALL, beautiful blond singer.
* Henry Busse's Orchestra broad-
casts over KRLD, 8 AM 9:30, eve-
nings except Sundays.

**HOTEL
ADOLPHUS**

Otis M. Harrison, Manager
DALLAS

Directed by National Hotel Management
Company, Inc., Ralph Hitz, President



Swiftly-rising bril-
liant new stars in
the musical firm-
ment! Come and see
them, hear them,
dance to their music.

**ART
JARRETT
AND
HIS
ORCHESTRA
ON THE
ADOLPHUS
ROOF**

**GRAND
OPENING
THURSDAY
NIGHT**

July
11

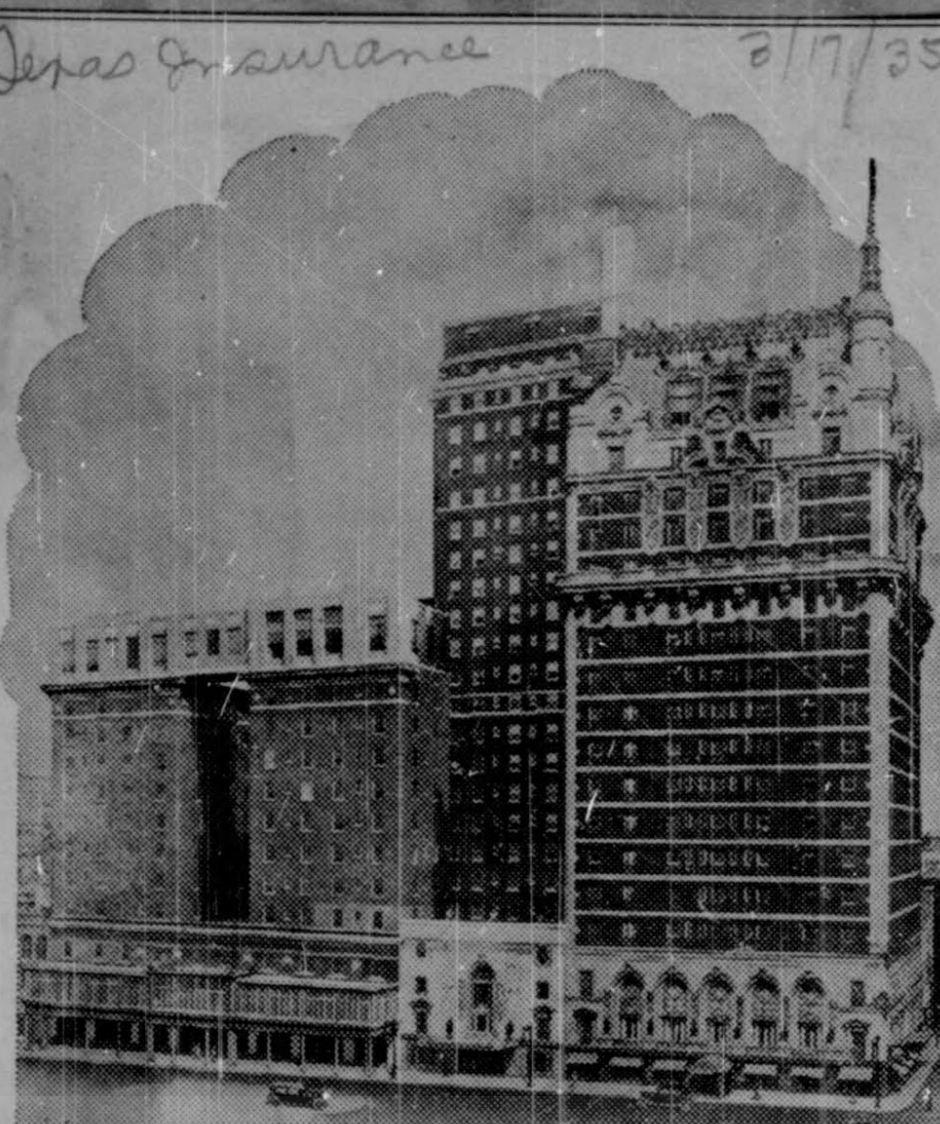


Greater thrills are in store for you. . . . A new master
of the magic baton comes to the Roof to sway you,
charm you. . . . New names that you'll be hearing
more and more of. . . . because their music has that
gay something—glamor. . . . personality. . . . allure. . . .
ART JARRETT. . . . conducting his famous Orchestra
. . . . Lovely Eleanor Holm singing.

Beginning Thursday Evening, July 11, Art Jarrett and
His Orchestra will play for SUPPER and DANCING
nightly. . . . LUNCHEON and DINNER Concerts daily.
Phone 2-3281 for reservations.

HOTEL ADOLPHUS

News-Dispatch 7/10/35
OTIS M. HARRISON, Manager
DIRECTION NATIONAL HOTEL MANAGEMENT CO., INC.
Ralph Hitz, Pres.



**Insurance Men!
This is an Open Invitation**

We want you to make yourself at
home at Hotel Adolphus whenever you
are in Dallas. Feel free to call on us
for any service no matter how unusual
it may be. We are really "At Your
Service."

825 Rooms With Bath. \$2 Up.

Main Dining Room, Concert Music.

Coffee Shop—Open Day and Night

Garage in Connection.

**Hotel
ADOLPHUS**

DALLAS . . . OTIS M. HARRISON, Manager

Directed by National Hotel Management Co., Inc.
RALPH HITZ, President

BUYERS GUIDE-NATIONAL FASHION EXHIBITORS*
SPRING, 1935.

**CHECK IN at
Hotel
ADOLPHUS
DALLAS**



And when you check out the bill won't knock
your hat off. You get a lot for a little at Hotel
Adolphus. . . . 825 large comfortable rooms
from \$2.00. Food to delight you at popular
prices. And all the many extra services you
always find in a Hitz-directed hotel.

OTIS M. HARRISON, Manager

Directed by National Hotel Management Co., Inc., RALPH HITZ, Pres.

Book-Cadillac, Detroit; Van Cleve, Dayton; New Yorker and Lexington,
New York; Netherland Plaza, Cincinnati



**FAREWELL
HENRY BUSSE**

With Dancing
Tonight and
Wednesday

Night, and playing for Luncheon
and Dinner Concerts through
Thursday Noon, Henry Busse and
His Orchestra climax their bril-
liant four weeks on the Adolphus
Roof in a gala wind-up, playing
again for you the tunes all Dal-
las has fallen in love with. Judy
Randall sings.

Come on up to the roof and let's
give Henry, Judy and the Boys a
great send-off.



**HAIL
ART JARRETT**

Coming to the
Roof Thursday
Night, July 11. A

Grand Opening Dance ushers in
the stirring music of ART JAR-
RETT and His Orchestra, with
Eleanor Holm singing, bringing
to you the hits that charmed
eager crowds in the bright spots
everywhere he's played.

Come on up to the Roof. Let's
give Art Jarrett a typical rousing
Dallas welcome. . . . Your ears
will tell your feet what to do.

Make reservations now. Phone
2-3281.

**HOTEL
ADOLPHUS**

OTIS M. HARRISON, Manager
Directed by
National Hotel Management Co., Inc.
Ralph Hitz, President

**FAREWELL
HENRY BUSSE**

Thursday noon, July
11, Henry Busse and
His Orchestra climax
their brilliant four weeks of grand
music on the Adolphus Roof in a
gala wind-up, playing again for
you the tunes all Dallas has fallen
in love with. Judy Randall sings.

Come on up and let's give Henry,
Judy and the boys a great send-
off and Godspeed!

**HAIL
ART JARRETT**

Coming to the Roof
Thursday night, July
11. Ushering in the
stirring, dynamic dance music of
ART JARRETT and His Orches-
tra, with Eleanor Holm, bringing
to you the hits that charmed eager
crowds in the bright spots every-
where he's played. Come on up to
the Roof. Let's give Art Jarrett a
typical rousing Dallas welcome. . . .
Your ears will tell your feet what
to do.

**HOTEL
ADOLPHUS**

OTIS M. HARRISON, Manager
Directed by
National Hotel Management Co., Inc.
Ralph Hitz, President

★
ART JARRETT
AND HIS ORCHESTRA

LUNCHEON
★
DINNER
★
SINGING
★
SUPPER

★
DANCING
★
Every Night
Except Sunday

No cover charge to Luncheon or Dinner Guests
Luncheon, 75c up . . . Dinner, \$1.50 up
Dancing, Week Nights, 85c; Saturdays, \$1.10

Dinner Concert . . . Sundays . . . 7 to 9 P. M.

Tips on Floor + Elevator Cards

★ **ADOLPHUS ROOF** ★

Dinner Hour . . . 5:30-9:00 P. M.
No Cover Charge to Dinner Guests
A la Carte Service and
Cover Charge after 9:00 P. M.
Dancing . . . 85c Week Nights
Saturdays . . . \$1.10

Come Up to the Roof
for
LUNCHEON . . . DINNER . . . SUPPER
now featuring

HENRY BUSSE
and His Nationally Known
Radio and Dance Band
with **JUDY RANDALL**, Singer

Dancing Nightly Except Sundays
Dinner Concert, Sunday 7-9 P. M.



★
HENRY BUSSE
AND HIS ORCHESTRA
WITH BEAUTIFUL MARION HOLMES

« « now appearing on the cool,
breeze-swept Adolphus Roof » » »

★ **ADOLPHUS ROOF** ★



In Dallas it's
HOTEL
ADOLPHUS

825 rooms with bath
\$2.00 up

Main Dining Room
Concert Music

Coffee Shop
Open all night

Garage in connection

OTIS M. HARRISON, Mgr.

Directed by
National Hotel Management Co., Inc.
Ralph Hitz, President

South Texas
Hotel
ADOLPHUS

- Dallas' largest hotel
- 825 rooms with bath \$2 up
- Unexcelled convention facilities
- Two popular price restaurants
- Garage in connection

OTIS M. HARRISON, Manager

DALLAS

Directed by National Hotel Management Co., Inc. — RALPH HITZ, Pres.

★ **ART JARRETT**
AND HIS ORCHESTRA

★
With
ELEANOR HOLM
Singing

On the

ADOLPHUS ROOF

Brightest night spot of the
Southwest . . . pleasantly cool
... gay and tuneful music . . .
appetizing menus . . . dancing
nightly, except Sundays.

★
LUNCHEON DINNER
SUPPER

HOTEL
ADOLPHUS

OTIS M. HARRISON, Manager

DALLAS

Directed by National Hotel Management Company, Inc. — Ralph Hitz, President



HENRY BUSSE
Conductor

JUDY RANDALL
Singer



Henry Busse and his famous dance orchestra will open an engagement on the Hotel Adolphus Roof starting June 13th. They will play daily for luncheon, dinner and dancing.



ART JARRETT
AND
HIS
ORCHESTRA
ON THE
ADOLPHUS
ROOF



GRAND
OPENING
TONIGHT

Light-hearted days . . .
Glamorous nights . . .
ART JARRETT is here
... and with him lovely
ELEANOR HOLM,
singing . . . and his famous
ORCHESTRA, cutting musical
capers. Music with glamor . . .
personality . . . allure . . .
We are all awaiting you on the
cool ADOLPHUS ROOF,
where eating is a pleasure . . .
where dancing is a delight.

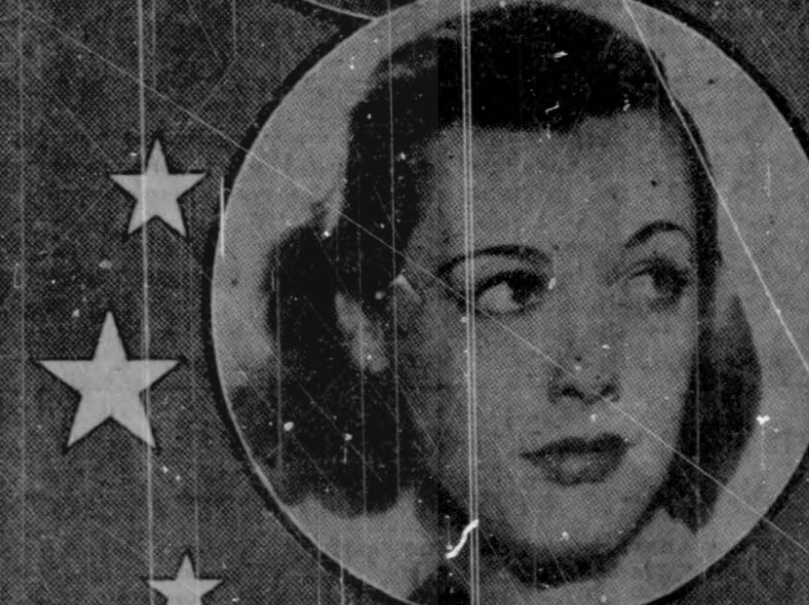
Playing for
LUNCHEON
DAILY . . .

For DINNER
CONCERTS,
SUPPER and
DANCING
NIGHTLY

HOTEL ADOLPHUS

OTIS M. HARRISON, Manager

Directed by National Hotel Management Company, Inc.
RALPH HITZ, President



★
JARRETT
★
ORCHESTRA
★
ROOF

Dispatch 7-19-35

How THEY
CAN SING..
How THEY
CAN PLAY



HOW DALLAS
LIKES THEM!
ART JARRETT
AND HIS ORCHESTRA
WITH ELEANOR HOLM

Youth and talent and personality conspire to delight you on the Roof, these days and nights. These young stars have played and sung their way into the hearts of Dallas. They're singing requests... they're doing novelty numbers... and you can't resist dancing to their music... Concerts at Luncheon, Dinner, Supper... Dancing every night except Sunday... Luncheon Dance Saturday 12:30.

Hear Them Over KRLD — 9 to 9:30 P. M.

HOTEL ADOLPHUS

825 Rooms With Bath, from \$2
OTIS M. HARRISON, Manager

DIRECTION NATIONAL HOTEL MANAGEMENT CO., INC.
RALPH HITZ, President



Local Boys Make Good
Music!

JOE LINZ-PEM DAVENPORT
Night on the Roof

★ COME join in the celebration... triumphant return of Dallas' own song-makers, WEDNESDAY NIGHT... Hear ART JARRETT sing NONCHALANT and TONIGHT IN VIENNA... JANE HARDING and LUDI MAE SENSABAUGH singing requests... PEM playing a medley of the famous team's best known tunes... ART and ELEANOR singing You COULD CHARM A BIRDIE. Make your reservation now — 2-3281. ★

HOTEL ADOLPHUS

825 Rooms With Bath, from \$2
DIRECTION NATIONAL HOTEL MANAGEMENT CO., INC.
RALPH HITZ, President

We're glad
to have you,
Purchasing Agents

We are happy to be host to you, Dallas Purchasing Agents, at your luncheon club meetings.

A list of the members of clubs meeting with us regularly is a veritable "Who's Who" of important Dallas business men... and Hotel Adolphus has become known as the spot for luncheon clubs.

Four private dining rooms are now Air-Conditioned to make them cooler, more pleasant places—whether you come for food, pleasure or "brass tacks."

HOTEL ADOLPHUS

825 Rooms with Bath from \$2
OTIS M. HARRISON, Manager
DIRECTION NATIONAL HOTEL MANAGEMENT COMPANY, INC.
RALPH HITZ, President

"Meet
You
At
HOTEL
ADOLPHUS"

On the ROOF, where lunching, dining, supper and dancing are always delightful. Where Henry Busse and his Orchestra are holding forth until Wednesday, July 10, and where on Thursday ART JARRETT and his Orchestra, with enchanting Eleanor Holm, usher in a brilliant mid-summer season of stirring melody.

In the COFFEE SHOP, Dallas' favorite informal eating place, where the service, cuisine and the prices meet with the approval of the most exacting patrons.

Hotel Adolphus
Dallas' Largest and Finest Hotel



Direct from
Cocoanut Grove
to the
★ **Adolphus Roof** ★

HENRY BUSSE
The Prince of Trumpeters
AND HIS ORCHESTRA

JUDY RANDALL
Fascinating Blonde Singer

★ Don't put off that trip to Dallas any longer. You can spend a few gay play days at Hotel Adolphus luxuriously, yet inexpensively. There are 825 rooms with bath in Dallas' largest and finest hotel from \$2 up... two popular price restaurants. Garage in connection. ★

HOTEL ADOLPHUS

Otis M. Harrison,
DALLAS

Directed by National Hotel Management Co., Inc. — Ralph Hitz, Pres.

Strike up the band!

» » on the cool
ADOLPHUS ROOF

Cool breezes and breezy music make happy hours on the Adolphus Roof. Art Jarrett and His Orchestra with Eleanor Holm now play nightly at dinner and supper. De luxe dinners from \$1.50. Cover charge at supper only.

ADOLPHUS HOTEL
DALLAS, TEXAS. Otis M. Harrison, Mgr.
Directed By National Hotel Management Co., Inc. ... Ralph Hitz, Pres.

**SNYDER KNIT
CALIFORNIA SPORTSWEAR**

ANGORA ZEPHYR
ANGORA CHENILLE
EMBROIDERED CHENILLE
BUNNY FUR
KNITTED TWEEDS
and many other distinctively
NEW FABRICS

\$10.50 to \$35.00

J. H. LOWENSTEIN
Adolphus Hotel Room 1032

Limited Number of Exclusive Agencies
Available

**We've Taken
the Summer
Out of Summer**

—by Air-conditioning the main Dining Room, all private dining rooms, the Barber Shop and the Coffee Shop.

The Coffee Shop is open all night, every night.

On the ROOF there's always an ace orchestra with music for Luncheon, Dinner, Supper. There's Dancing nightly, except Sundays.

825 Rooms with Bath \$2 up.
Garage in Connection

HOTEL ADOLPHUS
DALLAS, TEXAS
Directed by National Hotel Management Co., Inc. — Ralph Hitz, Pres.



JARRETT ★ ORCHESTRA ★ ON THE ADOLPHUS ★ ROOF

FOR YOUR PLEASURE

On the Roof, Hotel Adolphus presents Art Jarrett and His Orchestra, playing for Luncheon, Dinner and Supper, and for Dancing every night except Sunday... Beautiful Eleanor Holm sings... Hear the hits that charmed eager crowds in the bright spots everywhere Art, Eleanor and the Boys have played.

When you step out... step in to Hotel Adolphus... take the elevator to the Roof.

Phone 2-3281 for Reservations.

ALL FOR YOUR COMFORT

Experimenting is over. AIR CONDITIONING is now perfected... and Hotel Adolphus, never satisfied with anything less than the best for its clientele, has installed the latest improved AIR CONDITIONING SYSTEM in several of its more popular units.

All of this has been done for your comfort. For many days and nights the Main Dining Room off the Lobby, Private Dining Rooms on the Mezzanine Floor, the Adolphus Barber Shop and the ever-popular Coffee Shop were in the hands of engineers, electricians, technicians and experts. Now the remodeling is done. All mechanism is hidden... unseen, but *felt*... in the evenly controlled, pleasantly cool, RIGHTLY CONDITIONED air. All this solely to make Hotel Adolphus a better place for our guests.

Come in out of the heat. In these units we've taken the swelter out of summer. They're air-cooled, but not cold, not too cool. Just right. You won't need a fur coat or a bottle of cough syrup.

YOUR ADOLPHUS

Dallas' Largest and Finest Hotel.
Unexcelled Convention Facilities.

825 Comfortable, Roomy Rooms
... with bath ... from \$2 up
... Garage in connection.



MAIN DINING ROOM—Off the Lobby. Air-Cooled.



THE ADOLPHUS BARBER SHOP—Newly Air-Conditioned, adding perfect comfort to the finest of work.



THE COFFEE SHOP—Newly Air-Conditioned. Dallas' most popular informal eating place.



THE MAIN DINING ROOM, just off the Lobby,
AND FOUR PRIVATE DINING ROOMS, on the
Mezzanine Floor.

THE ADOLPHUS BARBER SHOP, famed for its
unexcelled work, newly Air-Conditioned.
THE COFFEE SHOP... Quiet surroundings,
unobtrusive service, also newly Air-Conditioned.

825
ROOMS
With Bath
From \$2



OTIS M. HARRISON
MANAGER

HOTEL ADOLPHUS

DIRECTION NATIONAL HOTEL MANAGEMENT CO., Inc.
RALPH HITZ, Pres.



Local ad #1
Dispatch 8-4-35 - Dispatch 8-6-35

PAUL-FRAN & MAXINE SINGING TRIO
"BLUBBER" PAGELER - COMEDY
PAUL SUTTON BARITONE
MAXINE GOULD SINGER
"CUFFY" MORRISON Singing Collegian
Sally Gay
MARY LEE DANCER
"The Stars are Gonna Twinkle and Shine"
COMPLETE FLOOR SHOW
OPENING THURSDAY NITE
CHARLIE DAVIS AND HIS ORCHESTRA
HOTEL ADOLPHUS
825 Rooms with Bath from \$2 H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc. Ralph Hitz, President

Grand Opening Tonight!

PAUL-FRAN & MAXINE SINGING TRIO
"BLUBBER" PAGELER - COMEDY
PAUL SUTTON BARITONE
MAXINE GOULD SINGER
"CUFFY" MORRISON Singing Collegian
MARY LEE DANCER
"The Stars are Gonna Twinkle and Shine"
COMPLETE FLOOR SHOW
OPENING THURSDAY NITE
CHARLIE DAVIS AND HIS ORCHESTRA
HOTEL ADOLPHUS
825 Rooms with Bath from \$2 H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc. Ralph Hitz, President

PAUL-FRAN & MAXINE SINGING TRIO
"BLUBBER" PAGELER - COMEDY
PAUL SUTTON BARITONE
SALLY GAY SINGER
"CUFFY" MORRISON Singing Collegian
MARY LEE DANCER
"The Stars are Gonna Twinkle and Shine"
COMPLETE FLOOR SHOW
OPENING THURSDAY NITE
CHARLIE DAVIS AND HIS ORCHESTRA
HOTEL ADOLPHUS
825 Rooms with Bath from \$2 H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc. Ralph Hitz, President

The Cotton Ginners Journal - September.

Make THIS Your Dallas HOME

At Hotel Adolphus you're in the heart of downtown activities. Unexcelled features, too, include air-cooled, popular-priced restaurants . . . nightly dancing on the roof to the nation's favored orchestra music . . . air-cooled barber shop . . . garage in connection.

- 825 Rooms With Bath From \$2
- Dallas' Largest and Finest Hotel
- Unexcelled Facilities
- Parking and Service Garage in Connection

Hotel Adolphus

H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc.
Ralph Hitz, President

Uncle Jake
8-10-35

CHARLIE DAVIS
And His Orchestra
Genial Master of Mirth and Melody, with his famous Orchestra and FLOOR SHOW REVUE will show you a tuneup and hilarious time on the beautiful Adolphus Roof.
Sally Gay, enticing singer . . . Mary Lee, petite dancer . . . "Blubber" Pageler, comedian . . . Cuffy Morrison, singing collegian . . . Paul, Fran and Maxine, singing trio.
ADOLPHUS ROOF

PAUL-FRAN & MAXINE SINGING TRIO
"BLUBBER" PAGELER - COMEDY
PAUL SUTTON BARITONE
SALLY GAY SINGER
"CUFFY" MORRISON Singing Collegian
MARY LEE DANCER
"The Stars are Gonna Twinkle and Shine"
COMPLETE FLOOR SHOW
OPENING THURSDAY NITE
CHARLIE DAVIS AND HIS ORCHESTRA
HOTEL ADOLPHUS
825 Rooms with Bath from \$2 H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc. Ralph Hitz, President

O.K. Co. any
8-17-35

Playing Daily for LUNCHEON... DINNER... SUPPER...

SMILING CHARLIE DAVIS and His Orchestra
DANCING NIGHTLY
Except Sunday ON THE ROOF
Complete Floor Show with SALLY GAY
Sophisticated Singer
PAUL SUTTON Baritone
"BLUBBER" PAGELER Comedian
PAUL, FRAN and MAXINE Singing Trio
Added Feature
Starting Thursday, August 22nd
Kay, Kayta & Kay Internationally Famous Dance Act
HOTEL ADOLPHUS
825 Rooms with Bath from \$2
H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc.
RALPH HITZ, President

UNCLE JAKE Uncle Jake 9/14/35
at the ADOLPHUS
RAH, RAH, RAH, FER BOB!
Bob Crosby and his band on the Adolphus Roof is making a big hit. Ya is plumb silly like if ya don't make a date right now with yer gal or yer missus an' git up there an' have sum fun.
HOTEL ADOLPHUS
825 Rooms With Bath From \$2.00
H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc.
RALPH HITZ, Pres.

Dallas Star - August 11-1935



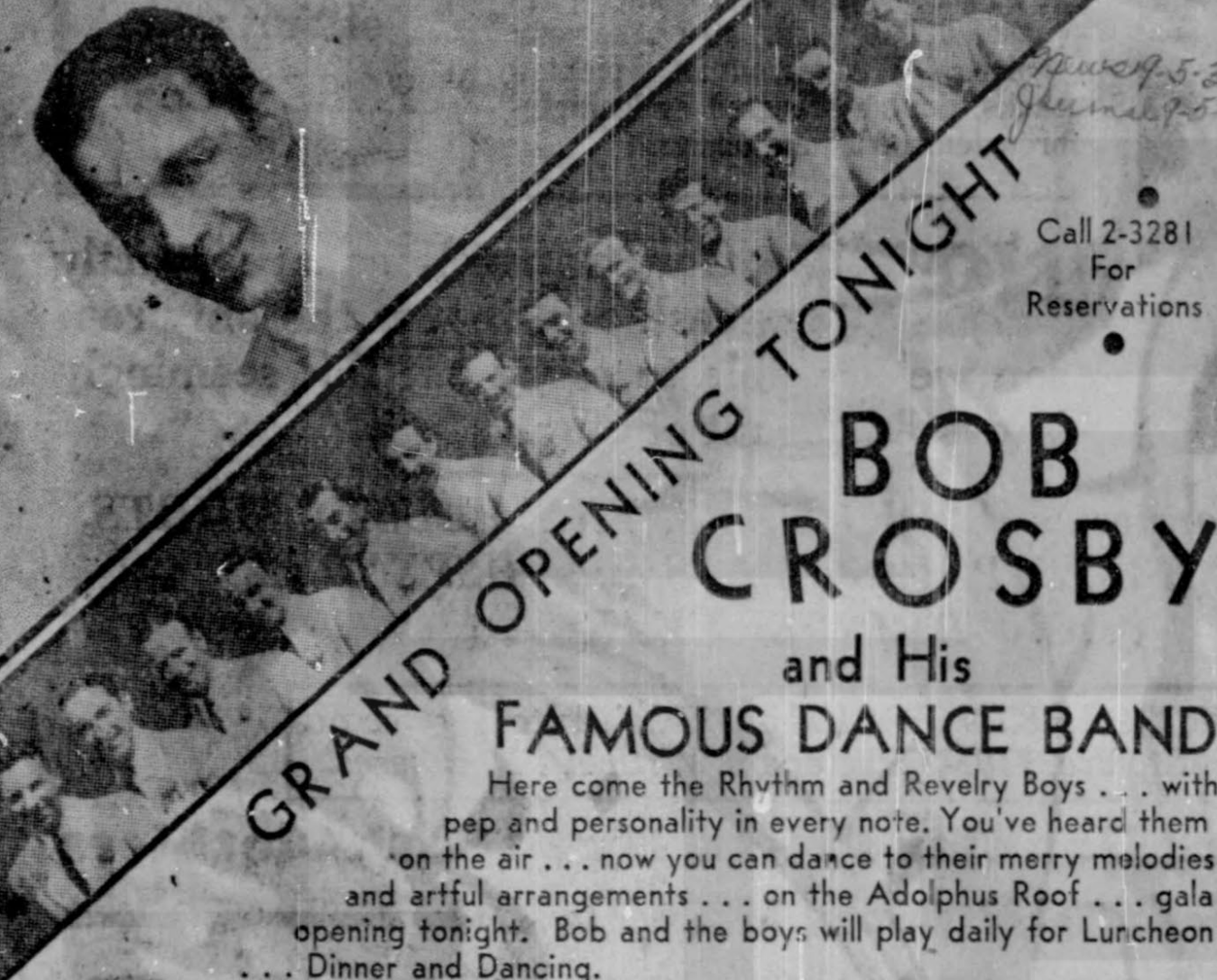
H. FULLER STEVENS
 Newly elected manager of the Hotel Adolphus is H. Fuller Stevens, formerly manager of the Van Cleave in Dayton, and a valued member of the Ralph Hitz staff. For story, see page 15.

Smilin' CHARLIE DAVIS
 Presents his Floor Show
 Revue with ...
Kay, Katya and Kay
 Internationally Famous Dance Act ... A revelation in Novelty and Rhythmic Poetry of Motion.
Starting Thursday, August 22
Dancing Nightly ON THE ROOF
 Floor Show Revue 11:30 P. M.
 Featuring ...
KAY, KATYA & KAY
SALLY GAY
PAUL SUTTON
"BLUBBER" PAGELER

UNCLE JAKE Uncle Jake 8-1-35
 at the
ADOLPHUS
 I aint what ya wud call one o' them extry fancy dancin' fellers. I'm more on th' garden variety, but with that music this Davis boy, Charlie, an' his band puts out up there at th' Adolphus roof I kin step it off like them young college boys. Jist go up there an' see fer yerself.
 An', gosh, I aint ever seen better dancin' folks than Kay, Katya an' Kay. They start dancin' where a lot o' others leave off.
 An' whin pretty Sally Gay sings that song 'bout Miss Otis failin' t' show up fer lunch I feel like ritin' th' folks at home t' cum on up t' Dallas fer th' evenin'.
 Yee, it's a great show up on th' Adolphus Roof where it's cool an' ya git th' best food what kin be served.

HOTEL ADOLPHUS
 825 Rooms With Bath From \$2.00
 H. F. STEVENS, Manager
 Direction National Hotel Management Co., Inc.
 RALPH HITZ, Pres.

News 9-5-35 Journal 9-5-35

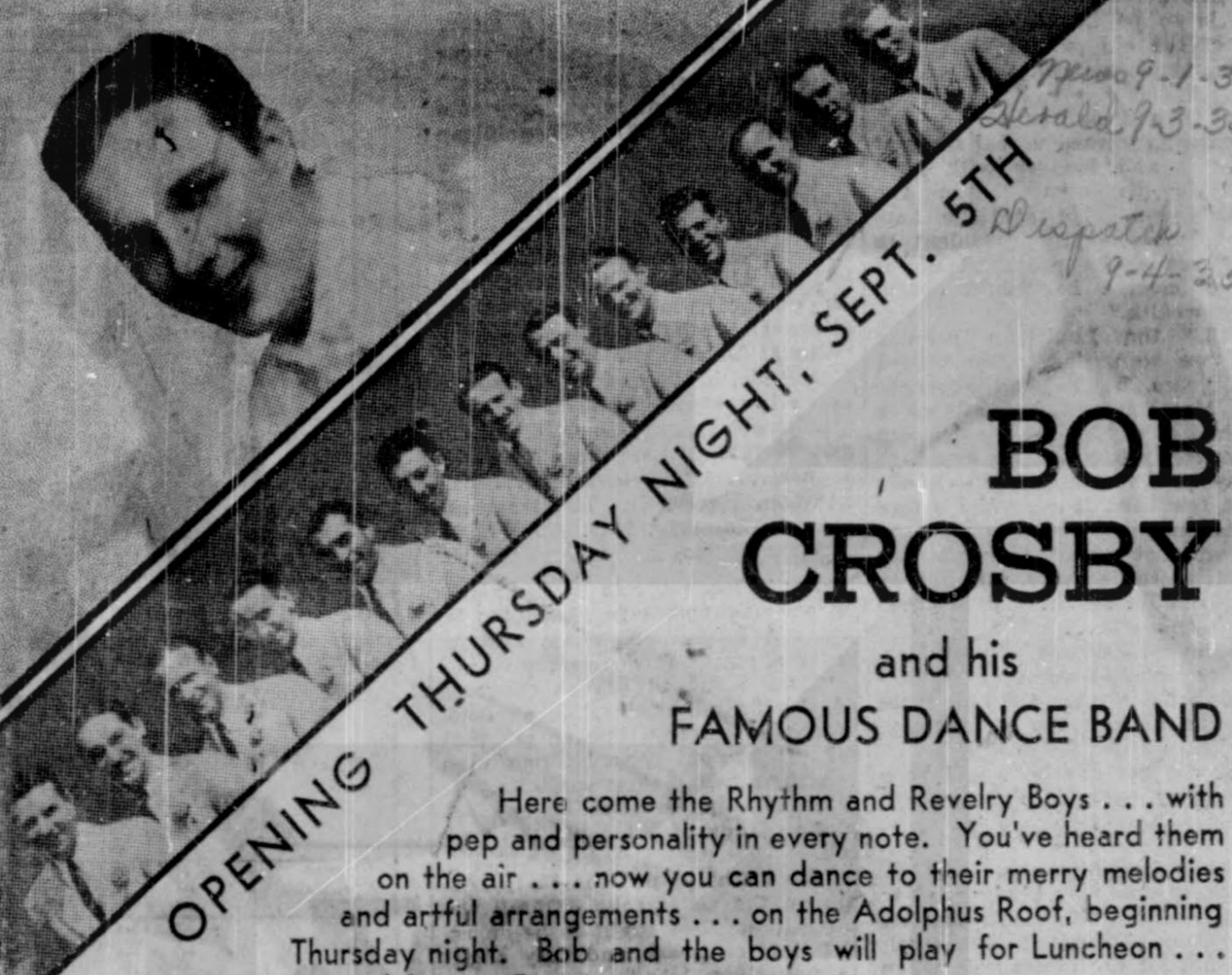


GRAND OPENING TONIGHT Call 2-3281 For Reservations

BOB CROSBY
 and His
FAMOUS DANCE BAND
 Here come the Rhythm and Revelry Boys ... with pep and personality in every note. You've heard them on the air ... now you can dance to their merry melodies and artful arrangements ... on the Adolphus Roof ... gala opening tonight. Bob and the boys will play daily for Luncheon ... Dinner and Dancing.

HOTEL ADOLPHUS
 825 Rooms with Bath from \$2—H. F. STEVENS, Manager
 Direction National Hotel Management Co., Inc.—Ralph Hitz, President

News 9-1-35 Herald 9-3-35 Dispatch 9-4-35



OPENING THURSDAY NIGHT, SEPT. 5TH

BOB CROSBY
 and his
FAMOUS DANCE BAND
 Here come the Rhythm and Revelry Boys ... with pep and personality in every note. You've heard them on the air ... now you can dance to their merry melodies and artful arrangements ... on the Adolphus Roof, beginning Thursday night. Bob and the boys will play for Luncheon ... Dinner and Supper-Dancing.

HOTEL ADOLPHUS
 825 Rooms with Bath from \$2—H. F. STEVENS, Manager
 Direction National Hotel Management Co., Inc.—Ralph Hitz, President

UNCLE JAKE Uncle Jake 9/7/35
 at the
ADOLPHUS
 I has herd a lot o' horn tooters an' fiddle players in my time but I'll be horn-swiggled if this boy Bob Crosby ain't got one o' th' snappiest an' tunc playin'est gongs up there at th' Adolphus I ever cleaned out my ears t' listen to.
 They is all young fellers an' how they kin make ya wanta dance.
 Bob does plenty hisself but these fellers Hilton Lamarre, Frank Tennille an' Eddie Miller give ya sumthin' new an' different in entertainmint.
 Phone yer reservashuns, 2-3281, now an enjoy a evenin' o' dinin' an' dancin'.

HOTEL ADOLPHUS
 825 Rooms With Bath From \$2.00
 H. F. STEVENS, Manager
 Direction National Hotel Management Co., Inc.
 RALPH HITZ, Pres.

The Sooner Magazine - October, 1935.

SOONERS! Welcome Back!

to Your
DALLAS HOME



For years the Adolphus has been college headquarters in Dallas. Again, this year it is the official headquarters for the Sooners. While here for the big game the Adolphus invites you to make yourself at home. Dance to the music of one of the nation's Big Name Bands. Every night is College Night at the ADOLPHUS



OFFICIAL Oklahoma University HDQTRS



For the Midnight Snack
 Drop by the
ADOLPHUS COFFEE SHOP

HOTEL ADOLPHUS
 825 Rooms with Bath from \$2—H. F. STEVENS, Manager
 Direction National Hotel Management Co., Inc.—Ralph Hitz, President

Fall Fashion Show - 1935



COOL EFFECTS ARE SMART

There's a noticeable coolness about the Hotel Adolphus where buyers and sellers are getting together with mighty plans for the big Fall Season. It has nothing to do with your warmth of reception, but is the result of the fine job of Air-Conditioning we've done in the Coffee Shop, the Main Dining Room, All Private Dining Rooms and the Adolphus Barber Shop.

825 Rooms with Bath—from \$2

Other Reasons Why Hotel Adolphus Is Favorite Stamping Ground for Both Buyers and Sellers:

It's right up the street from the Southwest's greatest wholesale district, and right down the street from retail and theatre districts ... There are Music and Dancing and Foods for the epicure on the Roof; the same fine foods with a pleasing informality in the Coffee Shop; and everywhere, in every nook and corner, there's the famous Hotel Adolphus Service.

HOTEL ADOLPHUS
 Direction National Hotel Management Co., Ralph Hitz, President.
 H. FULLER STEVENS, Manager

Bandwagon - September, 1935

If You Enjoy
the Better Things

—stop at Hotel Adolphus.
Here are comfort, conven-
ience, luxury for you, and
the finest hotel service at
reasonable rates. 825 home-
like, well-furnished, comfort-
able rooms, with bath, from
\$2 . . . Garage in connection.

On the beautiful Roof, where
the smart set gathers, there
are dining, dancing and music
. . . Famous dance orchestras
from all over the country vie
with each other to give you
the newest and gayest in
musical entertainment.

HOTEL ADOLPHUS

H. F. STEVENS, Manager
Direction National Hotel Management
Co., Inc.
Ralph Hitz, President

Found...
Sumptuous Food . . . Service Unsur-
passed . . . LUNCHEON in the Main
Dining Room . . . and only 75c.
Music by
JACK STANLEY'S STRING TRIO
**Hotel
ADOLPHUS**
825 Rooms with Bath from \$2
FULLER STEVENS, Manager
Direction National Hotel Manage-
ment Co., Inc.—Ralph Hitz, President

Cotton Ginners Journal - November, 1935

★ for business
★ for pleasure

Come to Dallas!

And . . . in either case make Hotel Adolphus
your Dallas home. Here's homey hospitality at
the center of . . . bright lights . . . night spots
. . . big business . . . plus

- Unexcelled Service
- 825 Rooms With Bath From \$2
- Garage in Connection

Delightful food in Two
Popular Price Restaurants.

When convenient, let us know when you
are coming so that we may make reser-
vations to suit your individual requirements.

HOTEL ADOLPHUS

H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc.
Ralph Hitz, President

The Latest
SHOPPING
GOSSIP...



CONCERN A REAL BARGAIN

When you've been shopping
till you feel like dropping . . .
drop in for a rest and a "shop-
ping bargain" on the cool Adol-
phus Roof. . . A comfy chair
. . . soothing music . . . gracious
service at your elbow.

LUNCHEON 75c
DINNER \$1.25 Up

Bob Crosby and his Orchestra
play on the Roof for Luncheon.
Dinner and Supper-Dancing—
Broadcast over KRLD nightly
except Sunday.

Hotel ADOLPHUS

825 Rooms with Bath from \$2
H. F. STEVENS, Manager
Direction National Hotel Management
Company, Inc.—Ralph Hitz, President

In the MAIN DINING ROOM

A ROOM OF SPLENDOR
SUPERB CUISINE
AND UNEXCELLED SERVICE

BREAKFAST
50c and 75c

LUNCHEON
75c

DINNER
\$1.25 to \$1.75

Also a la Carte

Muted
Melodies
by
JACK
STANLEY
and his
STRING
ENSEMBLE

FROM THE WAGON
A Daily Luncheon Feature

A specially prepared dish served
at your table from our SILVER
WAGON . . . Also individually
mixed Salads.

Hotel ADOLPHUS

FULLER STEVENS, Manager
825 Rooms With Bath From \$2.00
Direction National Hotel Manage-
ment Co., Inc.—Ralph Hitz, Pres.

DISPATCH 1/31/37

NEWS 1/31/37

JOURNAL 2/1/37

HERALD 1/31/37



STARTING
WEDNESDAY
at Dinner

THE ORIGINAL SULTAN OF SWING
JOE VENUTI
"THE WORLD'S HOTTEST FIDDLER"
and his Orchestra

The Incomparable
JOHN and EDNA
TORRENCE
Society's Favorite Dancers



RUDY VALLEE'S
Youthful Protege
AL BERNIE
That Inimitable Mimic
of Radio and Stage

Direct from Paramount Theatre, New York

NO COVER CHARGE TO DINNER GUESTS

THE *Century* ROOM
FULLER STEVENS, MGR.
HOTEL ADOLPHUS

UNCLE JAKE at the ADOLPHUS

Date Her Now

To
Dance
Tonight
on
the
Adolphus
Roof



Win or lose this boy Bob Crosby
an' his orchestra on th' Adolphus
Roof will see ya enjoy yer evenin'.
Snappiest an' most entertainin'
dance band what has bin in these
parts in many moons. Special tunes
fer th' college set.

HOTEL ADOLPHUS

825 Rooms With Bath From \$2.00
H. F. STEVENS, Manager
Direction National Hotel Management
Co., Inc.
RALPH HITZ, Pres.



Welcome
to Dallas in 1936

Joining hands with the civic and
business interests of Dallas,
Hotel Adolphus extends you a
most cordial invitation to hold
your convention here next year
. . . the Texas Centennial year.

825 Rooms With Bath
\$2 up

Hotel
ADOLPHUS

Otis M. Harrison, Manager

DALLAS

Directed by
National Hotel Management Co.,
Inc.—Ralph Hitz, President

Uncle Jake at the ADOLPHUS



Yer team is losin' an' yer
horse finished last but that's
OK—just think what a lot o'
fun you kin have on th'
Adolphus Roof t'nite. Bob
Crosby an' his orchestra is
waitin' fer ya with th' hor-
test bunch o' dance tunes
bein' brewed in th' South.
I'll see ya there.

HOTEL ADOLPHUS

825 Rooms With Bath From \$2.00
H. F. STEVENS, Manager
Direction National Hotel Manage-
ment Co., Inc.
RALPH HITZ, Pres.



Direct from
Cocoanut Grove
**HENRY
BUSSE**
and his
ORCHESTRA

with Judy Randall—singer
Now playing on the beautiful
Roof . . . Luncheon . . . Dinner
. . . Supper. Come, have a
frolicsome fling. We'll be
expecting you.

825 Rooms—with Bath
\$2.00 Up

Hotel Adolphus
OTIS M. HARRISON
Manager
DALLAS

Directed by
National Hotel Management Co., Inc.
Ralph Hitz, President

Opening Wed., Oct. 9th

Direct from record-breaking 18 weeks engagement at beautiful TERRACE GARDENS, Hotel Morrison in Chicago.

Glenn Lee

and his Famous
N.B.C.
ORCHESTRA

featuring
the lovely

Kea Rea

Playing Daily for
LUNCHEON
and DINNER

Dancing

Monday - Wednesday
Friday - Saturday



Hotel ADOLPHUS



825 Rooms with Bath From \$2
H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc.
Ralph Hitz, President

**GALA NEW YEAR'S
EVE PARTY**

Junior Ballroom with

**PHIL HARRIS
and LEAH RAY**

This Week in Dallas

Make Reservations Now—Phone 2-3281
12/29/35

Hotel ADOLPHUS



FULLER STEVENS, Manager
825 Rooms with Bath From \$2
Direction National Hotel Management Co., Inc.—Ralph Hitz, Pres.

OPENING TONIGHT

Direct from record-breaking 18 weeks engagement at beautiful TERRACE GARDENS, Hotel Morrison in Chicago.

Glenn Lee

and his Famous
N.B.C.
ORCHESTRA

featuring
the lovely

Kea Rea

Playing Daily for
LUNCHEON
and DINNER

Dancing

Monday - Wednesday
Friday - Saturday

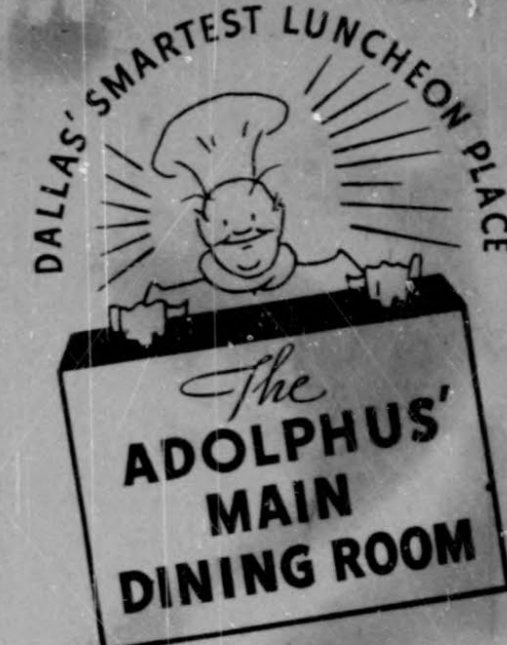


Hotel ADOLPHUS



825 Rooms with Bath From \$2
H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc.
Ralph Hitz, President

Caravan - November, 1935.



Here is an adventure in
marvelous food and luxuri-
ous atmosphere.

Enjoy a sumptuous noonday
meal to the soft rhythmic
music of a nationally famous
orchestra.

**CLUB
LUNCHEON
75¢**

also a la carte

ADOLPHUS RESTAURANT PRICES

BREAKFAST
Coffee Shop 25c, 40c, 60c

LUNCHEON
Coffee Shop 45c to 65c
Main Dining Room 75c

DINNER
Coffee Shop 65c to 90c
Adolphus Roof \$1.25 to \$1.75

**HOTEL
ADOLPHUS**

DALLAS, TEXAS

H. FULLER STEVENS, Manager

825 Rooms from \$2.00

Directed by National Hotel Management
Company, Inc. — Ralph Hitz, President

News and Journal 10/16/35

Noonday adventure
for your appetite



... A sumptuous luncheon in the ever-popular
Adolphus Main Dining Room for ONLY 75c ...
marvelous food ... perfect service ... sparkling
music by Glenn Lee and his Orchestra with Kea
Rea, playing daily. No wonder it's Dallas' smartest
luncheon place.

Hotel ADOLPHUS

825 Rooms With Bath
from \$2
H. F. STEVENS, Manager



Direction National Hotel
Management Company, Inc.
Ralph Hitz, President



Everyone
Is
Dancing
To the Merry,
Mad Music of

BOB CROSBY

and His Orchestra

Playing on the Roof for
Luncheon — Dinner — Dancing

Here is the most popular Or-
chestra to visit Dallas in years!
Every instrument a personality!

Great music—superb ar-
rangements—riotous Floor
Show Revue.

Listen to their broadcast
Nightly Over KRLD
(Except Sunday)

Tonight
S. M. U.
All
College
Night
(Every
Wednesday)

Hotel ADOLPHUS

825 Rooms With Bath From \$2 H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc., Ralph Hitz, Pres.

**Reserved
for You**

If you are coming to Dallas for the Hoff-
man Co. Fall Show and Educational Ex-
hibit, it will be assuring to know that
just the accommodations you want are
reserved and ready for you. To make sure
of that, I should appreciate your notify-
ing me, in advance, your room require-
ments. And if there is any special service
or attention which would make your stay
more enjoyable, I shall take real pleasure
in looking after your accommodations
personally.

H. F. Stevens
Manager

HOTEL ADOLPHUS

825 Rooms with Bath from \$2

Direction National Hotel Management Co., Inc.
Ralph Hitz, Pres.

1935
DECEMBER

Here's a Date!
3
Phil Harris
Orchestra opens
at the Adolphus
TUESDAY

Cotton Ginners Journal, October, 1935.

**IF Fall Calls
You to Dallas**

Whether for business, diversion and enjoyment or for
rest, you'll want to make Hotel Adolphus your Home.
It's the center of everything ... business districts ...
bright lights and amusements ... the ideal home.

TWO POPULAR PRICE RESTAURANTS
featuring foods to delight a king and service to gratify
every whim ...

COFFEE SHOP **ROOF**
Breakfast ... 25c to 60c Luncheon ... 75c
Luncheon ... 45c to 65c Dinner ... \$1.25 Up
Dinner ... 65c to 90c

FAMOUS DANCE ORCHESTRAS
Noted Stage, Radio and Dance Bands to entertain you
... playing for Luncheon, Dinner and Dancing Nightly
on the Roof.

825 Rooms With Bath From \$2
Garage in Connection

HOTEL ADOLPHUS

H. F. STEVENS, Manager
Direction National Hotel Management Co., Inc.
Ralph Hitz, President



FOR YOUR *Journal*
Thanksgiving 11/25/35
DINNER

... Pedigreed Turkey ennobled with the
superb trimmings that only inspired and
skilled chefs can assemble. Make it the
gay adventure of the day.

Dinner \$1.50, also a la carte.
Music by Jack Stanley's
String Ensemble.

Hotel ADOLPHUS

825 Rooms with Bath from \$2
FULLER STEVENS, Manager
Direction National Hotel Management
Company, Inc.—Ralph Hitz, President

Herald 11-21-35



Dispatch 11-22-35
"GRAND!" ... set set for a luxuri-
ous evening. Fine food, pleasing
surroundings where smart people
gather. Enjoyment every minute
... even to the check ... \$1.25
to \$1.75.

With JACK STANLEY
and His String Ensemble

**Hotel
ADOLPHUS**

825 Rooms with Bath from \$2
FULLER STEVENS, Manager
Direction National Hotel Management
Company, Inc.—Ralph Hitz, President

News 11-12-35



DINNER
In the Main Dining Room

Food that makes friends. Smooth
service and sumptuous surround-
ings that say "Come Again" ...
a bit of luxury in all but price
... \$1.25 to \$1.75, also a la carte.

Dinner Music by
JACK STANLEY
and His String Ensemble

Hotel ADOLPHUS

825 Rooms with Bath from \$2
FULLER STEVENS, Manager
Direction National Hotel Management
Company, Inc.—Ralph Hitz, President



To the Adolphus Coffee
Shop for Good Food at
Popular Prices with Quick
Service. Air-cooled and "ear-
conditioned."

Breakfast ... 25c to 60c
Luncheon ... 45c to 65c
Dinner ... 65c to 90c

Bob Crosby and his Orchestra
playing on the Roof for Luncheon,
Dinner and Supper-Dancing—
Broadcast over KRLD nightly
except Sunday.

Hotel ADOLPHUS

825 Rooms with Bath from \$2
H. F. STEVENS, Manager
Direction National Hotel Management
Company, Inc.—Ralph Hitz, President

South Texan - October, 1935

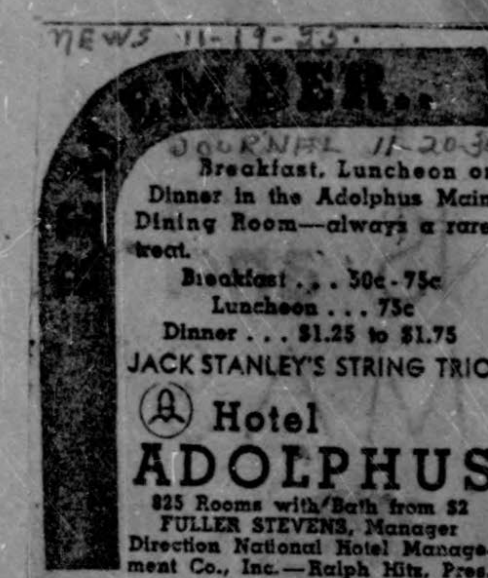
**Hotel
ADOLPHUS**

- Dallas' largest hotel
- 825 rooms with bath \$2 up
- Unexcelled convention facilities
- Two popular price restaurants
- Garage in connection

H. F. STEVENS, Manager

DALLAS

Directed by National Hotel Manage-
ment Co., Inc.—RALPH HITZ, Pres.



**Hotel
ADOLPHUS**

825 Rooms with Bath from \$2
FULLER STEVENS, Manager
Direction National Hotel Manage-
ment Co., Inc.—Ralph Hitz, Pres.

March - 12/1/35



HELLO DALLAS!
 We couldn't wait any longer so,
 we're coming back! We'll be at
 the ADOLPHUS playing for
 Luncheon, Dinner and Dancing.
 ...Opening Tuesday Night,
 December 3rd
 ...and we'll be looking for YOU!
 Phil Harris Leah Ray
 The boys in the band & "Little Audrey."

OPENING and
 SATURDAY NIGHTS
 \$1.10
 (No Cover Charge
 to Dinner Guests
 Before 9 P.M.)
 WEEK NIGHTS
 55c

Cotton Ginners' Journal - December, 1935

Here's How

You can combine pleasure with business
 when you come to Dallas . . . make the
 Adolphus your home where you'll find

- 825 Rooms with Bath From \$2
- Parking Garage in Connection
- Two Popular Price Restaurants
- Dallas' Largest and Finest Hotel

When possible, advise us in advance for
 reservation of just the kind of room you
 desire.

HOTEL ADOLPHUS

FULLER STEVENS, Manager
 Direction National Hotel Management Co., Inc.,
 Ralph Hitz, President.

TWO Gala New Year's Eve PARTIES

Number 1 in the Junior Ball Room . . .
PHIL HARRIS
 AND HIS ORCHESTRA
 with beautiful **LEAH RAY**
 FUN, FAVORS, FEASTING!
 A GREAT FLOOR SHOW!
 Come dance a gay good-
 bye to 1935 and to Phil
 Harris! Festivities start at
 10 p. m. and last till "milk-
 man time!" Phone Your
 Reservation NOW.

Number 2 on the Roof . . .
JACK STANLEY
 . . . and His Orchestra
 playing a rollicking infor-
 mal dance from 10 p. m. to
 3 a. m. Clever soloists and
 hats and an exciting
 night-club atmosphere.
 Gala floor show.

Hotel ADOLPHUS
 825 Rooms with Bath FULLER STEVENS, Manager
 Direction National Hotel Management Co. - Ralph Hitz, Pres.

When Business
CALLS YOU
 to Dallas

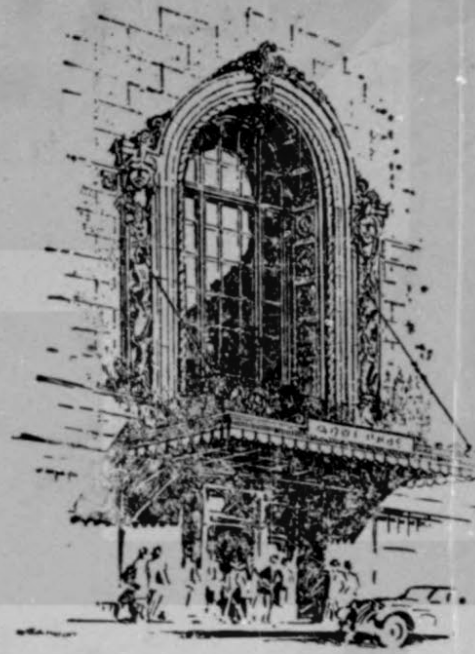
Make the Adolphus
 Your Dallas Home---
 Texas Press Messenger

November, 1935.
 —Two Popular Price Restaurants
 —Unexcelled Convention Facilities
 —Parking Garage in Connection
 —825 Rooms With Bath from \$2
 December 1935

HOTEL ADOLPHUS

FULLER STEVENS, Manager
 Direction National Hotel
 Management Company, Inc.
 Ralph Hitz, Pres.

Caravan - December, 1935.



The Door
 to Genuine
 SOUTHERN
 HOSPITALITY

Hotel ADOLPHUS

825 Rooms With Bath From \$2
 FULLER STEVENS, MANAGER
 Direction National Hotel Management Co., Inc. Ralph Hitz, President

HARRIS IS HERE!




BACK AGAIN!

The One and Only PHIL...
 With Leah, the Boys and 'Little Audrey'

COME TO DALLAS . . . make it a holiday. Obey the call to rest,
 recreate and dance to the toe-tingling tunes of this famous radio,
 movie and dance band. Enjoy the best time you've had since
 they were here last spring. East Texas Oil - December, 1935.

Dallas' Largest and Finest Hotel...

Invites you to make this your
 Dallas home . . . be in the
 center of activity . . . of busi-
 ness and pleasure.

825 Rooms with Bath from \$2
 Garage in Connection
 Two Popular Price Restaurants
 Unexcelled Service and
 Facilities.

Hotel ADOLPHUS

FULLER STEVENS, Manager
 Direction National Hotel Management Company, Inc.
 Ralph Hitz, Pres.

Leah Ray
 The Most Beautiful
 Girl in Radio!

Playing for
 Luncheon---
 Dinner---
 Dancing!

Make Your Reservation NOW!

New Year's Eve Party

Supper DANCE
(10 p. m. to 3 a. m.)
\$5 Per Person

PHIL HARRIS
AND HIS ORCHESTRA with **LEAH RAY**

A PARTY YOU'LL REMEMBER
Superb Food
Gay Hats and Noisemakers
A Grand Floor Show

Dispatch - Dec. 26, 1935
For the First Time in 17 Years We
Will Serve the Finest of Champagne
and Imported and Domestic Wines

Hotel ADOLPHUS

825 Rooms with Bath from \$2. FULLER STEVENS, Manager
Direction National Hotel Management Co., Inc. Ralph Hitz, President

December, 1935 - Territorial Advertisement
**Worth Coming Many
Miles to See and Hear**

**PHIL
HARRIS**
with
Leah Ray

The Most Beautiful Girl in
Radio
... and his famous Movie,
Radio and Dance Band

Playing For
**LUNCHEON
DINNER
DANCING**

Hotel ADOLPHUS

825 Rooms with Bath from \$2. FULLER STEVENS, Manager
Direction National Hotel Management Co., Inc. Ralph Hitz, Pres.

December, 1935.
Territorial Ad.

The
Southwest's
Most Popular
GREETING PLACE

... for big business deals! Big conferences! Conventions!
... and for big times. Throughout the Southwest you hear
it—"See you at the Adolphus, Dallas."

Any wonder? Famous for solicitous service. Convenient to
everything... Business... Shopping... Amusements. No
price penalties, either, for royal luxury.

Unexcelled Service — 825
Rooms with Bath from \$2—
Garage in Connection.

Playing for
Luncheon, Dinner
and Dancing
**PHIL
HARRIS**
WITH
Leah Ray

The Most Beautiful Girl
in Radio
... and the famous Movie,
Radio and Dance Band.

Hotel ADOLPHUS

825 Rooms With Bath from \$2
H. F. STEVENS, Manager
Direction National Hotel Management Company, Inc.
Ralph Hitz, President

HERE ARE 24 POPULAR
December, 1935 - Territorial Advertisement
**STORIES OF
HOSPITALITY**



HOTEL Adolphus is big even for Dallas' skyscrapers, but the attention you get here is warmly personal. In truth, our guests are kind enough to tell us that we've learned well the art of making folks feel 'at home'.

There are 825 rooms... each completely equipped, luxuriously furnished and each with a bed designed for deep, restful slumber.

The popular Coffee Shop and the beautiful Main Dining Room are noted for excellence of food and for reasonable prices. It's almost a city within itself... right in the heart of mid-town Dallas. Nowhere in Dallas will you find such values as the Adolphus offers with a large number of rooms for as little as \$2.

For good business... for good living... for good times... come stay with us.

**HOTEL
ADOLPHUS**

DALLAS 825 Rooms with Bath from \$2
FULLER STEVENS, MANAGER
Direction National Hotel Management Company, Inc.
Ralph Hitz, President

December, 1935. Territorial Ad.

**'We'd Gladly
Give Our Right Hand-
to you!'**

825 Rooms with Bath from \$2. Two Popular Price Restaurants. Garage in Connection. Dallas' Finest and Largest Hotel. Unexcelled facilities for individuals and conventions.

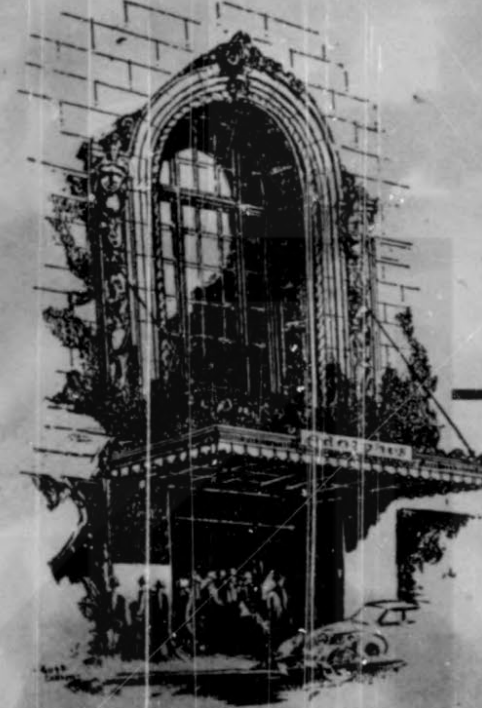
If possible, anticipate the date of your visit and make reservations.

An oft heard expression yet seldom offered seriously, but... at Hotel Adolphus we MEAN IT. The "right hand" of friendliness, of hearty greeting is always extended.

Its influence is noted in the solicitous service about you... in luxurious surroundings... in the very atmosphere of hospitality. Start 1936 right. "Drift away" from work... "drift ashore" at Dallas... at the Adolphus for a week-end or week-long of momentous moments.

Hotel ADOLPHUS

825 Rooms with Bath from \$2. FULLER STEVENS, Manager
Direction National Hotel Management Co., Inc. Ralph Hitz, Pres.



Dec. Territorial Ad. 1935.

Your Right, Sir!

Here... it is your RIGHT to expect only the right kind of unobtrusive yet attentive service. It is your RIGHT to expect everything to be right... and it is. Right in the center of Dallas' activities, too. You feel right at home. You pay only Right Prices, and best of all, you're always RIGHT when you select the Adolphus as your Dallas home.

Eight hundred and twenty-five luxuriously furnished rooms with beds that give you refreshing sleep. Two popular-priced restaurants with appetizing foods and reasonable checks.

Nowhere can you find a more homey environment... more enjoyable surroundings... more real value than at Hotel Adolphus. ALWAYS... make it your home while here.

**HOTEL
ADOLPHUS**

825 Rooms with Bath from \$2
FULLER STEVENS, MANAGER
Direction National Hotel Management Co., Inc.
Ralph Hitz, President