

Territorial Ad, November, 1935.

825 Rooms With Bath
from \$2

MAKE Hotel Adolphus Your Dallas HOME

When you come to Dallas you'll want to make Hotel Adolphus your home. It's located in the heart of downtown Dallas and convenient to all activities. The garage in connection is appreciated by those who are driving.

Two popular-priced restaurants offer excellent foods and service fit for a king, yet the check is light, indeed.

The Adolphus is Dallas' largest and finest hotel with unexcelled service and facilities.

RACING ...

See the "fastest" running horses of the Southwest at Arlington Downs, every day except Sunday, until November 20th.

FOOTBALL ...

High School and Conference Football Games. S.M.U. plays Baylor November 23rd in Dallas.

HOTEL ADOLPHUS

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

AVOID a Void



In Your MENTAL Activity

Garage in Connection

Unexcelled Facilities

Popular Price Restaurants

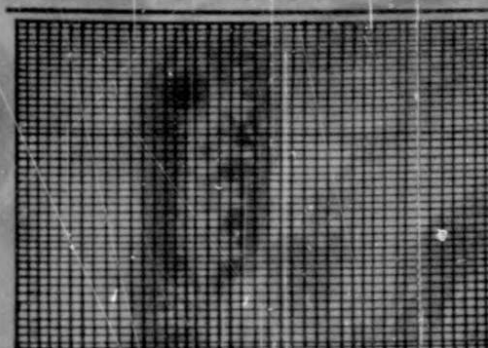
Dallas' Largest and Finest Hotel

Give your brain a break from brain-breaking routine. Come to Dallas—for business or pleasure—stop at Hotel Adolphus—in the center of business... of bright lights and amusement.

You'll enjoy the solicitous service... the luxurious surroundings... the modest expense account. Let us reserve a place for you... just tell us when you're coming.

Territorial Ad.

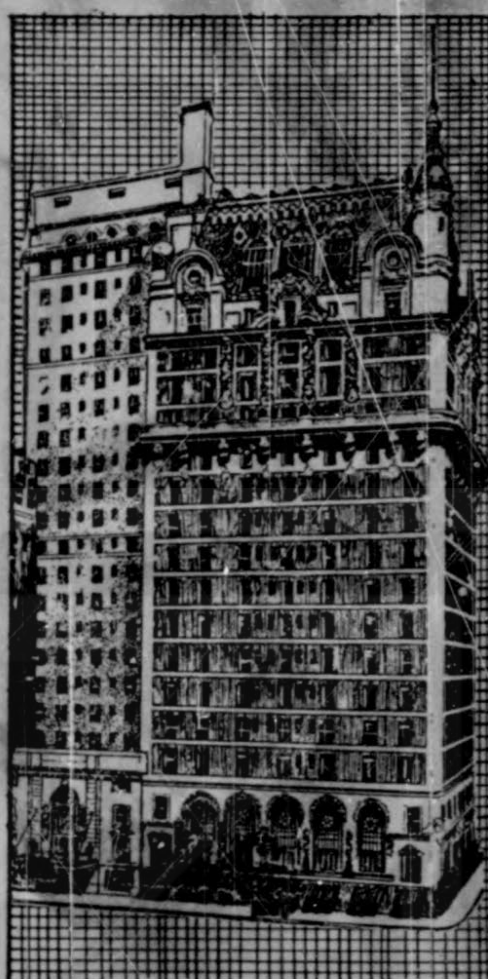
Hotel **Adolphus**
FULLER STEVENS, MANAGER 825 ROOMS WITH BATH



Territorial Ad.

825 ROOMS WITH BATH

IT IS OUR PLEASURE TO MAKE YOUR PLAY SURE



Whether you come to Dallas for business or pleasure, your stay at the Adolphus will be a period of "play."

In the center of gaiety... bright lights... shows... night clubs... and just around the corner from business, too.

Extra courtesies... solicitous service... luxurious surroundings with NO price penalties will be constant reminders that we take "pleasure" in making your "play" sure.

Garage in Connection
Unexcelled Service and Facilities
Two Popular Price Restaurants
Dallas' Largest and Finest Hotel

Hotel **Adolphus**
FULLER STEVENS, MANAGER 825 ROOMS WITH BATH

Caravan - January, 1936.

WE ARE FIGURING

That more than ten million people will visit the Texas Centennial in 1936. Will you be among them? COME... stay at the Adolphus. Solicitous Service... in the midst of all activity... luxurious surroundings without a luxurious price.



825 Rooms with Bath from \$2
Garage in Connection
Two Popular Price Restaurants
Dallas' Largest and Finest Hotel
Unexcelled Convention Facilities

Hotel ADOLPHUS



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

SOUTH WEST STYLE SHOW PROGRAM - January

The ADOLPHUS Presents ...

825 'SMART' NUMBERS

for Spring Market & Style Show Visitors

A presentation of luxurious surroundings... solicitous, friendly service... 825 rooms with bath and... every one a home in itself.

In the Main Dining Room or the Coffee Shop you'll find tempting meals... excellent service and modest, lightweight checks.

Make this your Dallas headquarters... the center of business and social activity.



Unexcelled Facilities and Service.

Dallas' Largest and Finest Hotel.

Storage Garage in Connection.

Hotel **Adolphus**
FULLER STEVENS, MANAGER 825 ROOMS WITH BATH

MAKE THE ADOLPHUS

Caravan - October, 1935.



YOUR DALLAS HOME

The widely varied facilities and activities of the Hotel Adolphus adjust themselves to every guest classification.

Dallas' Social Season centers in the gorgeously appointed dining and dancing rooms of the hotel.

Colleagues find the Adolphus' famous dance bands perfect for that after-the-game date!

Business men relax and meet their friends in a congenial atmosphere.

ADOLPHUS RESTAURANT PRICES	
BREAKFAST	
Coffee Shop	25c, 40c, 60c
LUNCHEON	
Coffee Shop	45c to 65c
Adolphus Roof	75c
DINNER	
Coffee Shop	65c to 90c
Adolphus Roof	\$1.25 to \$1.75

HOTEL ADOLPHUS

DALLAS, TEXAS

H. FULLER STEVENS, Manager
Directed by National Hotel Management Company, Inc. ★ Ralph Hitz, President

COTTON GINNERS JOURNAL - Jan. 1936

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
- 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.

WORLD PETROLEUM --- March, 1936

TIME'S UP!

For a Visit in Dallas

... for pleasure... for amusement... for big business contacts and meetings. Stay at Hotel Adolphus. Convenient to everything.

Dallas' Largest and Finest Hotel
Two Popular Price Restaurants
Garage in Connection
Unexcelled Facilities and Service

Hotel **Adolphus**
FULLER STEVENS, MANAGER 825 ROOMS WITH BATH

OUR THANKS

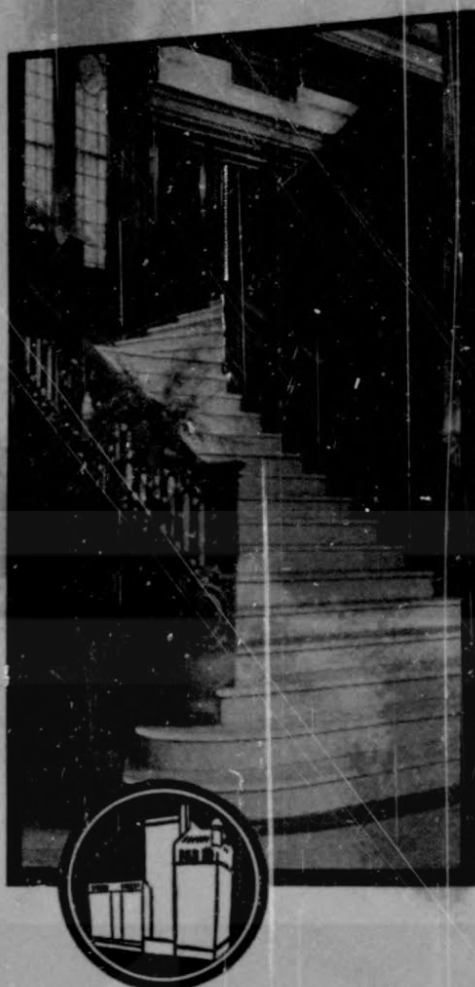
TO THE

Texas State Hospital Association

We join Dallas in extending our appreciation for your having chosen Dallas as your convention city and Hotel Adolphus as convention headquarters.

When you arrive, you will find that every detail as to facility, service and comfort to make your convention a success has been taken care of. You'll find quiet, cheerful guest rooms . . . spacious meeting rooms . . . tempting food delightfully served . . . all at prices considerate of your convention budget and each delegate's pocketbook.

Write us today about your room requirements so that we can make the reservation early, and make sure that you get accommodations to suit your individual needs.



Unexcelled Facilities
and Service

Dallas' Largest and
Finest Hotel

Storage Garage in
Connection

Hotel Adolphus
FULLER STEVENS
MANAGER 825 ROOMS
WITH BATH

TEXAS PRESS MESSENGER FEBRUARY Where to STOP When You GO to Dallas

... at the Adolphus, of course. Convenient to everything . . . shopping district, wholesale district, shows, night spots.

825 Homelike Rooms
with Bath

Storage and Service
Garage in Connection

Unexcelled Service
and Facilities

Popular Price
Restaurants

Dallas' Largest and
Finest Hotel

Hotel Adolphus
FULLER STEVENS
MANAGER 825 ROOMS
WITH BATH

TEX. PRESS MESSENGER WELCOME! JANUARY 1936 Members of the Press

You are always welcome to make Hotel Adolphus your headquarters while in Dallas. Centrally located—in the heart of all activity—business, pleasure, amusement.

825 Rooms with Bath

Unexcelled Facilities and Service

Popular Price Restaurants

Garage in Connection

Dallas' Largest and
Finest Hotel

**HOTEL
ADOLPHUS**

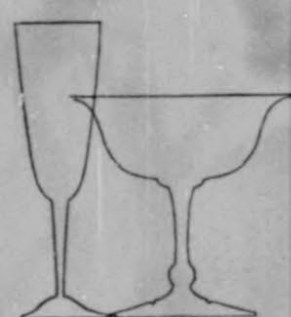
FULLER STEVENS
Manager

TEX. PRESS MESSENGER
March

A N N O U N C I N G



George Eddings has had thirty years' experience conjuring masterpieces for people who insist on their drinks being correct. Until recently Mr. Eddings was manager of the Cocktail Bars at the famous Hotel New Yorker and the equally famed Hotel Lexington, New York, and at the Netherland Plaza, Cincinnati. He has one thousand recipes, seven hundred and fifty of them his own, for adding SPIRIT to any occasion.



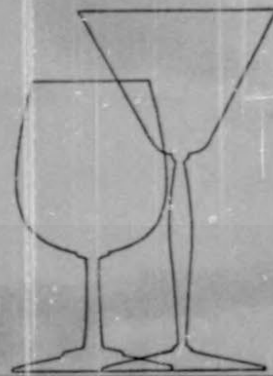
The Appointment of George Eddings as Manager of the Hotel Adolphus Liquor Store

What drinks will make a smart cocktail party smarter? What wine to serve with what food to make a dinner party successful?

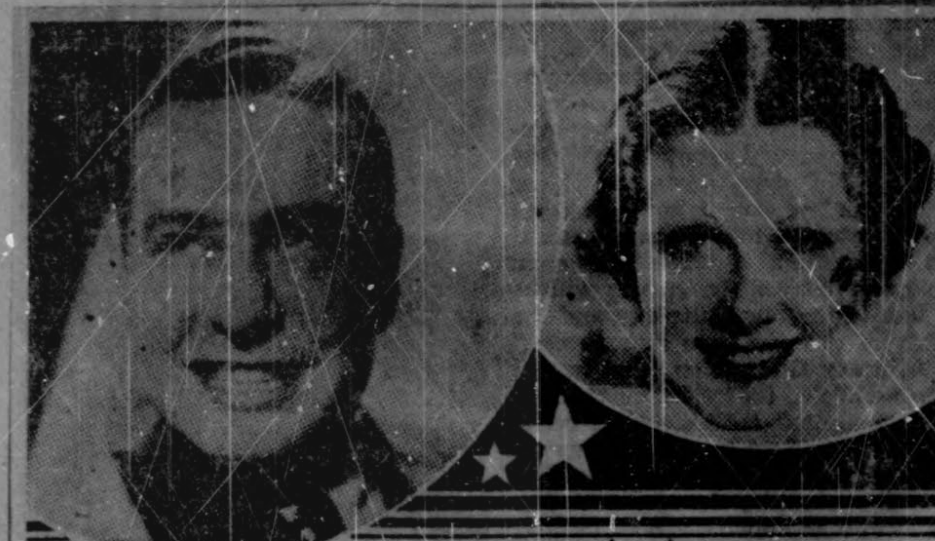
Ask Mr. Eddings. He will suggest a score of SPIRITED TIPS that will assure the success of any party. He will conjure up something novel and exclusive that will delight your guests.

His advice and suggestions on wines, liquors and liqueurs are available to any Dallas hostess for any dinner or cocktail party.

Visit the Adolphus Liquor Store, located in the Hotel Adolphus next to the Commerce Street entrance, and see how it is equipped to serve your needs. A complete stock of imported and domestic liquors, wines and liqueurs at popular prices.



Hotel Adolphus
FULLER STEVENS
MANAGER 825 ROOMS
WITH BATH



News - 11/28/35

PHIL HARRIS is coming BACK

With His World-Famous
Radio and Dance Orchestra

and Beautiful
LEAH RAY

OPENING
Tuesday Night
DECEMBER 3rd

Playing for
LUNCHEON
DINNER
and
DANCING
DAILY

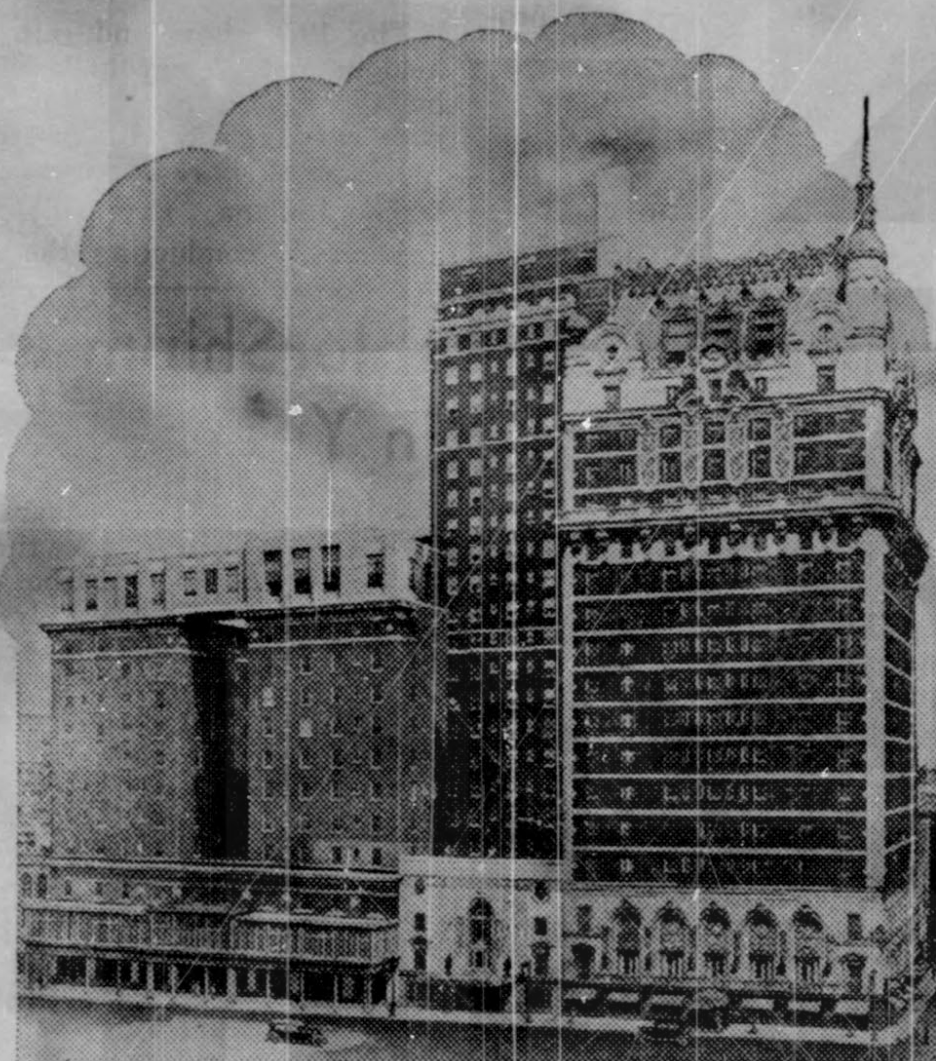
Hotel ADOLPHUS



825 Rooms with Bath 825 ROOMS WITH BATH FULLER STEVENS, Manager
Phon National Hotel Management Corp. Ralph Hile Pres.

NEWS - 3/6/36 - 3/10/36
DISPATCH - 3/17/36
JOURNAL - 3/12/36

DALLAS' LARGEST AND
FINEST HOTEL



Here are **24**
POPULAR

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 midtown Dallas. Nowhere in Dallas will you find such values as the Adolphus offers.

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

Hotel **Adolphus**
FULLER STEVENS
MANAGER
825 ROOMS
WITH BATH

*Returned to Hotel Adolphus Print Shop
4/13/37. L.A.*

CARAVAN --- March, 1936

News from the Adolphus!

Our newly
enlarged
and re-decorated

COFFEE SHOP

is now the
most attractive
dining
room of its
type in the
Southwest!

FLASH!

Theatre and
film executives of the
Southwest
establish
permanent
headquarters
for

VARIETY CLUB

TENT NO. 17

at the Hotel
Adolphus.
"Welcome
'Barkers'! We
are happy to
serve you."

HOTEL ADOLPHUS

DALLAS, TEXAS

Fuller Stevens—Manager
825 Rooms With Bath

Direction—National Hotel
Management Co.

Ralph Hitz—President

WORLD PETROLEUM -- March, 1936

Dallas' Largest & Finest Hotel..... Welcomes You

This year, more than ten million people
will visit the Texas Centennial Exposition
in Dallas. We hope you will be among
them. Make the Adolphus your home...
in the center of everything.

Popular Price Restaurants
Unexcelled Facilities and Service
Garage in Connection



WORLD PETROLEUM --- APRIL, 1936

IT'S TIME!

For a Visit
in Dallas

... for pleasure... for amuse-
ment... for big business con-
tacts and meetings. Stay at Hotel
Adolphus. Convenient to every-
thing.

Dallas' Largest and Finest Hotel
Two Popular Price Restaurants
Garage in Connection
Unexcelled Facilities and Service



TEXAS PRESS MESSENGER ---

Texas Newspaper Men

Of course, you're all com-
ing to the Central Centen-
nial Exposition at Dallas.
And Hotel Adolphus wants
to take care of Texas people
first. So if you will let us
know your requirements as
far in advance as possible
we will endeavor to make
reservations suitable to
your individual needs.



TERRITORIAL FOR MARCH AND APRIL - 1936

TO TEXANS

Coming to the Central Exposition at Dallas:

TEXAS CENTENNIAL
CENTRAL EXPOSITION
DALLAS
June 6 to November 29
Admission
50 Cents

- It is our sincere wish to take care of all visitors from our own great State during the Centennial. So if you will send your reservations as far in advance as possible, we will endeavor to arrange accommodations suited to your individual needs.
- Our SPECIAL CENTENNIAL ACCOMMODATIONS for parties will make your stay at the Central Exposition very economical. Write for details, giving number in your party.
- If you drive your car, an attendant will meet you at the hotel entrance and take it to a modern garage just across the street.



• TO DALLAS



LARGEST HOTEL IN DALLAS

TO TEXANS

Coming to the
Central Exposition
at Dallas

It is our sincere wish to take
care of all visitors from our own
great State during the Centennial.
So if you will send your reserva-
tions as far in advance as possible,
we will endeavor to arrange ac-
commodations suited to your indi-
vidual needs.

Our SPECIAL CENTENNIAL
ACCOMMODATIONS for parties
will make your stay at the Cen-
tral Exposition very economical.
Write for details, giving number
in your party.



SOUTHERN POWER JOURNAL --

Our Thanks to the

American Society
of Mechanical Engineers

We extend appreciation for your having
chosen Dallas as your semi-annual meet-
ing place and Hotel Adolphus as your
headquarters.

Let us suggest that you make your room
reservations as far in advance as possible
so that we can arrange accommodations
suitable to your individual requirements.





LET DALLAS' HOTEL ADOLPHUS

ARRANGE FOR YOUR ROOM AND YOUR WELCOME AT THE LUXURIOUS BOOK-CADILLAC

Here's the easiest way to insure your getting a fine room and special attention at Detroit's famed Book-Cadillac. Just phone us before you start, and we'll see that everything is ready on your arrival there. The Book-Cadillac is the most luxurious hotel in Detroit, is an illustrious member of our National Hotel Management Company group—and the place you'll naturally want to stop. There are 1200 beautiful, comfort-planned rooms with bath, many for as little as \$3 a day. Seven famous restaurants. Convenience to places and people you'll want to visit. And the same perfection of service that you enjoy in all NHM hotels.

So telephone us before you leave for Detroit—or any other city served by NHM hotels. Save yourself the bother and expense of telegraphing or writing personally—by letting us make your reservation for you. We're glad to be of service.

HOTEL ADOLPHUS
Fuller Stevens, Manager
TELEPHONE DALLAS 2-3251



HOTEL NEW YORKER, New York
Frank L. Andrews, Manager. 2500 Rooms with radio, tub and shower bath and running ice water. . . from \$3.00. Private tunnel to Pennsylvania Station. Four Restaurants. Garage facilities.

HOTEL LEXINGTON, New York
Charles E. Rochester, Manager. 801 Rooms with radio, bath and feather-soft beds. . . from \$3.00. The only hotel in New York employing women cooks exclusively. Three blocks from Grand Central Station.

NETHERLAND PLAZA, Cincinnati
William O. Seibach, Manager. 800 Rooms with radio, tub and shower and running ice water. . . from \$3.00. Automatic garage in building.

CONGRESS HOTEL, Chicago
John Burke, Manager. In the Loop district. 950 big, comfort-planned rooms. From \$3 with bath.

HOTEL VAN CLEVE, Dayton
Richard E. Daley, Manager. Finest hotel in Dayton, with 300 modern, homelike rooms, with bath. Three attractive restaurants. Modern garage in connection. From \$2.50 a day.

HOTEL NICOLLET, Minneapolis
Neil R. Mawick, Manager. Minneapolis' most beautiful hotel. 600 rooms. From \$2.50, with bath. Three restaurants. Garage.

HOTELS DIRECTED BY NATIONAL HOTEL MANAGEMENT CO., INC.
RALPH HITZ, President

Lillian Hill of the Hotel Adolphus Beauty Salon

Announces the Arrival of GENAY OF HOLLYWOOD

With her nationally famous beauty methods . . . Face Rejuvenation, without surgery . . . Acne Cured . . . Scars and Blemishes Removed. Consult Genay about your facial problems—telephone 2-1860 for interview without obligation.

Hotel Installing Fine Night Club For Fair Crowds

Adolphus Century Room Will Be Marvel in Luxurious Appointments

A \$500,000 improvement program of the Hotel Adolphus started several months ago will be completed early in June, when the Century Room, night club, and the new Adolphus Bar, will be finished, H. Fuller Stevens, manager, said Wednesday.

Many unique features will be found in the new entertainment places. The bar will have disappearing wall seats, leather wall coverings and a modernistic bar. The walls of the Century Room will be of translucent glass back.

To Use Indirect Lighting.

Indirect lighting will be used. The dance floor in the center will be covered overhead by a disc of blue mirror, the main source of light being a broad luminous circle surrounding the mirror. The basic motif of the design will be circle. About the floor, tables and chairs accommodating 350 diners will be arranged in concentric circles in terraces.

The room will be air conditioned. Floors outside the dance space will be covered with broad diagonal stripes of rich carpet in harmony with the general color scheme of blue, yellow and white. Color effects will be varied by changing the color of the direct lighting.

With the new improvements, the Hotel Adolphus will have a dining room capacity of almost 1,200 persons. One kitchen will serve all eating places.

Ball Room Remodeled.

The Grand Ball Room, formerly called the Junior Ball Room, has been remodeled and air conditioned, at a cost of \$30,000. The coffee shop also has been remodeled, enlarged and air conditioned.

The 825-room hotel will have made almost a dozen major improvements when the Century Room and Adolphus Bar are finished. About \$200,000 has been spent in modernizing refrigeration, electric generating, water pumping and water heating equipment. New equipment for the laundry cost \$75,000, and the kitchen completely remodeled at a cost of \$60,000.

"The Hotel Adolphus will be able to give Centennial visitors more than the comforts of life," Mr. Stevens said. "We will be prepared to give our guests the last word in modern luxury entertainment."

Herald 4/22/36 -- Dispatch 4/23/36 -- News 4/28/36 -- Journal 4/29/36

Announcing our New and Enlarged COFFEE SHOP

with a New \$60,000 Kitchen

"THE SOUTHWEST'S FINEST"

You Can't Fare Better than this

45c LUNCHEON

Broiled Pork Chop, Candied Yams, Mustard Greens, Choice of Drink and Dessert.

75c DINNER

Choice of Appetizer, Choice of Soup, Barbecued Chicken, New Corn Sauté, Cabaret Potatoes, Combination Salad, Choice of Drink and Dessert.

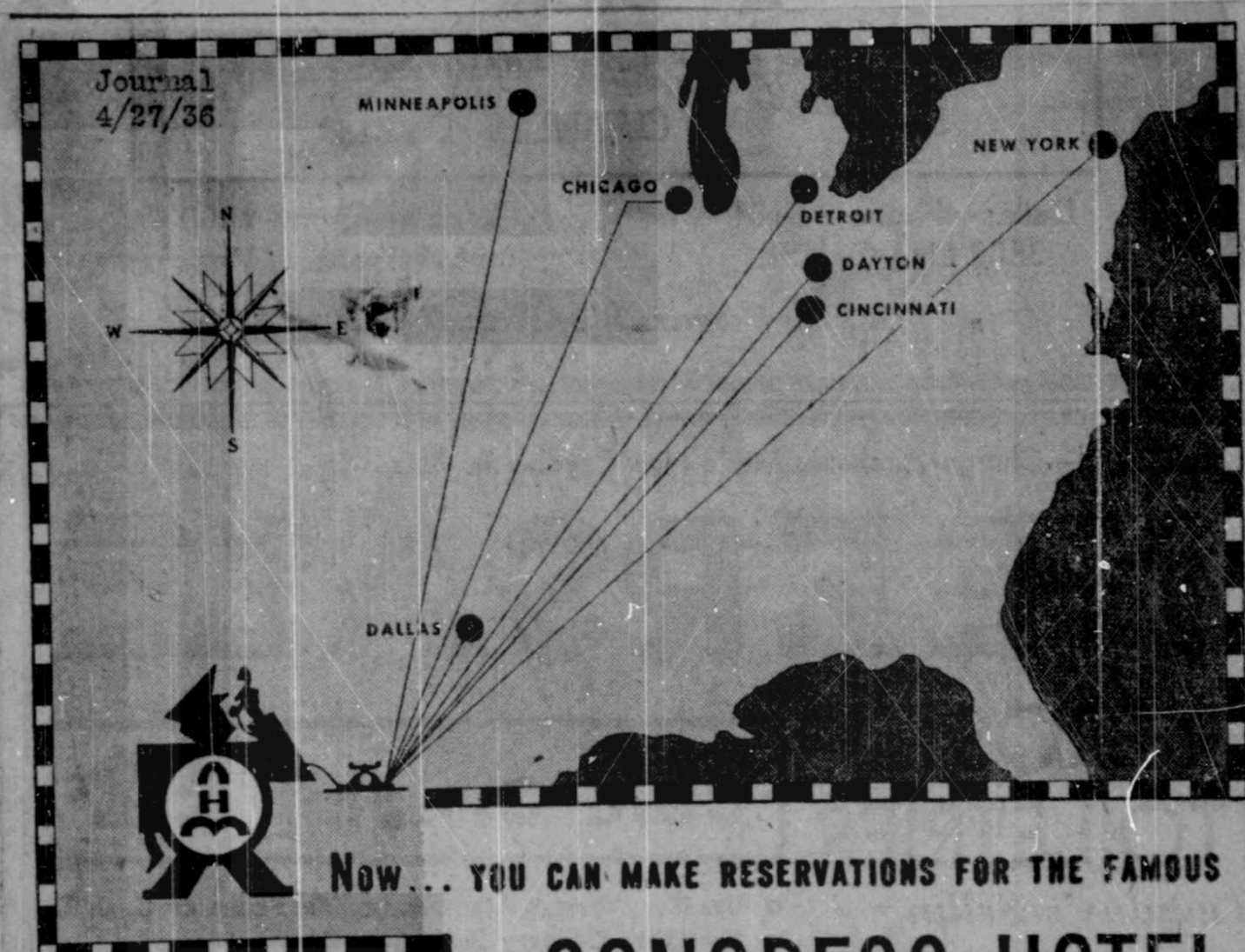
Come in and see the NEW Coffee Shop . . . see its smart NEW furniture . . . its NEW interior . . . its enlarged dining space, and you will understand why it's the smartest eating place in town . . . and why the smartest people eat here every day.

Food for the NEW Coffee Shop is prepared in our NEW \$60,000 Kitchen, which, with its new ranges, new steam tables and other new equipment, is the Southwest's finest kitchen.

There is nothing like Adolphus Coffee Shop food to give new zest to bored appetites. The tasty triumphs of our Chefs are the envy of all lesser food-fixers.

Come in today and have lunch. If you've plenty of time, you'll enjoy the quiet, refreshing atmosphere. If you're in a hurry, you'll like the hurry-up service minus flutter and noise. And you'll like the NEW LOW prices for both luncheon and dinner.

Hotel Adolphus
Fuller Stevens, Manager
825 ROOMS WITH BATH



HOTEL NEW YORKER, New York
Frank L. Andrews, Manager. 2500 Rooms with radio, tub and shower bath and running ice water. . . from \$3.00. Private tunnel to Pennsylvania Station. Four Restaurants. Garage facilities.

HOTEL LEXINGTON, New York
Charles E. Rochester, Manager. 801 Rooms with radio, bath and feather-soft beds. . . from \$3.00. The only hotel in New York employing women cooks exclusively. Three blocks from Grand Central Station.

NETHERLAND PLAZA, Cincinnati
William O. Seibach, Manager. 800 Rooms with radio, tub and shower and running ice water. . . from \$3.00. Automatic garage in building.

THE BOOK-CADILLAC, Detroit
J. E. Frawley, General Manager. 1800 rooms with bath. . . from \$3.00. Four great restaurants—popular prices. Convenient garage.

HOTEL VAN CLEVE, Dayton
Richard E. Daley, Manager. Finest hotel in Dayton, with 300 modern, homelike rooms, with bath. Three attractive restaurants. Modern garage in connection. From \$2.50 a day.

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Neil R. Mawick, Manager. Minneapolis' most beautiful hotel. 600 rooms. From \$2.50, with bath. Three restaurants. Garage.

HOTELS DIRECTED BY NATIONAL HOTEL MANAGEMENT CO., INC. • RALPH HITZ, PRESIDENT

CONGRESS HOTEL

IN CHICAGO, AND SIX OTHER GREAT HOTELS, THROUGH DALLAS' HOTEL ADOLPHUS

Next time you're planning a trip to Chicago, telephone us first. And we'll arrange to have a specially nice room and extra consideration awaiting you at the famous Congress Hotel—newest member of our group, and the place you'll want to stop. In the Congress there are 950 comfort-planned, oversize rooms with bath (from \$3), and three renowned restaurants. Located on Michigan Boulevard, in the Loop district, overlooking Grant Park and the Lake, the Congress is convenient to everything.

With this courtesy reservation service, you're spared the bother of writing or wiring ahead yourself. And we'll be glad to arrange your welcome not only to the Congress but to any hotel in our group. So—next time you start for Chicago, or any of the cities we serve—remember to let us take care of reservation details first.

HOTEL ADOLPHUS
Fuller Stevens, Manager
TELEPHONE DALLAS 301

Returned to Hotel Adolphus Drink Shop. 4/13/37 L.H.



Coming Back
to Dallas
PHIL HARRIS

and his Famous Orchestra
of Radio and Screen
with lovely Leah Ray
Opening May 30
LUNCHEON, DINNER
and DANCING

It's worth coming many miles to hear the lilting rhythms and sparkling dance tunes of this great radio and screen orchestra and to hear Leah Ray, most beautiful singer in radio.

All Restaurants Cooled by
Carefully Conditioned Air



May TERRITORIAL

Make Reservations
NOW >> 2-3281
Opening Night
SATURDAY, May 30
PHIL HARRIS
and his Orchestra
in the
New Grand Ball Room
HOTEL ADOLPHUS

HERALD MAY 9/10/36
GIVE MOTHER A
HOLIDAY—ALL DAY
—ON
Mother's Day
It's not a real holiday for mother, you know, if she still has to plan meals. So, to make her day completely festive, bring her down here—where we've very special dinners for very special mothers like yours. May we reserve a table for you?

All Restaurants Cooled by
Carefully Conditioned Air
Coffee Shop
Open All Night



Make Reservations
NOW >> 2-3281
Opening Night
SATURDAY, May 30
PHIL HARRIS
and his Orchestra
in the
New Grand Ball Room
AIR CONDITIONED
for Your Comfort
HOTEL ADOLPHUS

BANDWAGON --- MARCH, 1936

When You're in Dallas...

MEET YOUR FRIENDS

At Hotel ADOLPHUS

825 Rooms
With Bath
Garage In
Connection
Unexcelled Facilities
and Service
Two Popular Price
Restaurants

Not only will you find your own personal friends and acquaintances here, but... you'll find friendly service... a friendly atmosphere... friendly surroundings and even the prices will be friendly to your purse. Come... to Dallas... to the Centennial and stay at the Adolphus... in the center of all activity.



HERALD 3/6/36
Wine Connoisseur of Old
School Laments Practice
Of Gulping Raw Liquors

Raw liquor, an outgrowth of prohibition times, is drunk only in the South and Southwest. George Edging, "wine steward" for the Ralph Hitz organization who has been assigned to the Adolphus for the duration of the Centennial at least, and who got his training in old Kentucky and in New York more recently, declared here Thursday: "In the South there is almost no drinking of raw stuff," he said. "At a very nicely appointed party I attended here recently the hostess had made lovely hors-d'oeuvres and cassapies to go with her cocktails. The guests gulped the cocktails, invaded the kitchen for several shots

of the liquor from which they were made, straight, and then began throwing hors-d'oeuvres and cassapies at each other."

In parts of the country where repeal has been longer in effect already the use of wines with meals in their proper order is taking greater hold, he said, and stated his belief that Dallas would come to the custom with even greater rapidity, once it begins.

Vine With Meals.
Of course, white wines go with fish and soup; red wines, like sparkling Burgundy, or, in some cases, champagne, with meat; and a liquor, such as creme de cacao, with a cream float composed of about half an ounce of sweet cream, with the coffee, he pointed out.

But there also are such tricks as filling the center of a grapefruit with port wine as an appetizer for luncheon, and the use of Madeira wine in vegetable soup at dinner, to say nothing of the various liquor desserts that are possible, he added. "The red wines should be served at cellar temperature, about 50 to 55 degrees," he expounded. "The white wines should be about 40 degrees, and champagne should be in ice and the ice salted. Moreover, don't ever shake a wine before its use. It ruins its best properties. Some folks like to 'pop' a champagne cork clear to the ceiling. It should be withdrawn and poured as carefully as possible."

He declared that the cocktail hour is growing in popularity in the East, where he has been connected with the Lexington Hotel, New York, and the Netherlands Plaza, Cincinnati.

Proper Mixtures.
Among the most popular cocktails are the Manhattan, Martinis, Daiquiris, Bacardis, Bronxes and sidecars, he said.

In making cocktails it is always wise to remember that the first portion should be about a half-ounce or more, according to amount wanted—of grenadine or sweet syrup; that the fruit juices or sour portion should double the sweet, and that the liquor—whisky, rum or gin—should in turn double the proportions of the first two ingredients together.

He said that water content from melted ice should be just one-fourth of the total amount.

For after-dinner drinking, most Easterners are using long drinks, of the highball type, he declared.

"It depends on the weather, or the climate, as to the drink preferred," he explained. "In warm weather, or a warm climate such as Texas, it would likely be a Tom Collins or other gin or white rum drink. In colder, a Scotch and soda or other whiskey drink probably would be preferred."

Joy In Experimenting.
He derives an enormous enjoyment from experimenting with different combinations of liquors for his own amusement, he declared. He has found that Geneva gin, which is used as a medicine in the tropics, can be made to produce an excellent cocktail, as an example.

Edging, who also is director of the hotel's liquor package store, backs the part of a winegrower with the zealous bearing of the real connoisseur in the convivial work of drink production.

CARAVAN --- APRIL, 1936
HOTEL
ADOLPHUS
Dallas Largest
and
Finest Hotel Invites
You to

TEXAS
AND THE
CENTENNIAL
CELEBRATIONS



\$25,000,000
CENTENNIAL
EXPOSITION

OPENS IN DALLAS, JUNE 6

TEXAS will soon be ready for you with the greatest attraction ever held in the Southwest! Many predict that the Centennial Exposition will be the most beautiful, the most interesting ever held in America! America's most important industrial institutions will have exhibits. The finest in art and torical collections have been assembled. And on the Midway will be found the choicest of the world's amusements. Plan to spend your vacation in Texas. See the magnificent Centennial Exposition, then travel to other parts of Texas.

STATEWIDE CELEBRATIONS
From the palm and orange grove Rio Grande Valley to the vast Texas Plains, regardless where you travel, you'll find Texans celebrating. Space will not permit listing the more than 125 interesting events. Write for calendar and literature. Inquire about extreme low railroad, bus, and steamship rates.

TEXAS CENTENNIAL
State Headquarters,
Dallas, Texas
Please send illustrated literature on Texas and the Centennial Celebrations to:

Name _____
Address _____
City _____ State _____



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
825 ROOMS
WITH BATH
FULLER STEVENS
MANAGER
FOR RESERVATIONS
PHONE 2-3281

AIR CONDITIONED for your Comfort

KEEPS YOU Cool...AND Refreshed WHILE YOU Dine...AND Dance

DISPATCH 5/27/36

HERALD 5/28/36

NEWS-JOURNAL 5/29/36



The Century Room

SOUTH'S SMARTEST DINING AND DANCE PLACE

Opens Thursday, June 4th

There's a merry night to look forward to ... a night you'll never forget ... June 4 at 8:30 ... when the CENTURY ROOM, South's smartest dining and dance place opens ... where Dallas fun lovers will be welcomed with a musical, merrily whirling program of songs, dancing and gaiety.

The CENTURY ROOM in its modernistic brilliance, with its circular dance floor beneath a gleaming blue mirror, with its enchanting color scheme of blue, yellow and white, with its stunning motif, is worth coming miles to see. There'll be Phil Harris and his Orchestra with their sophisticated rhythms. Leah Ray, whose voice is as lovely as she is ... and she's known as the most beautiful girl in radio. Peppino & Mascotte, the incomparable dance team with their enchanting dancing. The check ... \$5.00 per person ... including a sumptuous dinner and a bottle of champagne.

The Century Room is on the street level.
Enter on Commerce, through Hotel
Lobby or through Arcade on Main.

Hotel Adolphus
825 ROOMS WITH BATH
FULLER STEVENS
MANAGER

DON'T FORGET THE DATE ... JUNE 4, MAKE
RESERVATIONS NOW SO YOU WON'T
BE D'SAPPOINTED 2-3281

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

DISPATCH 6/1/36

HERALD 5/31/36 - 6/2/36
NEWS 6/4/36

JOURNAL 6/3/36

HERALD 6/11/36 DISPATCH 6/11/36 NEWS 6/12/36
JOURNAL 6/11/36

NOTICE TO THE PUBLIC

The Century Room
has been reserved for a
private luncheon for

THE PRESIDENT OF THE UNITED STATES

FRIDAY NOON — JUNE 12th

IT WILL BE REOPENED TO THE PUBLIC
AT 6:00 P.M. FRIDAY, JUNE 12th

Adolphus Luncheon Guests will be
served in our air-conditioned Main
Dining Room. Music by Phil Harris

Your indulgence with this temporary arrangement,
necessitated by this auspicious occasion, will be
highly appreciated.



THIS WEEK IN DALLAS 7/18/36

Phil Harris
and

Leah Ray

Two Good Reasons

for a

Dance Date

in the

CENTURY ROOM

Air Conditioned



DANCING

Every
SUNDAY NIGHT

Phil Harris and Orches-
tra ... Leah Ray ...
Peppino and Mascotte.

The
Century
Room

Air Conditioned

Acclaimed by thou-
sands the sensation of
The Centennial Year.

Cooler Than Any Roof



NEWS - 6/14-21-28/36
HERALD - 6/14-21-28/36
DISPATCH - 6/14-21-28/36

NEWS & JOURNAL 6/17/36 - DISPATCH 6/17/36
HERALD 6/17/36

Dine in the ... CENTURY ROOM

Cooler than Any Roof

MARVELOUS FOOD
REASONABLE PRICES
REFRIGERATED AIR

There's nothing like a trip to the Cen-
tury Room to give new zest to eating.
The food is different. The atmosphere
is different. As cool and refreshing as
a mountain breeze. And the lux-
ury of dining in the South's finest
restaurant.

Club Breakfast ... 50 cents
Luncheon 75 cents
Dinner \$1.50

Music by PHIL HARRIS and his Orches-
tra ... with LEAH RAY ... for luncheon
and dinner.



THIS WEEK IN DALLAS 6/20/36

DINE in the Air-Cooled Century Room

acclaimed by thousands the
sensation of the Centennial Year.

Club Breakfast—50c
Luncheon—75c
Dinner—\$1.50



HERALD 6/14/36
Face Rejuvenation
by
GENAY
of Hollywood

Now YOU may have one of the famous treatments that
have made GENAY'S methods of removing wrinkles, pim-
ples, scars, famous from coast to coast. GENAY can
actually restore the glow of youth to your skin. Come
in for an interview without cost or obligation.

Hotel Adolphus Beauty Salon
LILLIAN HILL, Manager Phone 2-1860

HERALD 7/15/36 NEWS & JOURNAL 7/14/36
DISPATCH 7/15/36

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.



AIR-CONDITIONED

NEWS & JOURNAL 7/27/36
DISPATCH 7/28/36
HERALD 7/29/36

Temperature Drop ... drop into THE CENTURY ROOM

No wonder so many people
come here for breakfast, lunch-
eon, dinner and dancing. The
Century Room atmosphere,
suave service, epicurean food,
Phil Harris and Leah Ray ...
and mountain crisp air that
makes dining an event. Break-
fast, 50 cents ... Luncheon,
75 cents ... Dinner, \$1.50.

All Restaurants
Air Conditioned



DALLAS

NEWS & JOURNAL 7/20/36
DISPATCH 7/21/36

As Cool as a Mountain Breeze THE CENTURY ROOM

You'll feel like a million ... a
cool million ... here in the
Century Room ... the town's
gayest summer rendezvous ...
where cool, dry, made-to-
order weather renews your
zest for eating; where Phil
Harris and his orchestra, with
Leah Ray, play for luncheon
and dinner and dancing daily.
Breakfast 50 cents; Luncheon
75 cents; Dinner \$1.50.

All Restaurants
Air Conditioned



WHEN YOU'RE HEADED FOR **Cincinnati**



HOTELS DIRECTED BY
**NATIONAL HOTEL
MANAGEMENT Co., Inc.**
RALPH HITZ, PRESIDENT

HERALD 7/20/36

JUST PHONE DALLAS'S HOTEL ADOLPHUS
FOR YOUR RESERVATION AT THE SUPERB

NETHERLAND PLAZA

Enjoy the choicest accommodations and a personal welcome . . . without writing, wiring, or waiting . . . at the *Netherland Plaza*, Cincinnati's newest and most illustrious hotel. 800 luxurious rooms (minimum rate, \$3) . . . each with tub and shower bath, radio, Servidor, and circulating ice water. A renowned restaurant for every purse and palate. Automatic parking garage right in the building. And the same perfection of hotel service that you find in all National Hotel Management Company hotels. Just phone us. And we'll see that you get a real room and reception . . . in Cincinnati's *Netherland Plaza* or in any NHM hotel in the seven cities we serve.

HOTEL ADOLPHUS

Fuller Stevens, Manager

TELEPHONE: DALLAS 2-3251



HOTEL NEW YORKER, New York
Frank L. Andrews, Manager. 2500 Rooms with radio, tub and shower bath and running ice water . . . minimum rate \$3.00. Private tunnel to Pennsylvania Station. Four restaurants. Garage facilities.

HOTEL LEICESTER, New York
Charles E. Rochester, Manager. 800 Rooms with radio, bath and further soft beds . . . minimum rate \$3.00. Only hotel in New York employing women cooks exclusively. Three blocks from Grand Central Station.

THE BOON-CADILLAC, Detroit
Darius Crane, Manager. 1200 rooms with bath . . . minimum rate \$3.00. Four great restaurants—popular prices. Convenient garage facilities.

CONGRESS HOTEL, Chicago
John Burke, Manager. In the Loop district. 250 big, comfortable rooms. Minimum rate \$3.00 with bath.

HOTEL VAN CLEVE, Dayton
Richard E. Daley, Manager. Finest hotel in Dayton, with 300 modern, homelike rooms, with bath. Three attractive restaurants. Modern garage in connection. Minimum rate \$2.50 per day.

HOTEL NICOLLET, Minneapolis
Neil R. Menick, Manager. Minneapolis' most beautiful hotel. 600 rooms. Minimum rate \$2.50, with bath. Three restaurants. Garage.



NEWS 7/6/36 - HERALD 7/6/36 - DISPATCH 7/7/36 - JOURNAL 7/8/36

Announcing . . .

HOTEL ADOLPHUS BAR

THE FINEST IN DALLAS

New! Different!

COOLED BY REFRIGERATED AIR

» » OPEN NOW

The minute you step inside this smart, modern bar you'll say: "Well, this is going to be my informal down-town headquarters." And there'll be hundreds of others who'll say the same thing. For this is not just another bar room. It's new! It's different! Not to say amazing. Every feature that would add to your comfort and pleasure has been anticipated.

Come at noon. Come any time of the day. Rest and relax and enjoy the finest beer . . . kept and served the way men like it. Also all kinds of delicious sandwiches . . . not ordinary sandwiches . . . but tempting, taste-teasing affairs conjured up by our own chefs.

And all at POPULAR PRICES that say "Come again."

The new bar is located just next to the Main Street entrance of the hotel.



Returned to Hotel Adolphus Print Shop
4/13/37 - L. H.

THIS WEEK IN DALLAS 7/11/36

Adolphus Bar Air Cooled

Don't fail to visit the Adolphus Bar. It's New! It's Different! Delightful food, temptingly served. Fine beers kept and served the way people like. All kinds of sandwiches at popular prices. Breakfast 25 cents. Located next to Main Street entrance to hotel. Open 7 a.m. to 1 a.m.



THIS WEEK IN DALLAS 7/25/36

Phil Harris and Leah Ray

Two Good Reasons

for a

Dance Date

in the

CENTURY ROOM

Air Conditioned



THIS WEEK IN DALLAS 7/4/36

DANCING

In Our Air-Cooled
Coffee Shop

Nightly

9:00 'til 12

No Cover Charge



THIS WEEK IN DALLAS 6/18/36

EAT

in the Air-Cooled
Century Room

acclaimed by thousands the
sensation of the Centennial Year.

Breakfast from 50c
Luncheon from 75c
Dinner from \$1.50



Visitors ... TO THE SOUTHWESTERN STYLE SHOW

Dine in the CENTURY ROOM

Cooler than Any Roof

MARVELOUS FOOD
REASONABLE PRICES
REFRIGERATED AIR

Don't miss the delightful experience of dining in the Century Room, the South's finest restaurant. You'll discover new zest in eating in an atmosphere that's so different. . . Try it for Breakfast, Luncheon and Dinner.

Breakfast . . . 50 cents
Luncheon . . . 75 cents
Dinner . . . \$1.50

Always a big name orchestra playing
daily for Luncheon, Dinner and Dancing.

... AND IN THE COFFEE SHOP

Famous for years in Dallas as the place for fine food at moderate prices, the Adolphus Coffee Shop invites Southwestern Style Show visitors to dine here. Refrigerated air keeps you comfortable. Music for dinner.

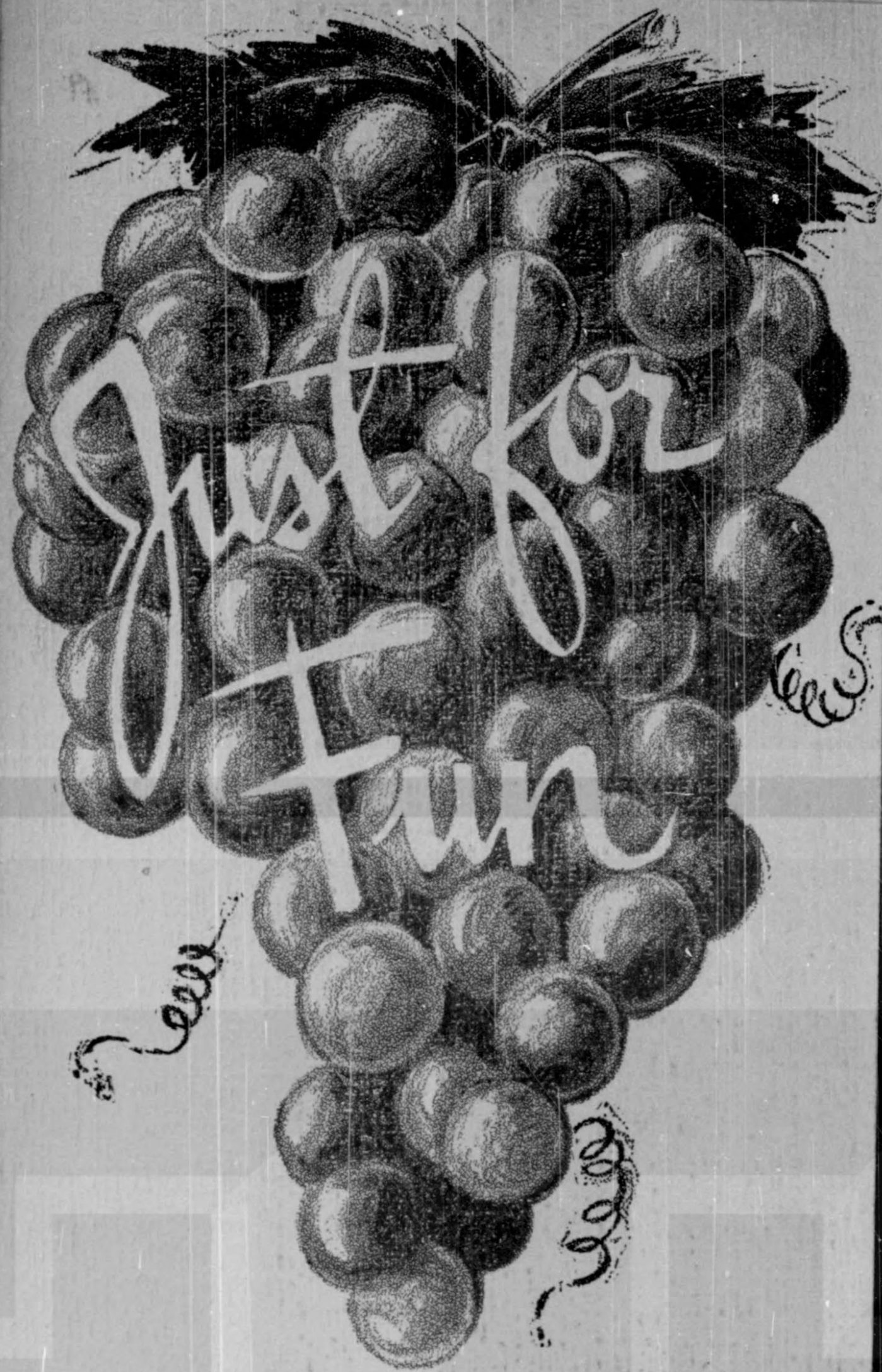
Breakfast . . . 40 cents
Luncheon . . . 60 cents
Dinner . . . \$1.00



TEXAS PRESS MESSENGER - JULY Ample Hotel Accommodations For All

Over 2,000,000 people have already visited the Centennial Exposition in Dallas. Yet Dallas hotels have accommodated this vast throng, and with this unprecedented demand for rooms have not raised their rates . . . nor WILL they be raised during the Centennial. So come to Dallas any time.





Plenty to See and Do in

T E X A S

DURING THE

JULY
CARAVAN



\$25,000,000

CENTENNIAL EXPOSITION

It's all ready for you! The Southwest's first World's Fair! Two years have gone into the planning to make it the most interesting, most beautiful exposition ever held in America. It's the highlight of a big year which sees all Texas celebrating. America's leading industrial concerns are represented with extensive exhibits, ranging to \$2,250,000. The Midway offers carefully selected attractions, many brought from the far corners of the world. Make your plans to be among the first to see this big show. Enjoy the vacation of a lifetime, in Texas.

CLIMAX YOUR DAY

at the Centennial Exposition with gay music and fine food. Come "home" to the brilliant new air conditioned

CENTURY ROOM

Featuring

**PHIL HARRIS AND
LEAH RAY**



Hotel Adolphus

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TEXAS CENTENNIAL 5-E
State Headquarters, Dallas, Texas.

Please send illustrated literature on Texas and the Centennial Celebrations to:

Name _____
Address _____ City _____ State _____



Dallas Here He Comes!

NEWS 8/2/36

**PAUL
PENDARVIS**



and his Radio and Screen
Orchestra... The Four Play
boys, Eddie Scope, Wilkins
and Walters, and Jane Allan

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, Migne and Moe, Eddie Scope, personality singer, Wilkins and Walters, in their thrilling new dances. Jane Allan, singer, singing the songs you like. Just to make sure, make your reservations early. Phone 2-3281.

HOTEL ADOLPHUS

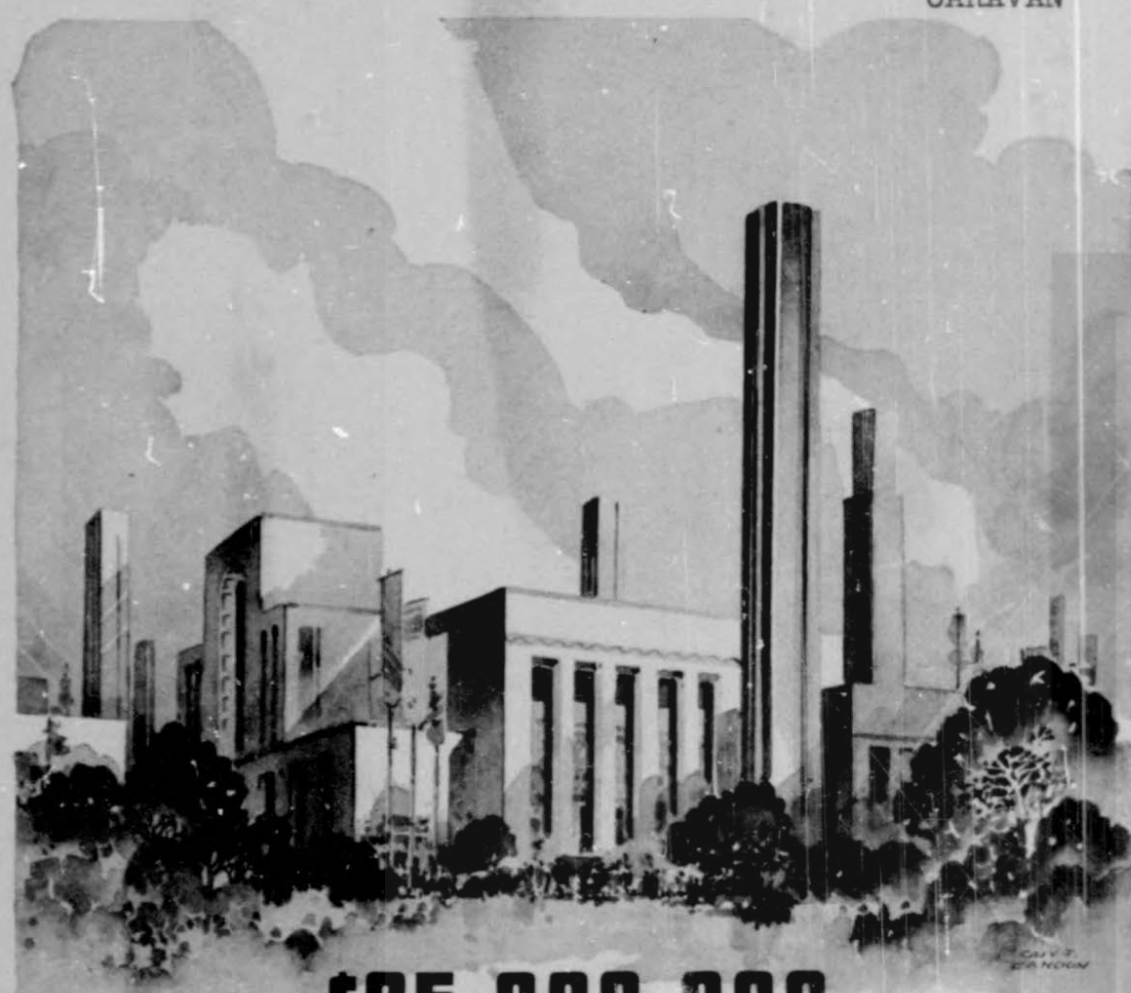
WINE COCKTAILS AND JULEPS

Black Velvet Cocktail .75	Rhine Wine and Seltzer .35
1/3 Guinness Stout, 2/3 Champagne.	1/3 Rhine Wine, 2/3 Seltzer.
Champagne Cocktail .75	Sauternes and Soda .35
Sugar, Bitters, Champagne, Sliced Fruit.	1/3 Sauternes, 2/3 Soda.
Champagne Julep .50	Burgundy Julep .50
Sugar, Fresh Mint, Champagne, Fruit.	Sugar, Fresh Mint, Burgundy, Fruit.
	Claret Julep .35
	Sugar, Lemon Juice, Claret Wine, Fruit, Fresh Mint.

PUNCHES

Champagne Punch .75	Port Wine Punch .50
Sugar, Mineral Water, Champagne, Fruit Juices or Fresh Fruit.	Port Wine, Sugar, Lemon Juice, Orange Juice, Sparkling Water.
Claret Punch .50	Roman Punch .35
Claret Wine, Lemon Juice, Sugar, Sparkling Water.	Lemon Juice, Sugar, Sparkling Water.
Sauternes Punch .50	Milk Punch .35
Sauternes, Sugar, Sparkling Water.	Milk, Sugar.
	Gin Punch .35
	Lemon Juice, Sugar, Sliced Fruit.

Plenty to See and Do in TEXAS DURING THE JULY CARAVAN



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HOTEL ADOLPHUS

SET-UPS

Old Fashioned .25	Bacardi Cocktail .35
Sugar, Bitters, Sliced Fruit.	Lime Juice frapped with Grenadine.
Whiskey Sour .25	Orange Blossom Cocktail .25
Lemon Juice frapped with Sugar, Sliced Fruit.	Orange Juice frapped with Powdered Sugar.
Apple Jack Sour .25	Gin Daisey .35
Lemon Juice frapped with Sugar, Sliced Fruit.	Raspberry Syrup, Lemon Juice, Sliced Fruit, Sprig of Mint, Dash of Orange Flower Water.
Rum Sour .25	Pepper Upper .35
Lemon Juice frapped with Sugar, Sliced Fruit.	1/2 Lime, 1 glass Doctor Pepper.
Gin Sour .25	Planters Punch .35
Lemon Juice frapped with Sugar, Sliced Fruit.	Lemon Juice, Grenadine, Sliced Fruit.
Gin Fizz .25	Pershing Punch .35
Lemon Juice frapped with Sugar, Seltzer Water.	Lemon Juice, Sugar, Ginger Ale.
Loganberry Fizz .35	Gin Rickey .25
Loganberry Syrup, Lemon Juice, Seltzer Water.	1/2 Lime, Carbonic Water.
Tom Collins .25	Ward Eight .35
Lemon Juice, Simple Syrup, Carbonic Water.	Lemon Juice, Grenadine, Sliced Fruit, Carbonic.
Rum Collins .25	Old Mill Cocktail .35
Lemon Juice, Simple Syrup, Carbonic Water.	Lemon Juice frapped with Honey.
Daiquiri Cocktail .35	Maple Leaf Cocktail .35
Lime Juice frapped with Powdered Sugar.	Lemon Juice frapped with Maple Syrup.

SET-UPS (Continued)

Havana Cocktail .35	Mint Julep .50
Pineapple Juice frapped with Sugar.	Simple Syrup, Shaved Ice, Fresh Fruit, 6 Sprigs of Mint.
Clover Blossom Cocktail .35	Jack Rose Cocktail .35
Grapefruit Juice frapped with Honey.	Lemon Juice frapped with Grenadine.
Saratoga Sour .50	Rum Rickey .25
Lemon Juice frapped with Sugar, Carbonic, Claret Wine Float.	1/2 Lime, Carbonic Water.

ADES

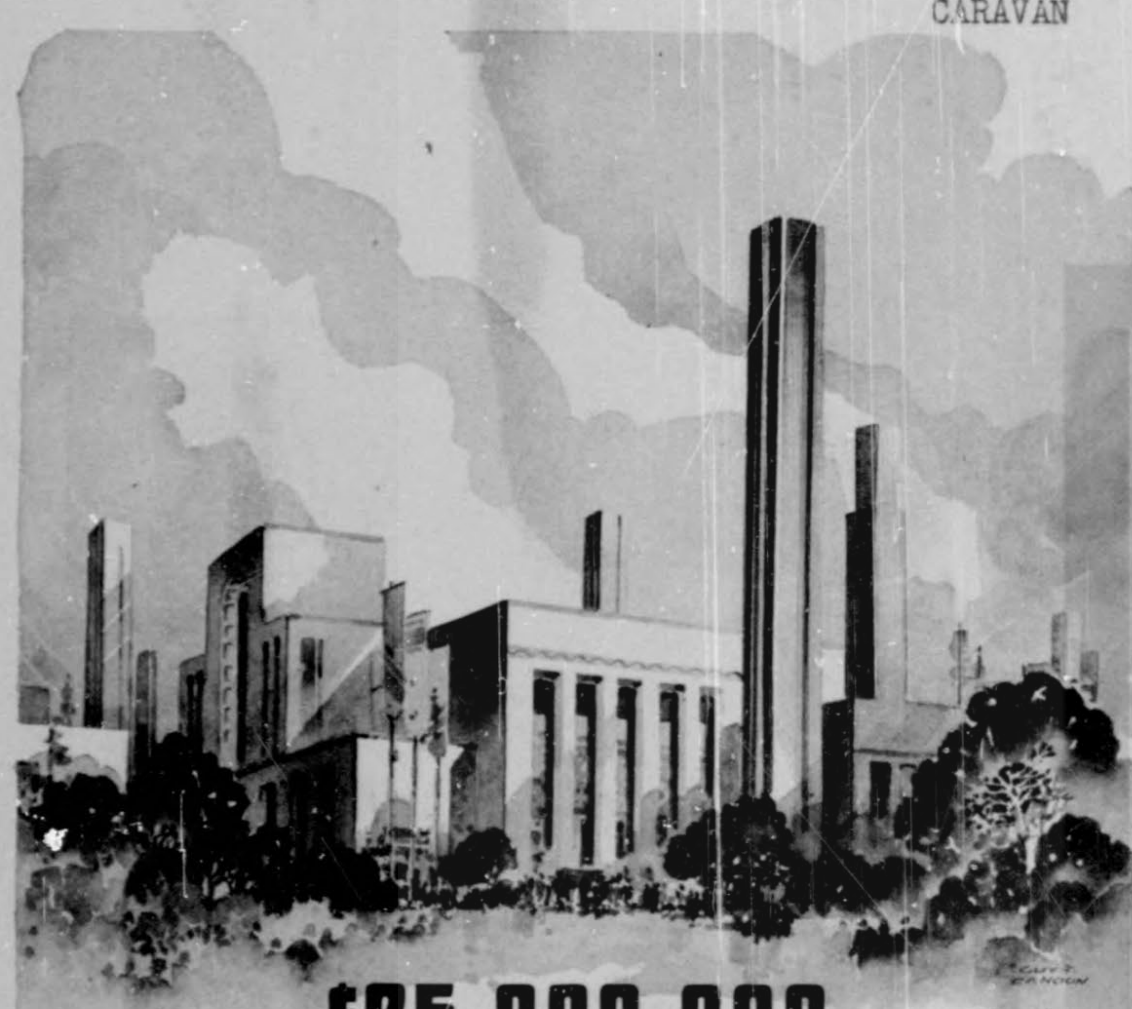
Lemonade .25	Grapefruitade .35
Orangeade .25	Grapeade .35
Limeade .35	Claret Lemonade .50
Pineappleade .25	Claret Float .35

All Ades served with Seltzer 10c Extra

CUPS

Champagne Cup \$4.75	Sauternes Cup \$2.00
1 quart Champagne, 1 pint Sparkling Water, 4 Lumps Sugar, 6 Sprigs Mint, Fresh Fruit.	1 bottle Sauternes, 2 spoonful Sugar, Split of Club Soda, Sliced Fruit, 6 Sprigs of Mint.
Claret Cup \$2.25	Burgundy Cup \$5.00
1 bottle Claret Wine, 2 spoonful Sugar, Sliced Fruit, 6 Sprigs of Mint.	1 bottle Burgundy, 4 lumps of Sugar with Bitters, Cucumber and Orange peeling, 1/2 bottle Sparkling Water, Sliced Fruit, 6 Sprigs of Mint.
Rhine Wine Cup \$4.25	
1 bottle Rhine Wine, 2 spoons Sugar, 1 pint Sparkling Water.	

Plenty to See and Do in TEXAS DURING THE JULY CARAVAN



\$25,000,000 CENTENNIAL EXPOSITION

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HOTEL ADOLPHUS

CHAMPAGNES

IMPORTED

3	Veuve Clicquot, Half Bottle	\$ 4.00
4	G H Mumm Cordon Rouge 1928 Vintage, Bottle	7.35
7	G H Mumm Extra Dry 1928 Vintage, Half Bottle	3.75
8	Lanson Pere et Fils, Bottle	7.25
10	Piper Heidsieck Brut, Bottle	7.25
12	Moot & Chandon, 1928 Vintage White Seal, Bottle	6.75

DOMESTIC

30	Cooks Imperial, Bottle	3.50
32	Great Western, Bottle, Extra Dry	4.00
34	Mon Ami, Bottle, Extra Dry	3.50

SPARKLING BURGUNDIES

IMPORTED

40	B&G Red Sparkling Burgundy, Bot.	5.75
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DOMESTIC

50	Great Western Sparkling Burgundy, Bottle	4.00
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STILL WINES

FRENCH

70	B & G Haut Sauternes, Bottle	3.25
72	Saint-Julien, Bottle	2.55
74	Chablis Green Seal, Bottle	2.75
76	Macon Burgundy, Bottle	2.55
78	B & G Sauternes, Bottle	2.75
80	Chateau Yquem, Vintage 1927 Bottle	5.25
86	Barsac, Vintage 1926, Bottle	3.60
88	Poulet Canet, Vintage 1929, Bot.	3.25
90	Medoc, Vintage 1926, Bottle	2.25
92	Chateau Margaux 1926, Bottle	2.50
94	Graves 1926, Bottle	2.25
96	Pommard 1926, Bottle	2.75
98	Meursault, Bottle	2.15

STILL WINES—Continued

ITALIAN

140	Bardelli Chianti, Bottle	2.75
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NATIVE

150	Great Western, Sauternes Bottle	1.75
154	Old Constitution, Haut Sauternes	.85
156	Old Constitution, Chablis	.85
165A	Vinters Sauternes, Split	.45
167A	Vinters Claret, Split	.45
169A	Vinters Burgundy, Split	.55
171A	Vinters Chablis, Split	.55

BEERS

Budweiser Draught Per Pitcher	.60
Large Pitcher	.90
Glass	.15
Stein	.20
Budweiser, Bottle	.35
Other Brands	.25
Pale Ale	.35

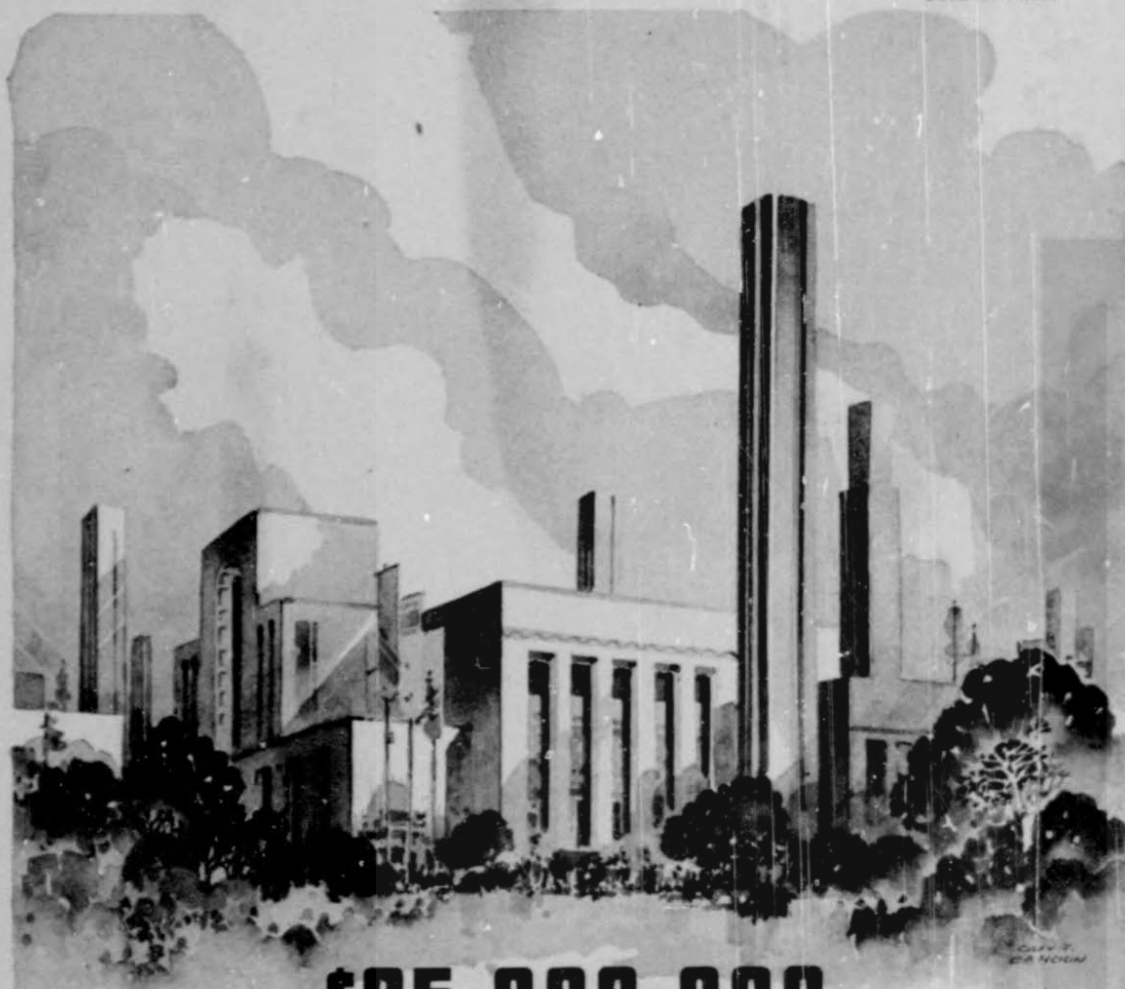
MINERAL WATERS

Busch Ginger Ale	.50
White Rock	.50
Canada Dry Ginger Ale	.50
Lime Rickey	.50
Appollinaris Water, Split	.40
Pint	.50
Quart	.85
Mountain Valley Water, Split	.35
Silver Spray	.50
Perrier Water, Pint	.50
Poland Water, Quart	.75
Vichy Celestine, Pint	.55
Quart	.95
Coca Cola	.25
Dr. Pepper	.25

Plenty to See and Do in

TEXAS

DURING THE JULY CARAVAN



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NEWS 8/2/36
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HOTEL ADOLPHUS

Herald 8/5 Journal 8/5 Dispatch 8/4/36

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HOTEL ADOLPHUS

Dallas...
Here He Is!




**Paul
PENDARVIS**
and his
ORCHESTRA

Open Tomorrow Night
in the
CENTURY ROOM
★
HOTEL ADOLPHUS

HERALD 8/6/36 - NEWS 8/6/36 - DISPATCH 8/6/36
JOURNAL 8/6/36

Dallas...
Here He Is!



**Paul
PENDARVIS**
and his
ORCHESTRA

OPEN TONIGHT
in the
CENTURY ROOM
★
HOTEL ADOLPHUS

NEWS 8/7/36

Plenty to See and Do in
TEXAS
DURING THE AUGUST CARAVAN



\$25,000,000
CENTENNIAL EXPOSITION

It's all ready for you! The Southwest's first World's Fair! Two years have gone into the planning to make it the most interesting, most beautiful exposition ever held in America. It's the highlight of a big year which sees all Texas celebrating. America's leading industrial concerns are represented with extensive exhibits, ranging to \$2,250,000. The Midway offers carefully selected attractions, many brought from the far corners of the world. Make your plans to be among the first to see this big show. Enjoy the vacation of a lifetime, in Texas.

CLIMAX YOUR DAY
at the Centennial Exposition with gay music and fine food. Come "home" to the brilliant new air conditioned
CENTURY ROOM
Featuring
**PHIL HARRIS AND
LEAH RAY**


Hotel Adolphus
DALLAS

SEND FOR LITERATURE

TEXAS CENTENNIAL 5-2
State Headquarters, Dallas, Texas.

Please send illustrated literature on Texas and the Centennial Celebrations to:

Name _____
Address _____ City _____ State _____



FLORISTS' TELEGRAPH DELIVERY NEWS
AUGUST ANNIVERSARY ISSUE

We Say Thanks to the F. T. D. A.

... for having chosen our
hotel as your Convention
headquarters in Dallas.

... Because of the Texas
Centennial we suggest
that you make your room
reservations as far in ad-
vance as possible so that
we can endeavor to make
accommodations to suit
your individual needs.



Paul Pendarvis
and his Orchestra
the Dancingest
Music in Town
in the
Cool
Century Room

Also the Four Playboys.
Eddie Scope.
Wilkins & Walters.
Kay Morton.



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

THIS WEEK IN DALLAS 9/5/36

Paul Pendarvis
and his Orchestra
the Dancingest
Music in Town
in the
Cool
Century Room

Also the Four Playboys.
Eddie Scope.
Wilkins & Walters.
Kay Morton.



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

THIS WEEK IN DALLAS 8/22/36

See
WILKINS AND WALTERS
Dance Aristocrats
in the
Cool Century Room
this week

They also appear in a Nick
Lucas short at the Majestic.



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

THIS WEEK IN DALLAS 8/15/36

THIS WEEK IN DALLAS 8/1/36
Their Last Week
Phil Harris
and
Leah Ray

August 6 is their last day.
Dance to Phil's toe-tapping
music once more and hear
Leah sing again before
they leave.

CENTURY ROOM
Air Conditioned



Paul Pendarvis
and his Orchestra
the Dancingest
Music in Town
in the
Cool
Century Room

Also the Four Playboys.
Eddie Scope.
Wilkins & Walters.
Kay Morton.



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

THIS WEEK IN DALLAS 8/29/36

TEXAS PRESS MESSENGER -
SEPT. ISSUE

Newspaper Men

When you come to Dallas
be sure to dine and dance
in the Beautiful CEN-
TURY ROOM... Dallas'
favorite rendezvous. Al-
ways a big time orches-
tra and floor show and
fine food.



TEXAS PRESS MESSENGER - Oct

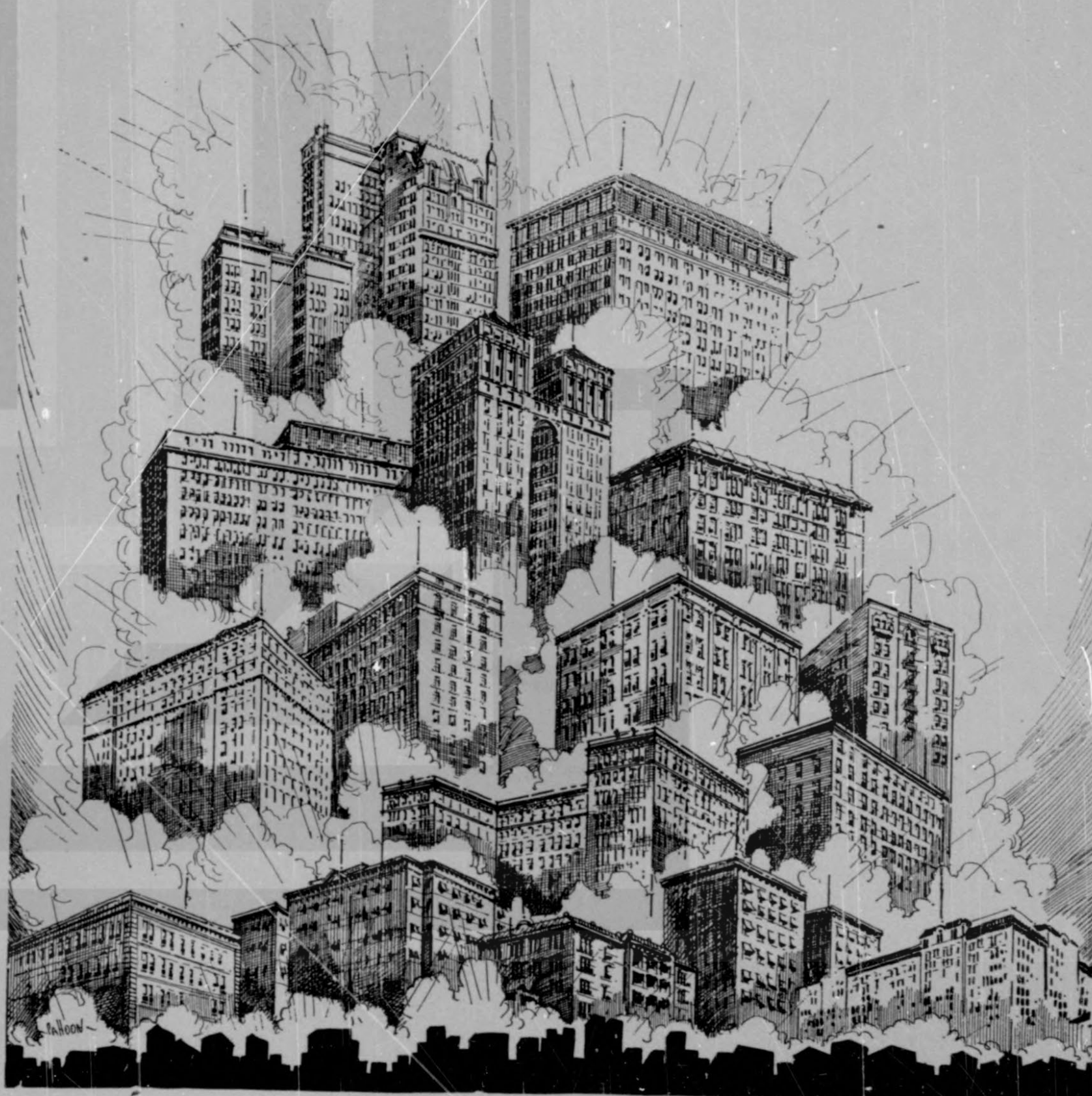
Now Playing in the Century Room

Newspaper Men! Your trip
to Dallas will not be com-
plete if you fail to dine in
the Beautiful Century Room
where Carl Ravazza and his
Sweet-Swing Orchestra are
playing. They come direct
from the Swankiest Nitery
along the pacific Coast...
The Trocadero Club, Holly-
wood.



DALLAS MARKET FASHION REVIEW --- JULY AND AUGUST, 1936 ISSUE.

DALLAS HAS



DALLAS HOTEL ASSOCIATION MEMBERSHIP ROSTER

THE AMBASSADOR
BAKER HOTEL
BLUE BONNET HOTEL
CAMPBELL HOTEL
CLIFFTON HOTEL AND
APARTMENTS

CLIFF HOTEL
DALLAS ATHLETIC CLUB
THE ERVINGTON HOTEL
AND APARTMENTS
HILTON HOTEL
HOTEL ADOLPHUS

THE JEFFERSON HOTEL
MAYFAIR HOTEL
MELROSE HOTEL
SANGER HOTEL AND
APARTMENTS
SCOTT HOTEL

SOUTHLAND HOTEL
THE STONELEIGH
THE TEXAN HOTEL
WHITMORE HOTEL
WORTH HOTEL



**Come FACE THE
MUSIC and DANCE
in the Cool
CENTURY ROOM**

Dance to the "steppiest" tunes in town . . . Paul Pendarvis in the CENTURY ROOM, with Eddie Scope, personality singer. The Four Playboys, Eenie, Meenie, Minie, Mo, Wilkins & Walters, spectacular dancers; also appearing in a Nick Lucas short at the Majestic this week. Marjorie Beattie, songstress.

**HOTEL
ADOLPHUS**





**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' lilting tunes. Eddie Scope, personality singer. Eenie, Meenie, Minie, Mo, the Playboys, Wilkins and Walters, dance aristocrats. Marjorie Beattie, songstress.

HOTEL ADOLPHUS ★



**Dance . . . to the Stepping Tunes of
PAUL PENDARVIS and His Orchestra
in the Cool CENTURY ROOM**

Come! Swing along tonight for a merry evening in Dallas' favorite evening rendezvous . . . the CENTURY ROOM, with Paul Pendarvis and his orchestra, Eddie Scope, Eenie, Meenie, Minie, Mo—the Four Playboys, Wilkins and Walters, Marjorie Beattie.

HOTEL ADOLPHUS



AMPLE HOTEL ACCOMMODATIONS for all Centennial Visitors

● More than 2,000,000 people had passed through the turnstiles of the Great Texas Centennial Exposition at Dallas at the time this publication went to press.

Yet Dallas Hotels accommodated this vast throng of visitors in a manner that won the praise of everyone. With all of this unprecedented demand for hotel accommodations, rates have been held at 1931 levels. There has been no advance NOR WILL THERE BE during the Centennial.

Known as "The Friendly City, where the latch string is always out," Dallas has won further acclaim as a friendly place in this first month of the Exposition. Business men, government officials and the average citizen who have visited Dallas from all parts of the country to see the Centennial, have been loud in their praise of the generous way in which they have been received and treated. Many of those visitors are actually making plans to return to Dallas and make the city their future home.

Never in the history of the Southwest have merchants had greater reason to visit Dallas than this year. Buyers will find a larger and more beautiful array of styles and fine merchandise than ever before. Dallas is exerting every effort to make this the most memorable year in the history of merchandising in the Southwest. You will find new merchandise, designed and made for today's mode and needs . . . merchandise that means definitely better times for the Southwest.

Aside from the purely market angle, merchants and buyers will find an array of entertainment and other features not matched anywhere in the world. Night clubs, beautiful restaurants, good shows, visitors from every state and nation . . . and above all the world's greatest World's Fair . . . the Texas Centennial Central Exposition.

So Come! Come to buy! Come to play! Come just for fun! But, whatever the reason, Come!

DALLAS HOTEL ASSOCIATION

WHEN YOU'RE HEADED FOR New York



LET DALLAS' HOTEL ADOLPHUS INTRODUCE
YOU AND ARRANGE CHOICE ACCOMMODATIONS
AT THE MAGNIFICENT

HOTEL NEW YORKER OR HOTEL LEXINGTON

You can have preferential accommodations and a personal welcome even in America's most crowded and impersonal city. Just phone us and we'll make all arrangements . . . at New York's *Hotel New Yorker* or *Hotel Lexington*. The 2500-room *New Yorker*, connected to Pennsylvania Station by private tunnel, is Manhattan's largest. While the 801-room *Lexington*, in the Grand Central Station district, is right in the heart of the smart East Side. In both hotels, rates start at \$3 . . . and every room includes both tub and shower bath, radio, and circulating ice water. Famous restaurants offer a wide choice of menus and prices. There's hotel-door garage service. And the same perfection of hotel service characterizes all NHM houses. So phone us before you start; no need to wire or write yourself. We'll gladly see that you get an extra-fine room and reception . . . at the *New Yorker* or *Lexington* . . . or at any NHM hotel.

HOTEL ADOLPHUS

Fuller Stevens, Manager

TELEPHONE: DALLAS 2-3281

HOTELS DIRECTED BY
NATIONAL HOTEL
MANAGEMENT Co., Inc.
RALPH HITZ, PRESIDENT



NETHERLAND PLAZA, Cincinnati
William O. Seelbach, Manager. 800 Rooms with radio, tub and shower and running ice water . . . minimum rate, \$3.00. Automatic garage in building.

THE BOOK-CADILLAC, Detroit
Darius Crane, Manager. 1200 rooms with bath . . . minimum rate \$3.00. Four great restaurants—popular prices. Convenient garage facilities.

CONGRESS HOTEL, Chicago
John Burke, Manager. In the Loop district. 910 big, comfort-planned rooms. Minimum rate \$3 with bath.

HOTEL VAN CLEVE, Dayton
Richard E. Dalry, Manager. Finest hotel in Dayton, with 900 modern, homelike rooms, with bath. Three attractive restaurants. Modern garage in connection. Minimum rate \$2.50 per day.

HOTEL NICOLLET, Minneapolis
Neil R. Mansie, Manager. Minneapolis' most beautiful hotel. 600 rooms. Minimum rate \$2.50, with bath. Three restaurants. Garage.



8/25/36 HERALD

*Returned to Hotel Adolphus Print Shop
4/13/37 - L. H.*

CARAVAN — SEPTEMBER AND OCTOBER

Hotel Adolphus PROUDLY PRESENTS The Century Room



The South's finest setting for Good Food . . . Good Music . . . Good Times

When you come to the magnificent Texas Centennial Exposition in Dallas, you will find this brilliant, COOL new room the center of the Southwest's social gayety . . . just as you will find every other feature of this great hotel designed to satisfy the most exacting tastes.



TO DALLAS, TEXAS

Hotel ADOLPHUS



Fuller Stevens, Manager. 825 Rooms. Minimum Rate \$2. Excellent Garage Facilities. All Restaurants Air-Cooled. • Operated by National Hotel Management Company, Inc., Ralph Hitz, President.

DISPATCH 10/15/36 — HERALD 10/16/36 — JOURNAL 10/8/36 — NEWS 10/9



A HINT TO HUSBANDS

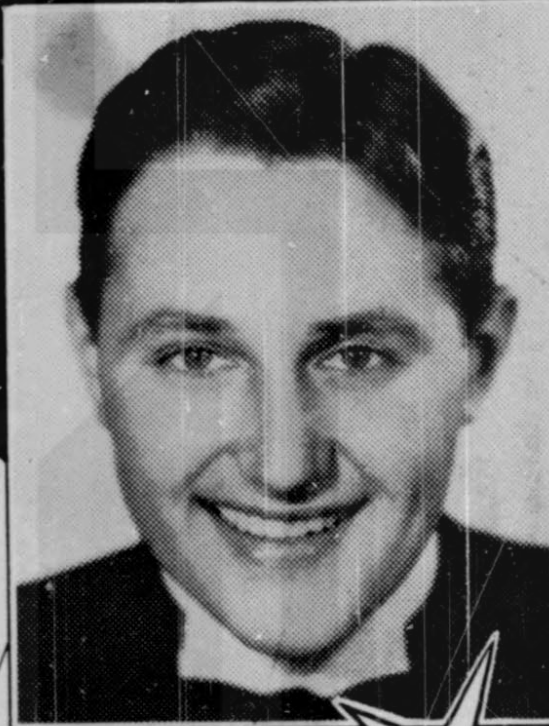
*Give her
a holiday
this Sunday*

DINNER IN THE CENTURY ROOM

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

You'll see STARS



When
CARL
RAVAZZA

Opens with his
Sweet-Swing-Orchestra

TOMORROW
NIGHT

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 Waiters, dancers superb. . . .

At Luncheon, Dinner and Dancing

HOTEL ADOLPHUS

JOURNAL 9/24/36 — HERALD 9/24/36
NEWS 9/25/36 — DISPATCH 9/25/36

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

news 9/20/36 -- JOURNAL 9/21/36 -- HERALD 9/22/36 -- DISPATCH 9/23/36

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

NEWS 10/2/36 -- JOURNAL 10/2/36 -- DISPATCH 10/8/36 -- HERALD 10/9/36

10/24/36 THIS WEEK IN DALLAS

TOPS
on the
Nation's Networks
Gus Arnheim
and
his Orchestra
in the
Century Room
At Luncheon
Dinner & Dancing

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

10/20/36 NEWS
10/21/36 HERALD

**TESTED
Every Home**

You can't guess about the temper-
ature 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

NEWS 10/13/36
HERALD 10/14

A MAN'S AFFAIR

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

HOTEL ADOLPHUS

FOUND
NEWS
10/27/36
HERALD 10/28/36

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

HOTEL ADOLPHUS

Great Idea



NEWS 10/6/36
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.
HERALD 10/7/36

HOTEL ADOLPHUS

HERALD 10/29/36 NEWS 10/30/36

ANNOUNCEMENT

The CENTURY ROOM will be closed to the public for breakfast and luncheon TODAY, having been reserved by W. B. Yeager, Executive Secretary of the Federal Centennial Commission, for a luncheon honoring Jesse H. Jones, Chairman of the Reconstruction Finance Corporation. It will be open to the public for dinner and supper as usual.

HOTEL ADOLPHUS

Just Look
WHAT YOU FIND
IN THE AIR COOLED
CENTURY ROOM



PAUL PENDARVIS
and his ORCHESTRA

THE FOUR PLAY BOYS

EDDIE SCOPE
Personality Singer

KAY MORTON
Who puts Song in your Soul



WILKINS and WALTERS
In Their Dance Specialties

HOTEL ADOLPHUS

JOURNAL
9/3/36
DISPATCH
9/4/36
NEWS
9/6/36
HERALD
9/8/36

Tops on the Nations Networks

GUS ARNHEIM
and his Orchestra

Open in the
CENTURY ROOM

FRIDAY 23rd

You've thrilled to Gus Arnheim's music on the air. Fresh! Gay! Swinging! There's something in his music that makes you push back your chair and dance. And now we give it to you in the CENTURY ROOM at Luncheon, Dinner and Dancing, beginning Friday, October twenty-third. Singing by Audrey Merritt, Roy Foster and Johnny Hamilton. Dancing by Earl and Josephine Leach.

HOTEL ADOLPHUS

NEWS 10/19/36 -- JOURNAL 10/21/36 -- DISPATCH 10/20/36 -- HERALD 10/22/36

WHEN YOU'RE HEADED FOR **DAYTON**



HOTELS DIRECTED BY
**NATIONAL HOTEL
MANAGEMENT Co., Inc.**
RALPH HITZ, PRESIDENT

Just call **DALLAS' HOTEL ADOLPHUS** for your reservation at the delightful

HOTEL VAN CLEVE

You'll be a specially honored guest in Dayton's finest *Hotel Van Cleve*. Just phone us first... no need to wire or write for a reservation personally. For the *Van Cleve* is another distinguished member of the National Hotel Management Company group. 300 charming, comfort-planned rooms with bath, from \$2.50 a day. Three restaurants where food and prices are equally popular. Hotel-door garage service. And the same perfection of hotel service that you find in all NHM houses. So remember... before you start... that we'll gladly arrange choice accommodations and a personal welcome for you at the *Van Cleve*, or at any NHM hotel.

HOTEL ADOLPHUS

Fuller Stevens, Manager

TELEPHONE: DALLAS 2-3281



HOTEL NEW YORKER, New York
Frank L. Andrews, Manager. 2500 Rooms with radio, tub and shower bath and running ice water... minimum rate \$3.00. Private tunnel to Pennsylvania Station. Four restaurants. Garage facilities.

HOTEL LEXINGTON, New York
Charles E. Rochester, Manager. 801 Rooms with radio, bath and feather-soft beds... minimum rate \$3.00. Only hotel in New York employing women cooks exclusively. Three blocks from Grand Central Station.

NETHERLAND PLAZA, Cincinnati
William O. Seelbach, Manager. 800 Rooms with radio, tub and shower and running ice water... minimum rate, \$3.00. Automatic garage in building.

CONGRESS HOTEL, Chicago
John Burke, Manager. On Michigan Boulevard overlooking Lake Michigan. 900 big, comfort-planned rooms. Minimum rate \$3 with bath.

THE BOK-CADILLAC, Detroit
Dwight Crane, Manager. 1200 rooms with bath... minimum rate \$3.00. Four great restaurants—popular prices. Convenient garage facilities.

HOTEL WIDGETT, Minneapolis
Neil R. Menick, Manager. Minneapolis' most beautiful hotel. 600 rooms. Minimum rate \$2.50 with bath. Three restaurants. Garage.



HERALD
10/19/36

*Returned to Hotel Adolphus Print Shop
4/13/37 - L. H.*

NOTES ON TWO
No. 1 Merry Shows New Year's Eve in the **CENTURY ROOM** with **TOM GENTRY** and his **AMBASSADORS OF RHYTHM...**
Great fun is being planned for you in the CENTURY ROOM New Year's Eve. Tom Gentry and his let's-dance-music. A rollicking floor show. Amusing hats. Noisy noise-makers. From 10:00 p. m. until 3:00 a. m.
To be assured of a select table, make your reservation NOW. Call Mr. Starnes, 2-3281

No. 2 in the **GRAND BALL ROOM** **CHARNINSKY'S ORCHESTRA** A GALA FLOOR SHOW Noise Makers and Hats from 10 p. m. until 3 a. m.

\$5.00 Per Person including Supper

\$1.50 COVER CHARGE

HOTEL ADOLPHUS

Opening Wednesday
AT LUNCHEON
TOM GENTRY
And His Ambassadors of Rhythm

In Dallas' Smartest Restaurant
THE CENTURY ROOM

WITH A SUPERB PROGRAM
OF ENTERTAINMENT FEATURING
TOWNE and KNOTT
DANCE TEAM

PATRICIA NORMAN and FRANK RAYE
VOCALISTS

Two Floor
Shows Nightly

NO COVER CHARGE
TO DINNER GUESTS
ARRIVING
BEFORE 9 P. M.

HOTEL ADOLPHUS


*News - 12/6/36 Journal 12/7/36
Herald - 12/8/36 Dispatch 12/9/36*

WHO WOULDN'T HURRY!

Anybody would run to get one of these 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.

NEWS 11/3/36 HERALD 11/4/36

HOTEL ADOLPHUS




**"Bob Crosby"
"REALLY?"**

YES, DALLAS...

BOB CROSBY
AND HIS ORCHESTRA

Open in the
CENTURY ROOM
Nov. 11th

Perfect ingredients for a perfect evening... Bob Crosby and the magnificent CENTURY ROOM. And what music this man Crosby will produce for you dyed-in-the-wool dance fans. Come face the music when he strikes up the band. He'll sing his way into your heart and swing his way into your feet with his inimitable rhythms. Pierre and Temple in the dance beautiful. After the opening, Crosby plays for luncheon, dinner and dancing.



HOTEL ADOLPHUS

NEWS 11/8/36 -- HERALD 11/9/36 -- DISPATCH 11/10/36 -- JOURNAL 11/11/36



for **BRIGHT MOMENTS**
after Dark

TOM GENTRY
and his Ambassadors of Rhythm

in the **Glamorous CENTURY ROOM**

Featuring
The Sophisticated Dance Team
TOWNE and KNOTT

PATRICIA NORMAN and FRANK RAYE
RHYTHM SONGSTERS

TWO FLOOR SHOWS NIGHTLY

Greet the New Year in
the **CENTURY ROOM**

There'll be no brighter spot in all Dallas to celebrate New Year's Eve. We suggest making reservations at once to be assured of a selected table. Make arrangements with Mr. Starnes. Phone 2-3281. ★ ★

HOTEL ADOLPHUS

*Herald 12/13/36 News 12/16/36
Journal 12/17/36 Dispatch 12/18/36*



Century Room

JOURNAL 10/15/36
NEWS 10/16/36

**We're having
Sunday
Dinner**

in the

CENTURY ROOM

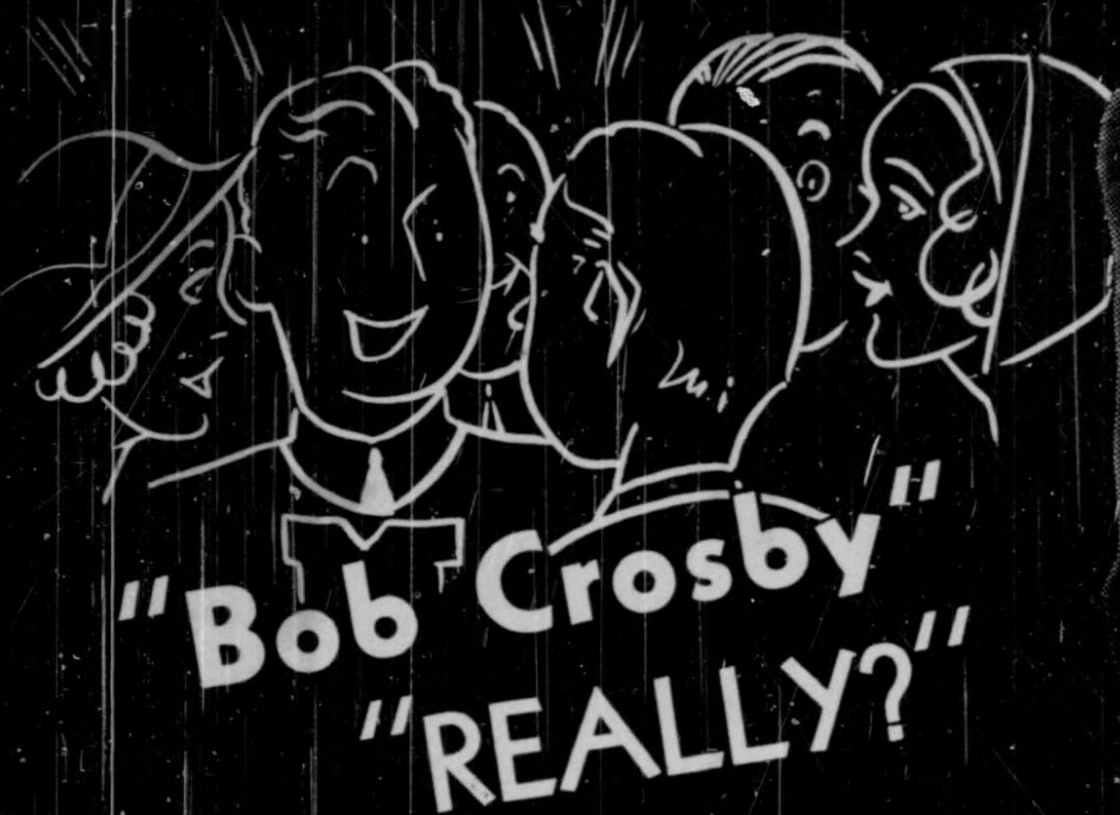
A Sunday dinner in the gay atmosphere of the beautiful CENTURY ROOM... a grand event for anyone. Culinary masterpieces by Adolphus Chefs. Singing by Virginia Haig. Dancing by the Texas Red Heads, formerly dancing with Ginger Rogers. All for \$1.50. No cover charge to dinner guests. Cover charge to guests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

**Music by
CARL RAVAZZA**



HOTEL ADOLPHUS

*Herald 12/27/36 News 12/28/36
Journal 12/29/36 Dispatch 12/30/36*



"Bob Crosby"
"REALLY?"

YES, DALLAS...
BOB CROSBY
AND HIS ORCHESTRA

Open in the
CENTURY ROOM

Nov. 11th

Perfect ingredients for a perfect evening... Bob Crosby and the magnificent CENTURY ROOM. And what music this man Crosby will produce for you dyed-in-the-wool dance fans. Come face the music when he strikes up the band. He'll sing his way into your heart and swing his way into your feet with his inimitable rhythms. Pierre and Temple in the dance beautiful. After the opening, Crosby plays for luncheon, dinner and dancing.

HOTEL ADOLPHUS

NEWS 11/8/36 -- HERALD 11/9/36 -- DISPATCH 11/10/36 -- JOURNAL 11/11/36



for BRIGHT
MOMENTS
after Dark

TOM GENTRY
and his Ambassadors of Rhythm
in the Glamorous
CENTURY ROOM

Featuring
The Sophisticated Dance Team
TOWNE and KNOTT

PATRICIA NORMAN and FRANK RAYE
RHYTHM SONGSTERS

Two FLOOR SHOWS NIGHTLY

Greet the New Year in
the **CENTURY ROOM**
There'll be no brighter spot in all Dallas to
celebrate New Year's Eve. We suggest mak-
ing reservations at once to be assured of a
selected table. Make arrangements with Mr.
Starnes, Phone 2-3281. *

HOTEL ADOLPHUS

Herald 12/15/36 News 12/16/36
Journal 12/17/36 Dispatch 12/18/36

Greet the New Year
in the
CENTURY ROOM

... where gaiety will reign... where
fun, frivolity and frolic will be in full
sway, 10 p. m. until 3 a. m. A sumptu-
ous supper. Amusing hats... unique
noise-makers... unusual novelties for
everyone.



No Brighter Spot
in Town

... to celebrate New Year's Eve. A
gay, delightful place. Good friends.
Resist-if-you-can music. Unmatchable
food. A New Year's Eve you'll never
forget. Come! Your friends will be
here. Reservations limited. So we sug-
gest you make yours now. Phone Mr.
Starnes, 2-3281. Moderate tariff...
\$5.00, including supper.

HOTEL ADOLPHUS

TOM GENTRY
and his
Ambassadors of Rhythm
with a
Spectacular Floor Shew
Featuring Novelties, Dances, Songs
and Comedy Sketches

JOURNAL 10/15/36
NEWS 10/16/36

We're having
Sunday
Dinner

in the

CENTURY ROOM

A Sunday dinner in the gay atmos-
phere of the beautiful CENTURY
ROOM... a grand event for any-
one. Culinary masterpieces by Adol-
phus Chefs. Singing by Virginia
Haig. Dancing by the Texas Red
Heads, formerly dancing with Gin-
ger 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

Herald 12/27/36 News 12/28/36
Journal 12/29/36 Dispatch 12/30/36

DISPATCH 1/6/37 NEWS 1/3/37
JOURNAL 1/5/37 HERALD 1/3/37

Starting at Dinner-Jan. 6

Art Shaw



AND HIS ORCHESTRA

Featuring

Peg
La Centra

Dallas! Here's that man Shaw bringing you something entirely new in dance music... a dance orchestra combining a swing band and a dreamy string ensemble. Be a member of the welcoming committee when he opens in the Gay Century Room Wednesday. Luncheon music, dinner and supper dancing daily after opening.

NO COVER CHARGE TO
DINNER GUESTS

THE **Century** ROOM
HOTEL ADOLPHUS

DISPATCH 1/26/37 NEWS 1/26/37

RUDY VALLEE'S
Youthful Protege
AL BERNIE



Star of Radio
and Stage

Impersonator
of such famous
characters as
Charles Laughton
George Arliss
Jack Benny

Joe Penner and others

OPENS TODAY

at Dinner

in the **CENTURY ROOM**

Direct from New York Paramount Theatre



JOE VENUTI

and His Band

in the **CENTURY ROOM**

February 3 at Dinner

Be here to welcome Dallas' favorite band leader when he opens. He'll put you on your feet. Dinner \$1.50 daily, except Saturday, \$2.00. NO COVER CHARGE TO DINNER GUESTS.

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

JOURNAL 1/26/37

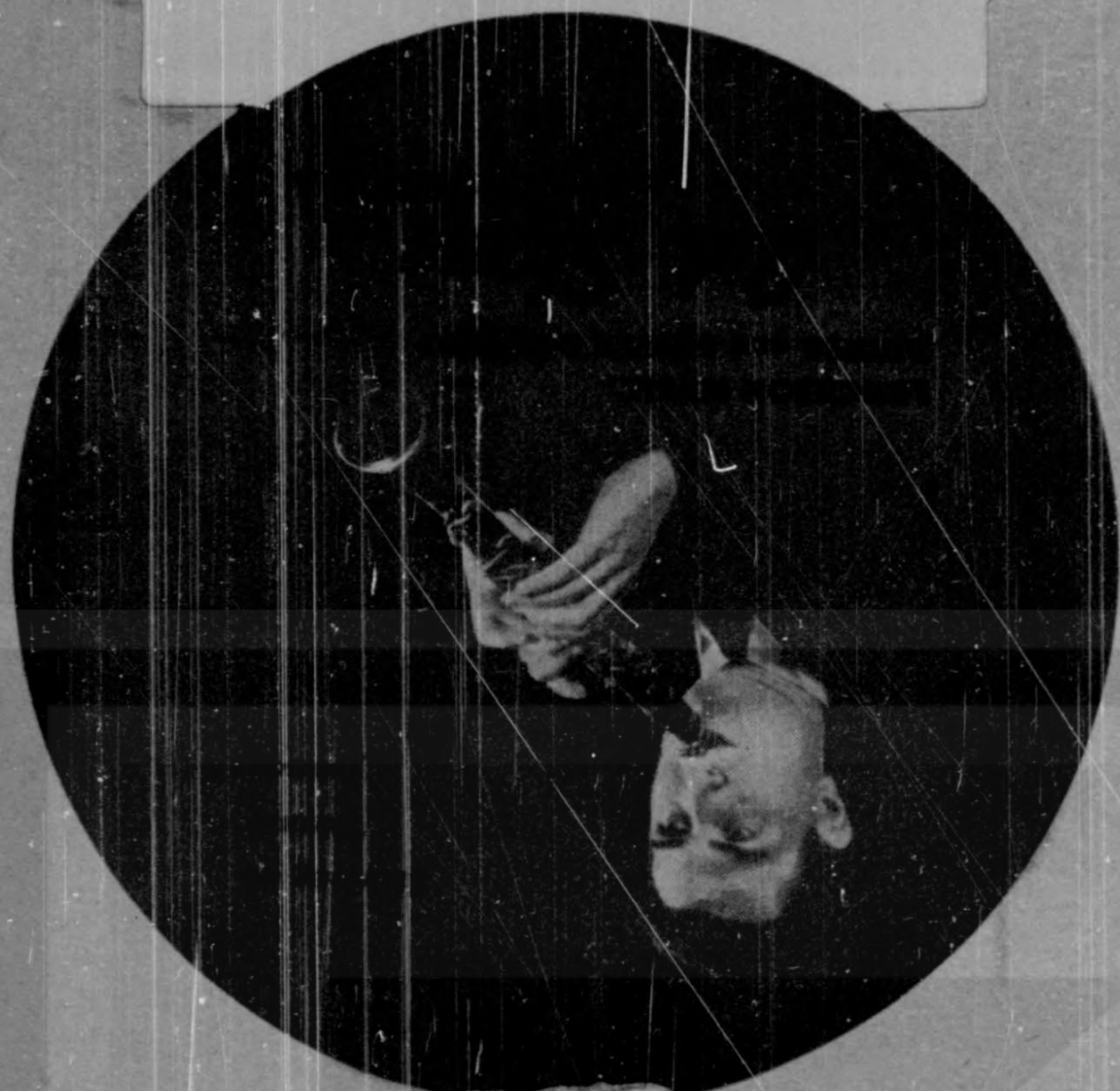
HERALD 1/26/37



THE CENTURY ROOM

TO DINNER GUESTS

NO COVER CHARGE



NO COVER CHARGE
TO DINNER GUESTS

THE CENTURY ROOM
HOTEL ADOLPHUS



12/5/36 SMU SEMI WEEKLY CAMPUS NEWS

In Her Honor!

TO STRESS A POINT—
TO GAIN HER FAVOR—

Bring her to

**COLLEGE
NIGHT**

In the Beautiful

Century Room
HOTEL ADOLPHUS

COTTON GINNERS' JOURNAL
JAN. 1937

A STANDING INVITATION

Cotton ginnermen and cotton
men are invited to make
Hotel Adolphus their home
when they come to Dallas.

You will find every fea-
ture of this great hotel de-
signed for your comfort
and satisfaction. The serv-
ice is warmly personal,
yet unobtrusive. Excellent
food at popular prices.

825 Rooms
3 Fine Restaurants
Complete Convention
Facilities
Garage in Connection

Hotel **Adolphus**
FULLER, STEVENS
MANAGER
DALLAS, TEXAS

THE
CENTURY ROOM
PRESENTS
THE SULTAN OF
SWING

Joe Venuti
"THE WORLD'S
HOTTEST FIDDLER"
and His Orchestra
ALSO APPEARING TWICE NIGHTLY
RUDY VALLEE'S
PROTEGE **AL BERNIE**
JOHN AND
EDNA **TORRENCE**



JOE VENUTI
AND HIS
ORCHESTRA
WITH
MILDRED FENTON



IN DALLAS
Now...

YOUR OLD
FRIEND

JOE VENUTI

"WORLD'S HOTTEST FIDDLER"

and his identical Casa Manana Orches-
tra with lovely Mildred Fenton and
Don Darcy. A brilliant NEW Show
and the big Casa Manana hits: "The
Night Is Young," "Another Mile" and
others.

JOHN and EDNA TORRENCE
Sensational Dance Duo

AL BERNIE

That Inimitable Mimic

NO COVER CHARGE TO DINNER GUESTS
SUNDAY DINNER \$1.50

THE Century ROOM
FULLER STEVENS, MGR.
HOTEL ADOLPHUS

Opening Tonight...

**JOE
VENUTI**

and his Orchestra

**JOHN and EDNA
TORRENCE**

Society's Favorite Dancers

AL BERNIE

That Inimitable Mimic

THE Century ROOM
FULLER STEVENS, MGR.

HOTEL ADOLPHUS

OK'D COPY - 2/22/37

Dallas Advertising League

Welcome Ad Leaguers

WE'RE happy that you have
selected Hotel Adolphus as your
weekly luncheon place.

YOU'LL like the Danish
Room for its pleasant atmosphere
and convenient arrangement. And
we pledge our heartiest coopera-
tion and best service at all times.

HOTEL ADOLPHUS

Publicity and Advertising
Departments

Bob Pool
Bill Lewis
Betty Allin
Clarice Johnson
Mildred Merrill
Dorothy Phillips
Morelle Ratcliffe

1/9/37 SMU SEMI WEEKLY CAMPUS NEWS

Now Playing

in the

Century Room

Newest Sensation
In Sweet Swing Music

Art Shaw

and His Orchestra

featuring

Peg La Centra

Every Wednesday Night
Is College Night

HOTEL ADOLPHUS

1/23/37 THIS WEEK IN DALLAS

LUNCHEON

75c Up

CENTURY ROOM

Famous Food
Alert Service

Music by **ART SHAW**
and Orchestra

Hotel Adolphus
FULLER STEVENS, MGR.

1/16/37 THIS WEEK IN DALLAS

LUNCHEON

75c Up

CENTURY ROOM

Famous Food
Alert Service

Music by **ART SHAW**
and Orchestra

Hotel Adolphus
FULLER STEVENS, MGR.

1/30/37 THIS WEEK IN DALLAS

Coming

Feb. 3rd

THE ORIGINAL SULTAN
OF SWING

The World's
Hottest Fiddler

JOE VENUTI

and his Orchestra

with

Al Bernie

Mimic

John and Edna Torrence
Society's Favorite Dancers

Hotel Adolphus
FULLER STEVENS, MGR.

1/9/37 THIS WEEK IN DALLAS

LUNCHEON

75c Up

CENTURY ROOM

Famous Food
Alert Service

Music by **ART SHAW**
and Orchestra

Hotel Adolphus
FULLER STEVENS, MGR.

THE COTTON AND COTTON OIL PRESS 1/30/37

A STANDING INVITATION



Cotton ginner and cottonseed oil
millers! You are invited to make
Hotel Adolphus your home when
you come to Dallas. You will find
every feature of this great hotel
designed for your comfort and sat-
isfaction.

825 Rooms
3 Fine Restaurants
Complete Convention
Facilities
Garage in Connection

Hotel Adolphus
FULLER STEVENS, MGR.



JOE VENUTI

"WORLD'S HOTTEST FIDDLER"

and his identical Casa Manana Orchestra with lovely Mildred Fenton and Don Darcy. A brilliant NEW Show and the big Casa Manana hits: "The Night Is Young," "Another Mile" and others.

JOHN and EDNA TORRENCE
Sensational Dance Duo

AL BERNIE

That Inimitable Mimic
NO COVER CHARGE TO DINNER GUESTS

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

*Herald 2/7/37 Dispatch 2/7/37
News 2/7/37
Journal 2/7/37*

SUNDAY
NIGHT
DINNER
\$1.50

S.M. U. SEMI WEEKLY CAMPUS 2/20/37

The Creator Of

Slide Music

OPENING WEDNESDAY

AT DINNER

In the Century Room

WILL OSBORNE

and His Orchestra-with

DOROTHY ROGERS

Will Osborne's SLIDE MUSIC has a new, sweet, velvety and distinctly different rhythm... played on especially made "slide instruments". Call Mr. Starnes for Dinner Reservations.

Hotel Adolphus

NEWS AND HERALD 2/21/37 - JOURNAL AND
THE CREATOR OF....
DISPATCH 2/22/37

Slide Music



OPENING
WEDNESDAY

AT
DINNER



WILL OSBORNE

And His Orchestra—With
DOROTHY ROGERS

Will Osborne's SLIDE MUSIC has a new sweet, velvety and distinctly different rhythm... played on especially made "slide" instruments. Playing for Luncheon, Dinner, Supper. Dinner \$1.50 except Saturday \$2.00.

NO COVER CHARGE TO DINNER GUESTS

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

OPENING WEDNESDAY
NIGHT AT DINNER
In the
CENTURY ROOM
HOTEL ADOLPHUS

The
Creator of Slide Music
WILL OSBORNE
AND HIS ORCHESTRA
with Dorothy Rogers

A FAMOUS DANCE DUO
RODRIGO & FRANCINE
IN DANCES OF
SOPHISTICATION



JOURNAL 2/23/37 - DISPATCH 2/23/37 - HERALD 2/23/37 - NEWS 2/24/37

Lunch in the BEST of Circles

ADOLPHUS BAR

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.

HOTEL ADOLPHUS

NEWS 9/29/36 --- HERALD 9/30/36

DALLAS MEDICAL JOURNAL - Feb. 1937
RESERVATION REQUEST

In order that we may arrange accommodations suitable to your individual needs, we suggest that you fill in the form below and mail to us as soon as possible.

FULLER STEVENS, Mgr.

Hotel Adolphus

DALLAS

Headquarters

9th Annual Spring Clinical Conference

Dallas Southern Clinical Society

March 15, 16, 17, 18, 1937

Please reserve the accommodations for me that I have checked below.

Expect to Arrive Date _____

Remarks: _____

Room for One	Room for Two Per Day		Three Persons in Two Connecting Rooms	
Per Day	Double Bed	Twin Beds	\$ 9.00	\$11.00
\$2.50 <input type="checkbox"/>	\$4.00 <input type="checkbox"/>	\$5.00 <input type="checkbox"/>	\$10.00 <input type="checkbox"/>	\$12.00 <input type="checkbox"/>
\$3.00 <input type="checkbox"/>	\$4.50 <input type="checkbox"/>	\$5.50 <input type="checkbox"/>	Three or More Persons in One Room Rates on Application	
\$3.50 <input type="checkbox"/>	\$5.00 <input type="checkbox"/>	\$6.00 <input type="checkbox"/>		
\$4.00 <input type="checkbox"/>	\$6.00 <input type="checkbox"/>	\$7.00 <input type="checkbox"/>	Suites: Parlor and Bed Room	
\$5.00 <input type="checkbox"/>	\$7.00 <input type="checkbox"/>	\$8.00 <input type="checkbox"/>		
\$6.00 <input type="checkbox"/>			<input type="checkbox"/> \$10 Single	<input type="checkbox"/> \$12 Single
			<input type="checkbox"/> \$12 Double	<input type="checkbox"/> \$15 Single
				<input type="checkbox"/> \$17 Double

NAME _____

Address _____

City _____

WILL OSBORNE

ANNOUNCES

The Century Room
INTER-FRATERNITY

Glee Club CHAMPIONSHIP Contest

These Fraternities Compete This Tuesday Night—March 9th

PI KAPPA ALPHA

DELTA CHI

PHI DELTA THETA

DELTA SIGMA PHI

PHI SIGMA RHO

See Championship Cup on Display at
THE CO-OP

Come and Cheer for your Favorite in—

The CENTURY Room
HOTEL ADOLPHUS

THE COTTON GINNERS'
JOURNAL - March 1937

Cotton GINNERS

and

Cotton Men

When you come to Dallas,
stay at Hotel Adolphus. You
will find your friends here be-
cause they like the friendly
service, home-like atmosphere
and comfortable surround-
ings. They like the prices, too.
Three fine restaurants.

Ready in May
300

Air Conditioned
Bed Rooms

Hotel Adolphus
FULLER STEVENS
MANAGER



WILL OSBORNE
Presents
THE CENTURY ROOM
AND HIS ORCHESTRA
With DOROTHY ROGERS
and
RODRIGO and FRANCINE
in Dances of Sophistication

In the CENTURY ROOM



RODRIGO & FRANCINE



WILL OSBORNE



DOROTHY ROGERS

MUSIC AND FLOOR SHOW AT LUNCHEON, DINNER AND SUPPER

FLASH!

ENTHUSIASM RUNS RAMPANT! WILL OSBORNE'S
NEW IDEA "SLIDE MUSIC" IS WINNING THE AC-
CLAIM OF CAPACITY CROWDS. NEWSPAPER
CRITICS AND PATRONS VOTE THE CENTURY
ROOM SHOW AT HOTEL ADOLPHUS THE MOST
OUTSTANDING ATTRACTION SEEN IN DALLAS
SINCE THE CENTENNIAL. PLAN A DINNER DANC-
ING PARTY NOW. NO COVER CHARGE TO DIN-
NER GUESTS. DINNER \$1.50. RESERVATIONS: 2-3281

NEWS - HERALD - DISPATCH — 2/28/37

2/27/37 THIS WEEK IN

Now Playing
in the DALLAS

CENTURY ROOM

WILL OSBORNE

and His Orchestra

with

Dorothy Rogers

and

Rodrigo and Francine

in

Dances of Sophistication

Hotel Adolphus
FULLER STEVENS
MANAGER

2/13/37 THIS WEEK IN

Sunday Night

DALLAS

Dinner \$1.50

In the Glamorous

Century Room

No Cover Charge to
Dinner Guests

Music by

JOE VENUTI

and His Orchestra

Hotel Adolphus
FULLER STEVENS
MANAGER

Opening Wednesday at Dinner

GARY LEON and MARCIA MACE

"World's Most Spectacular Dancers"



DINNER \$1.50
No Cover Charge

Continuing...

WILL OSBORNE and HIS ORCHESTRA

THE Century ROOM
FULLER STEVENS, MGR.
HOTEL ADOLPHUS

NEWS - DISPATCH - HERALD - 3/14/37

9/3/37 SMU Campus

WILL OSBORNE
And His Orchestra
Honors

SCRIPT AND SCORE
Wednesday

College Night

—Featuring—
5 BIG HIT NUMBERS
—From—
"TAKE IT EASY"
In a Gala Floor Show
at the
COLLEGE RENDEZVOUS
The
CENTURY ROOM
HOTEL ADOLPHUS

2/24/37 SMU SEMI WEEKLY CAMPUS

Will Osborne
and his Orchestra

SALUTE
DELTA CHI
College Night
in the Beautiful
CENTURY ROOM
HOTEL ADOLPHUS

NEWS 3/21/37 - HERALD 3/21/37 - DISPATCH 3/21/37

Setting a New High in Entertainment

The Dallas Favorite...

CARL RAVELL
AND HIS ORCHESTRA
with GAIL REESE

OPENING AT DINNER
WEDNESDAY
MARCH 24th
NIGHT SHOWS
8:45 and 11:45

Direct from
THE ROYAL PALM CLUB, MIAMI

ENDER and FARRELL
International Entertainers

THE HIT OF THE WINTER SEASON
IN FLORIDA

GARY LEON and MARCIA MACE
World's Most Spectacular Dancers

LUNCHEON 75¢
DINNER \$1.50
NO COVER CHARGE TO DINNER GUESTS

THE Century ROOM
HOTEL ADOLPHUS
SOUTH'S SMARTEST PLACE TO DINE AND DANCE

JOURNAL, HERALD AND DISPATCH
Opening Wednesday
3/23/37 NEWS 3/24/37

AT DINNER

CARL RAVELL
AND HIS ORCHESTRA
★ WITH GAIL REESE ★

Direct from THE ROYAL PALM CLUB, MIAMI

CHICK and CHARLIE
ENDER and FARRELL
International Entertainers

GARY LEON and MARCIA MACE
World's Most Spectacular Dancers
★ Luncheon 75c . . . Dinner \$1.50 ★

NO COVER CHARGE TO DINNER GUESTS

THE Century ROOM
FULLER STEVENS, MGR.
HOTEL ADOLPHUS

In the Century Room
EASTER DINNER \$1.50

CARL RAVELL
and His ORCHESTRA
with GAIL REESE

CHICK and CHARLIE
ENDER and FARRELL
International Entertainers
DIRECT FROM MIAMI

GARY LEON and MARCIA MACE
World's Most Spectacular Dancers

MUSIC AND FLOOR SHOW
FOR SUNDAY
DINNER & SUPPER

NO COVER CHARGE TO DINNER GUESTS

EASTER DINNER
Coffee Shop 75¢ & \$1.25

Hotel **Adolphus**

HERALD, NEWS and DISPATCH 3/28/37

DISPATCH, NEWS AND HERALD 4/4/37

**TWO FLOOR SHOWS
SUNDAY NIGHT
Dinner and Dance
\$1.50**

CARL RAVELL
with His ORCHESTRA
and GAIL REESE

CHICK CHARLIE
ENDOR & FARRELL
International Entertainers

GARY LEON and
MARCIA MACE
Spectacular Dancers

No Cover Charge
to Dinner Guests

Reservations
from
PAUL FISCHER
2-3281



THE Century ROOM
FULLER STEVENS, MGR.
HOTEL ADOLPHUS

THIS WEEK IN DALLAS
Now Playing
3/6/37 in the
CENTURY ROOM
WILL OSBORNE
and His Orchestra
with
Dorothy Rogers
and
Rodrigo and Francine
in
Dances of Sophistication

Hotel **Adolphus**
FULLER STEVENS, MGR. 825 ROOMS WITH BATH

THIS WEEK IN DALLAS
Opening at Dinner
3/13/37 Wednesday, March 24
CARL RAVELL
and his Orchestra
ENDER & FARRELL
International Entertainers
Held Over
GARY LEON
and
MARCIA MACE
Spectacular Dancers
in the
CENTURY ROOM

Hotel **Adolphus**
FULLER STEVENS, MGR. 825 ROOMS WITH BATH

THIS WEEK IN DALLAS
OPENING
3/13/37 Wednesday, March 17
GARY LEON
MARCIA MACE
"World's Most
Spectacular Dancers"
in the
CENTURY ROOM
Music by
WILL OSBORNE
and his orchestra

Hotel **Adolphus**
FULLER STEVENS, MGR. 825 ROOMS WITH BATH

SMU CAMPUS - 3/17/37

WEDNESDAY NITE
at 10 o'clock
FINAL COMPETITION
AND AWARD OF
Will Osborne Cup

In The
**Fraternity Glee Club
Contest**

Come and Cheer for your Favorite in—

The CENTURY Room
HOTEL ADOLPHUS

SMU CAMPUS - 3/20/37

Tuesday Night is
S. M. U. Carnival Night
in the
CENTURY ROOM

In Person
PERUNA
Guest Star

Other Features Include
Scavenger Hunt Finals
Hog Calling Contest
Easter Rabbit Race
PRIZES For Winners
With Paper Hats and Balloons

Music and Dancing by
Will Osborne

And His Orchestra in the
CENTURY ROOM
HOTEL ADOLPHUS

SMU CAMPUS **OPENING TONIGHT** 3/24/37

CARL RAVELL
AND HIS ORCHESTRA
★ WITH GAIL REESE ★

Direct from THE ROYAL PALM CLUB, MIAMI
CHICK CHARLIE
ENDOR & FARRELL
International Entertainers

GARY LEON and MARCIA MACE
World's Most Spectacular Dancers
★ Luncheon 75c . . . Dinner \$1.50 ★

NO COVER CHARGE TO DINNER GUESTS

THE Century ROOM
FULLER STEVENS, MGR.
HOTEL ADOLPHUS

SMU CAMPUS 3/13/37

Will Osborne
ANNOUNCES
The Century Room Inter-Fraternity
Glee Club
**CHAMPIONSHIP
Contest**

These Fraternities Compete This Tuesday Night—
March 16th

ALPHA TAU OMEGA
KAPPA ALPHA
KAPPA SIGMA
LAMBDA CHI ALPHA
SIGMA ALPHA EPSILON
THETA KAPPA NU

See Championship Cup on Display at
The CO-OP

Come and Cheer for your Favorite in—

The CENTURY Room
HOTEL ADOLPHUS

TEXAS CO-OPERATIVE NEWS
5/15/37

Texas Cotton Ginners

WELCOME

Back to Dallas and Hotel Adolphus
For Your 28th Annual Convention
April 7-8-9 . . .

Official Headquarters

Make Reservation Now
Rates from \$2.50

Hotel **Adolphus**
FULLER STEVENS, MGR. 825 ROOMS WITH BATH

THE COTTON GINNERS' JOURNAL - APRIL 1937

**TEXAS COTTON GINNERS
WELCOME!**

Back to Dallas and Hotel Adolphus for
Your 28th Annual Convention
April 7-8-9

The Texas Cotton Ginners' Association for
twenty-six years held its annual convention in
Dallas. For many of those twenty-six years, you
selected Hotel Adolphus as convention headquar-
ters. So we feel that we know your needs and
problems and understand just what you require

in the way of service and facilities.
When you come back April 7-8-9, you will find
that we have improved our facilities since you
used them last. You will also find us ready to
make your convention pleasant and successful.
Make your reservation now. Rates from \$2.50.

*Your Official
Headquarters!*

Ready Soon!
300 Air Conditioned
Bedrooms.

Hotel **Adolphus**
FULLER STEVENS, MGR. 825 ROOMS WITH BATH

THIS WEEK IN DALLAS
NOW 4/3/37

In the Century Room
CARL RAVELL
And His Orchestra
with GAIL REESE
ENDOR & FARRELL
International Entertainers

Dinner \$1.50 — Saturdays \$2.00

No Cover Charge to Dinner Guests

Hotel **Adolphus**
FULLER STEVENS, MGR. 825 ROOMS WITH BATH

THIS WEEK IN DALLAS
NOW 4/10/37

In the Century Room
CARL RAVELL
And His Orchestra
with GAIL REESE
ENDOR & FARRELL
International Entertainers

Dinner \$1.50 — Saturdays \$2.00

No Cover Charge to Dinner Guests

Hotel **Adolphus**
FULLER STEVENS, MGR. 825 ROOMS WITH BATH



In the CENTURY ROOM
Now...!

WILL OSBORNE AND HIS ORCHESTRA

.. with Dorothy Rogers
GARY LEON AND MARCIA MACE
.. "World's Most Sensational Dancers"

Coming Wednesday, March 24th...

CARL RAVELL AND HIS ORCHESTRA

.. Dallas' Favorite
ENDER AND FARRELL
.. International Entertainers
GARY LEON AND MARCIA MACE
.. Will Be Held Over.

DANCING AND FLOOR SHOW..AT LUNCHEON, DINNER AND SUPPER

Opening
Wednesday at Dinner
DON BESTOR
AND HIS FAMOUS RADIO ORCHESTRA
with Neil Buckley
You've heard JACK BENNY say: "Play, Don"
NOW SEE DON IN ACTION!
Luncheon 75c ... Dinner \$1.50
(Saturdays, \$2.00)

Here Thru
Luncheon Wednesday
CARL RAVELL
With His ORCHESTRA
and Gail Reese
TONIGHT ANOTHER POPULAR
SUNDAY NIGHT
DINNER DANCE
\$1.50

NO COVER CHARGE TO DINNER GUESTS

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

news 4/18/37 Herald 4/18/37
Dispatch 4/18/37

OK'D COPY — 4/12/37

Dallas Advertising League

**THANK YOU
AD
LEAGUERS**

For
Having Chosen
Our Hotel

for Your

**THIRD
ANNUAL
GRIDIRON
DINNER**

Hotel **Adolphus**

4/24/37 THIS WEEK IN
Now DALLAS

In the Century Room

**"PLAY" DON
BESTOR**

and His Radio Orchestra
with Neil Buckley

KNOWN TO MILLIONS THRU
HIS TRIUMPHS ON JACK
BENNY'S JELL-O PROGRAM

Hotel **Adolphus**

Opening Tonight
at Dinner...
"PLAY" DON BESTOR
And His RADIO ORCHESTRA
With Neil Buckley

KNOWN TO MILLIONS
THRU HIS TRIUMPHS
ON JACK BENNY'S
"JELLO" PROGRAM

Luncheon .75c
Dinner... \$1.50

NO COVER CHARGE
TO DINNER GUESTS

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

news 4/21/37 Journal 4/21/37 Herald 4/21/37
Dispatch 4/21/37

Opening Tonight
LENNIE HAYTON
 and his ORCHESTRA
PAUL BARRY, Baritone
"THE RHYTHM KINGS"
 Vocal Trio

LUNCHEON 75c
DINNER \$1.50

NO COVER CHARGE
TO DINNER GUESTS

Opening Tuesday, May 18
LIMITED ENGAGEMENT
GLEN GRAY
 and his
CASA LOMA ORCHESTRA

THE Century ROOM
 FULLER STEVENS, MGR.
HOTEL ADOLPHUS
 NEWS - JOURNAL - HERALD - DISPATCH - 5/12/37

CARAVAN - May 1937 issue

Announcing
300 AIR-CONDITIONED
BED ROOMS
Ready May 15

Welcome to Texas and the Great Southwest this summer . . . and Welcome to Hotel Adolphus, Dallas' largest and finest hotel.

With 825 comfort-planned guest rooms—300 of them Air-Conditioned by May 15—unequalled Convention Facilities, Air-Conditioned Meeting Rooms—Fine Foods and famous name bands in the famous Century Room, Coffee Shop and Bar—Hotel door car service—Garage in Connection—unsurpassed Service and Friendliness—Hotel Adolphus awaits the opportunity to make your visit to Dallas a never-to-be-forgotten one.

Write today for information about Dallas . . . the Greater Texas and Pan American Exposition . . . Carlsbad Caverns . . . The Gulf Coast . . . Mexico, or other interesting vacation places in the Southwest.

HOTEL ADOLPHUS
LARGEST AND FINEST IN DALLAS

FULLER STEVENS, Manager
 825 ROOMS—MINIMUM RATES \$2.50
 National Hotel Management Company, Inc. Ralph Hitz, Pres.

DISPATCH - NEWS - HERALD - 4/25/37

SMASHING ALL RECORDS!

"PLAY DON" BESTOR

... And
His RADIO ORCHESTRA
With Neil Buckley

LUNCHEON 75c
DINNER \$1.50
NO COVER CHARGE TO DINNER GUESTS

Tonight
JOIN THE GAY CROWD

SUNDAY NIGHT DINNER-DANCE

THE Century ROOM
 FULLER STEVENS, MGR.
HOTEL ADOLPHUS

CAPACITY CROWDS
 NEWS - DISPATCH - HERALD - 5/2/37
DEMAND "PLAY DON" NIGHTLY

DON BESTOR
WITH HIS VIBRAHARP,
HIS ORCHESTRA
and Neil Buckley

Luncheon 75c
Dinner 1.50
No Cover Charge to Dinner Guests

Tonight **ANOTHER**
GALA SUNDAY NIGHT
DINNER DANCE

THE Century ROOM
 FULLER STEVENS, MGR.
HOTEL ADOLPHUS

THE COTTON AND COTTON OIL PRESS - 5/8/37

National Cottonseed Products Ass'n.

You are invited to make Hotel Adolphus your home when you come to Dallas May 17th. You will find every feature of this great hotel planned for your comfort and pleasure.

825 ROOMS
 300 of Them
 Air-Conditioned
 Home of the Glamorous
 Century Room
 Always a big name band playing
 for dining and dancing.

Hotel Adolphus
 FULLER STEVENS, MANAGER
 825 ROOMS WITH BATH

The Cotton Ginners' Journal - May, 1937 issue

Announcing
300 AIR-CONDITIONED BEDROOMS
READY MAY 15

Hotel Adolphus
 FULLER STEVENS, MANAGER
 825 ROOMS WITH BATH

Home of
THE GLAMOROUS
CENTURY ROOM
 Always a Famous Orchestra for Dining and Dancing

5/8/37 THIS WEEK IN DALLAS

SMASHING
ALL RECORDS
DON BESTOR
 with His Vibraharp
 His
RADIO ORCHESTRA
 and Neil Buckley
 in the
CENTURY ROOM

Hotel Adolphus
 FULLER STEVENS, MANAGER
 825 ROOMS WITH BATH

4/4/37 S M U SEMI-WEEKLY CAMPUS

Opening Tonight

FOR

College Night

"PLAY" DON BESTOR

KNOWN TO MILLIONS
THRU HIS TRIUMPHS
ON JACK BENNY'S
"JELLO" PROGRAM

AND HIS RADIO ORCHESTRA
WITH NEIL BUCKLEY

In the

CENTURY ROOM

Hotel **Adolphus**
FULLER STEVENS, MGR. 125 ROOMS WITH BATH

4/7/37 SMU SEMI-WEEKLY CAMPUS

Now Playing ...

CARL RAVELL

And His **ORCHESTRA**

With Gail Reese

CHICK ENDOR AND CHARLIE FARRELL
International Entertainers

GARY LEON and MARCIA MACE
World's Most Spectacular Dancers

The **CENTURY Room**
HOTEL ADOLPHUS

DO YOU or DON'T YOU want a
BACKWARDS PARTY?

Bill Lewis,
Hotel Adolphus, Dallas, Texas.

I Do _____ Do Not _____

Name _____

Address _____

4/14/37 S M U SEMI-WEEKLY CAMPUS
LAST WEEK TO HEAR

CARL RAVELL

with His Orchestra and
GAIL REESE

OPENING WEDNESDAY, APRIL 21

DON BESTOR

Famous Radio Orchestra
Formerly Co-Starred with

JACK BENNY

Over NBC Jello Program

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

4/28/37 S M U SEMI-WEEKLY CAMPUS
Join the

ELECTION CELEBRATION

TONIGHT

S. M. U. College Night

and Hear

"PLAY, DON" BESTOR

The Vibraharp and His Orchestra
with Neil Buckley
Eddie Camben
Ducky Yountz

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

4/24/37 UNCLE JAKE
Now! SPORTS NEWS

"PLAY DON" BESTOR

and his famous
Radio Orchestra
with Neil Buckley

Luncheon 75c
Dinner \$1.50

No Cover Charge to
Dinner Guests

THE **Century Room**

Hotel **Adolphus**
FULLER STEVENS, MGR. 125 ROOMS WITH BATH

NEWS - DISPATCH - HERALD ---5/18/37

Opening Tonight

GLEN GRAY

AND THE FAMOUS

CASA LOMA ORCHESTRA

Luncheon .75c Dinner.. \$1.50
No Cover Charge to Dinner Guests

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

5/16/36 NEWS - DISPATCH - HERALD

Opening Tuesday

LIMITED ENGAGEMENT

GLEN GRAY

and the

CASA LOMA ORCHESTRA

With "Pee Wee" Hunt and Kenny Sargent

LUNCHEON 75c
DINNER \$1.50

NO COVER CHARGE
TO DINNER GUESTS

5/15/37

Opening Tuesday Night

THIS WEEK IN DALLAS
LIMITED ENGAGEMENT

GLEN GRAY

and his

CASA LOMA ORCHESTRA

in the

CENTURY ROOM

Hotel **Adolphus**
FULLER STEVENS, MGR. 125 ROOMS WITH BATH

5/22/37 THIS WEEK IN
DALLAS
Starting Sunday

THE MAGIC MELODIES OF

LEON BELASCO

AND HIS ORCHESTRA

Featuring
Andrew Sisters
and Bobby Parks
in the

CENTURY ROOM

Hotel **Adolphus**
FULLER STEVENS, MGR. 125 ROOMS WITH BATH

5/29/37 THIS WEEK IN
DALLAS
Now Playing ...

IN THE COOL

CENTURY ROOM

LEON BELASCO

AND HIS ORCHESTRA

Featuring
ANDREW SISTERS
AND BOBBY PARKS
No Cover Charge
To Dinner Guests

Hotel **Adolphus**
FULLER STEVENS, MGR. 125 ROOMS WITH BATH

Now Playing

LENNIE HAYTON

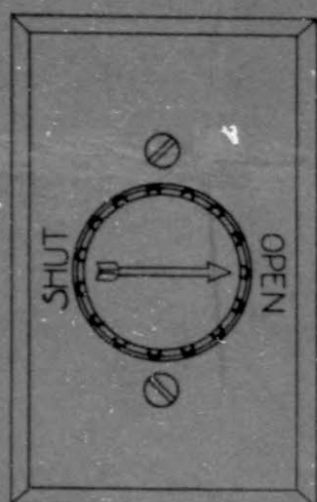
and his **ORCHESTRA**

Tonight! *Sunday Night*
Dinner Dance.. \$1.50

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

THIS ROOM IS AIR-CONDITIONED FOR
YOUR COMFORT AND HEALTH IN BOTH
... SUMMER AND WINTER ...

Use Regulator!



DIAL SHOULD REMAIN AT
OPEN POSITION
FOR MAXIMUM COOLNESS
IN SUMMER ... WARMTH
IN WINTER.

Our system provides Purified,
Fresh Air constantly changed and
conditioned for Humidity in
Summer and Winter alike.

THE WINDOWS IN THIS ROOM ARE LOCKED
FOR COMPLETE AND PROPER AIR-CONDITIONING AND ELIMINATION OF
OF NOISE AND DUST. SHOULD YOU WISH THEM OPENED,
PLEASE CALL ENGINEER.

HOTEL ADOLPHUS
DALLAS

CROWDS DEMANDED IT!

Saturday Night Only

GLEN GRAY

and the

Casa Loma Orchestra

move to the

**AIR-CONDITIONED
GRAND BALLROOM**

Capacity Reservations in the
Century Room

Necessitated this change
Phone 2-3281

No Advance In Prices

HOTEL ADOLPHUS

DISPATCH AND JOURNAL 5/20 - NEWS AND HERALD 5/21
DISPATCH, HERALD, JOURNAL AND NEWS 5/22/37



STARTING SUNDAY
THE MAGIC MELODIES OF
LEON BELASCO
AND HIS ORCHESTRA

Featuring **Andrew Sisters**
and Bobby Parks

Adding impetus to the popular Sunday Night
Dinner Dances in the Century Room ... \$1.50
No Cover Charge to Dinner Guests

THE Century ROOM
FULLER STEVENS, MGR.

HOTEL ADOLPHUS
HERALD AND JOURNAL 5/21 - DISPATCH 5/22/37 - NEWS 5/23/37

5/1/37 UNCLE JAKE
SPORTS NEWS
SMASHING
ALL
RECORDS!

★
"PLAY DON"
BESTOR
and His
RADIO ORCHESTRA
with Neil Buckley

Century Room

★
Hotel Adolphus
FULLER STEVENS
MANAGER

3rd NATIONAL ANNUAL CONVENTION - VARIETY
CLUBS OF AMERICA

BARKERS....

Make This Your
Dallas Headquarters

~~~~~

DALLAS TENT NO. 17  
Meets Here Mondays ... 12:15

~~~~~

300 AIR CONDITIONED
ROOMS READY MAY 15TH

Hotel Adolphus
FULLER STEVENS
MANAGER 825 ROOMS
WITH BATH

Playing Now...
IN THE COOL

CENTURY ROOM

★ LEON ★
BELASCO
AND HIS ORCHESTRA

Featuring
Andrew Sisters
and Bobby Parks

Luncheon	75c
Dinner	1.50
Except Saturdays	

No Cover Charge to Dinner Guests

★

HOTEL ADOLPHUS

Tune in Your Favorite Temperature
In Our Air-Conditioned Guest Rooms
DISPATCH 5/27 - HERALD 5/28 - JOURNAL
5/29 - NEWS 5/30/37

S M U SEMI-WEEKLY CAMPUS --- 5.15.37

Opening Tuesday
LIMITED ENGAGEMENT
GLEN GRAY
AND THE FAMOUS
CASA LOMA
ORCHESTRA

★

Now Playing
LENNIE HAYTON
and his ORCHESTRA

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

THE COTTON GINNERS' JOURNAL - June 1937

Announcing

AIR-CONDITIONED
GUEST ROOMS

Ready Now!

Hotel *Adolphus*
Home of
THE GLAMOROUS

CENTURY ROOM

Always a Famous Orchestra for Dining and Dancing

5/15/37 UNCLE JAKE SPORTS NEWS

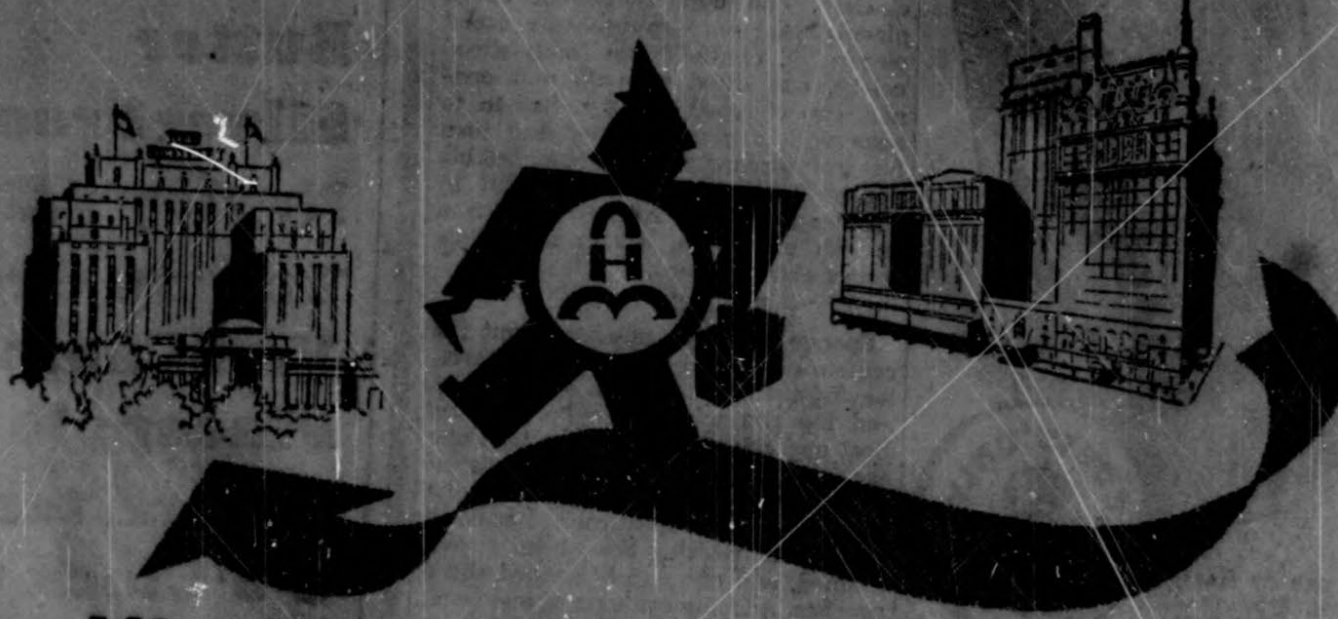
Opening Tues., May 18
LIMITED ENGAGEMENT
GLEN GRAY
AND THE
CASA LOMA ORCHESTRA

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

JOURNAL 3/6/36

NOW... THROUGH DALLAS'

Hotel Adolphus



THE Nicollet Hotel WELCOMES YOU TO MINNEAPOLIS

IN THE TWIN CITY, AS HERE AT HOME, YOU ARE NOW ASSURED OF THE SAME HIGH STANDARDS OF SERVICE THAT CHARACTERIZE ALL HOTELS UNDER THE DIRECTION OF NATIONAL HOTEL MANAGEMENT CO., INC., RALPH HITZ, PRESIDENT

Visit the Nicollet Hotel, newest member of our group, and it's almost like finding a bit of Dallas in Minneapolis. Same cordial welcome as at the Hotel Adolphus—"Oh yes, Mr. Mason, the Hotel Adolphus telegraphed for a reservation for you." Same courteous attention to all your wants and whims. Same cheerful, pleasant partings when you're modestly filled good-bye.

But the Nicollet has a warm personality all its own, too. And a fine, modern plant.

600 beautiful, comfort-planned rooms, many from \$2.50, with bath. Three inviting restaurants. Convenient garage facilities. And both railroad depots only three blocks away.

Next time you're planning a trip, just phone us for a reservation at the Nicollet—or at any other National Hotel Management Co., Inc. hotel. You'll enjoy your stay—and you'll see why our hotels in other cities are the local favorites, too.

Other Hotels Under Direction of

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



THE BOOK-CADILLAC, Detroit
J. E. Frawley, General Manager.
1200 rooms with bath... from \$3.00. Four great restaurants—popular prices. Convenient garage.

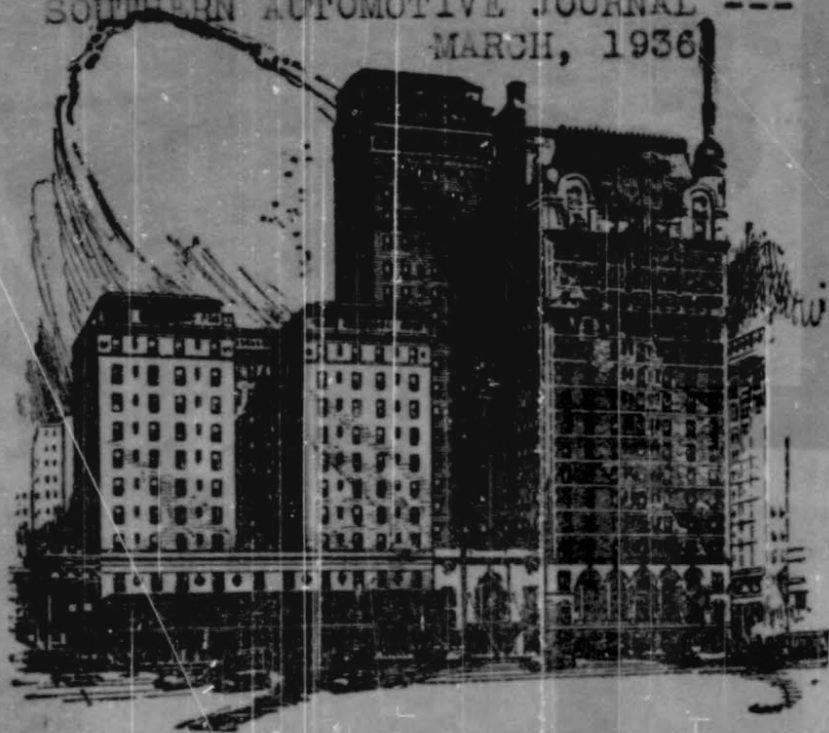
HOTEL NEW YORKER, New York
Frank L. Andrews, Manager. 2500 Rooms with radio, tub and shower... from \$3.00. Private tunnel to Pennsylvania Station. Garage facilities.

HOTEL LEXINGTON, New York
Charles E. Rochester, Manager. 801 Rooms with radio and bath... from \$3.00. Three blocks from Grand Central Station.

NETHERLAND PLAZA, Cincinnati
William O. Seelbach, Manager. 800 Rooms with radio, tub and shower and running ice water... from \$3.00. Automatic garage in building.

HOTEL VAN CLEVE, Dayton
H. E. Daley, Manager. 800 Rooms with bath... from \$2.50 a day. Three attractive restaurants. Modern garage.

SOUTHERN AUTOMOTIVE JOURNAL
MARCH, 1936



DURING SALES MEETINGS

Stay at Hotel
ADOLPHUS

Make this your Dallas home while your sales meetings are in progress. Better still, hold your sales meetings here. Ideal facilities for the display of new automobiles... excellent location... luxurious surroundings... modest prices. No wonder it's the chosen "sales" and "convention" headquarters of the southwest.

825 Rooms With Bath
Unexcelled Service & Facilities
Garage in Connection
Dallas' Largest and Finest Hotel

Hotel **Adolphus**
FULLER STEVENS
MANAGER 825 ROOMS
WITH BATH

One Dallas Institution Greets Another!

HOTEL ADOLPHUS

HOTEL ADOLPHUS

OTIS M. HARRISON
Manager

825 ROOMS WITH BATH

IT IS OUR
PLEASURE
TO MAKE YOUR
PLAY SURE

Whether you come to Dallas for business or pleasure, your stay at the Adolphus will be a period of "play."

In the center of gaiety...
bright lights... shows...
night clubs... night life
and just around the cor-
ner from business, too.

Extra courtesies . . . solicitous service . . . luxurious surroundings with NO price penalties will be constant reminders that we take "pleasure" in making your "play

Garage in Connection
Unexcelled Service and
Facilities
Two Popular Price
Restaurants
Dalia's Largest and Finest
Hotel

Hotel **Adolphus**
FULLER STEVENS
MANAGER. 825 ROOMS
WITH BATH



2/20/37 THIS WEEK IN
STARTING
DALLAS
 Wed., Feb. 24
 Will Osborne
 and His Orchestra
in the
 Century Room
 Hotel **Adolphus**
1000 PULLEY, STEVENS
 HANDBOOKS
 200 ROOMS
 WITH BATH

FROM HOTEL ADOLPHUS



November Caravan

Dallas...

WHERE THE SOUTH MEETS THE WEST

Until you have been to Hotel Adolphus you will never know just what this unique hospitality is. The graciousness of the South and the heartiness of the West combine to give you a welcome and a service famous throughout the nation.

RESTAURANT PRICES



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

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

HOTEL ADOLPHUS Dallas

OTIS M. HARRISON, MANAGER

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

Dallas Magazine
December, 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



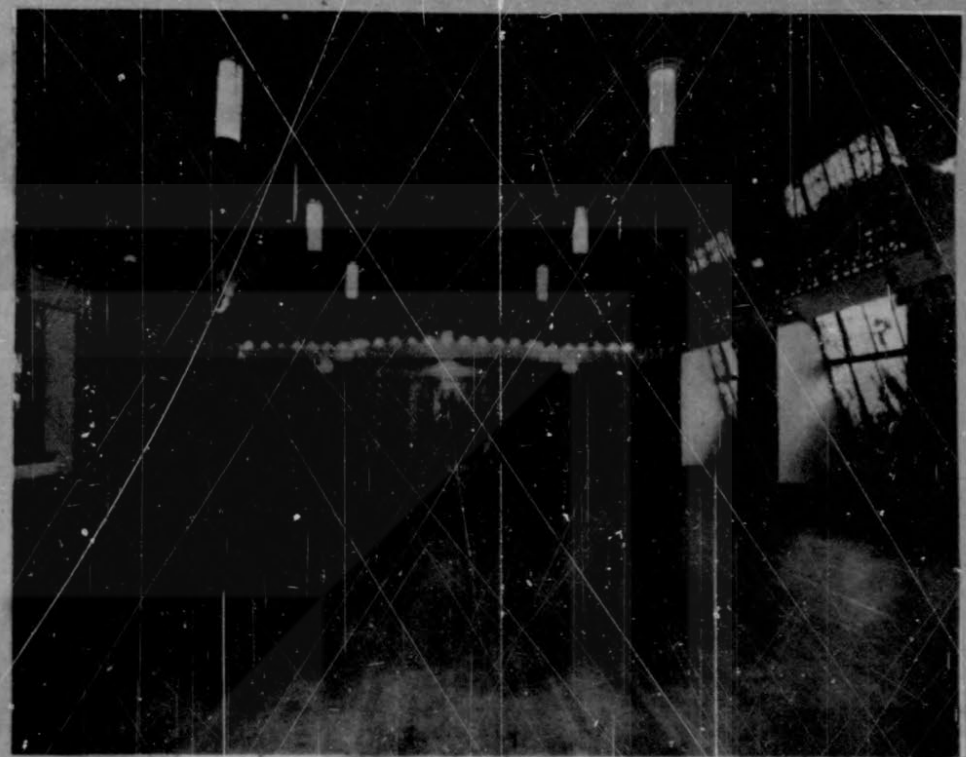
Exchange Club - Nat'l Magazine (cut) - June, 1935



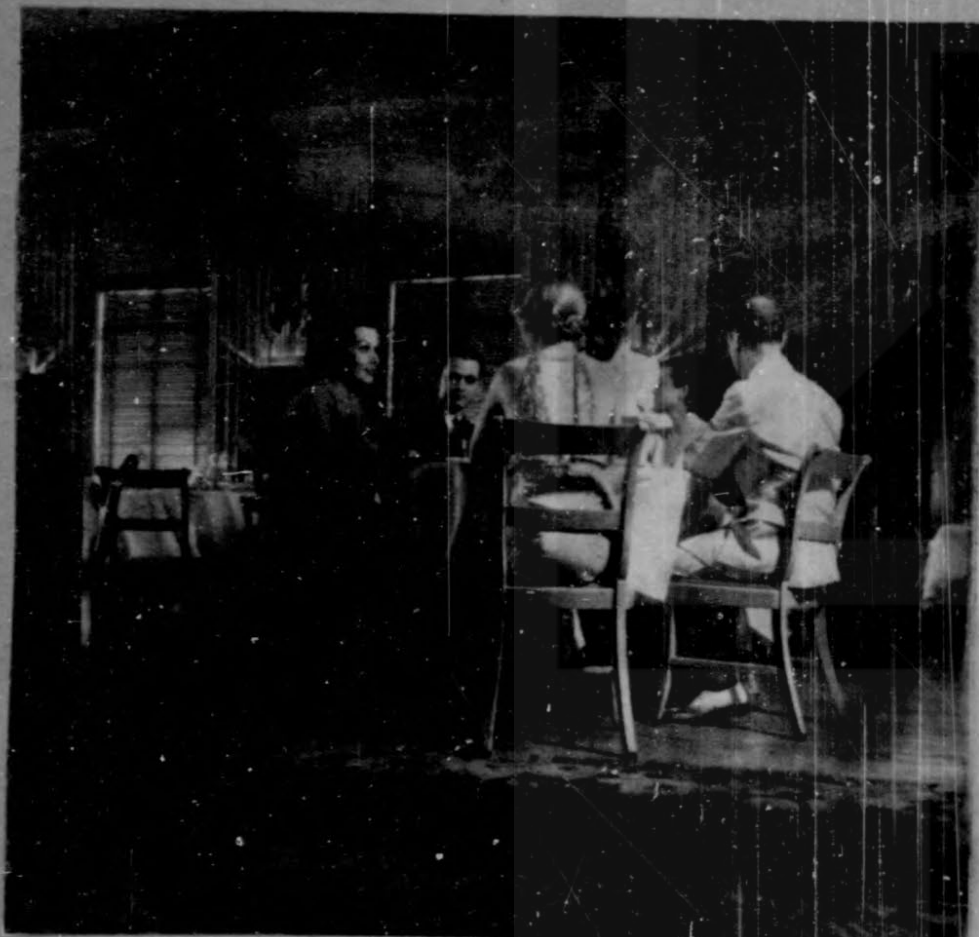
Mr. Hastings has cut



Uncle Jake Sport News (cut)



Mr. Hastings has cut (6-18-35)



Mr. Hastings (6-18-35) has cut.



Mr. Hastings has cut (6-18-35)



Mr. Hastings has cut (6-18-35)



Mr. Hastings has cut (6-18-35)



Mr. Hastings has cut (6-18-35)