



DALLAS HISTORICAL SOCIETY  
*"Remembering Dallas' past builds her future"*

## Adolphus Hotel records, 1938-2001

---

### Overview

|                        |  |
|------------------------|--|
| <b>Creator:</b>        | Adolphus Hotel (Dallas, Tex.)  |
| <b>Title:</b>          | Adolphus Hotel records   |
| <b>Dates:</b>          | 1938-2001  |
| <b>Bulk Date</b>       | 1992-1993  |
| <b>Abstract:</b>       | The Adolphus Hotel records contain numerous documents belonging to the Adolphus Hotel, founded to be the first grand and posh hotel in the city of Dallas. It has a range of documents and items including cassettes and VHSs of events, room keys, articles documenting the celebrities who have stayed there, correspondence among people, hotels, and organizations, photos, guest room guides, memos and letters documenting the renovations, programs, awards, and events happening at the hotel. |
| <b>Identification:</b> | 2002.12  |
| <b>Quantity:</b>       |  |
| <b>Language:</b>       | Material is in English   |
| <b>Repository:</b>     | <a href="#">Dallas Historical Society</a>  |

---

### Historical Note

The Adolphus Hotel was opened on October 5, 1912 by Anheuser–Busch beer baron, Adolphus Busch, and has been in operation ever since. Busch's intention was to build a grand, luxurious, and posh hotel in Dallas that would impress all whom he did business with. It was built in the Beaux Arts style, mimicking the grand hotels in Paris and London. The Hotel didn't gain national prominence until 1922, and since then, has been called home by many people, celebrities, presidents, and even Kings and Queens, including Queen Elizabeth II.

The hotel has been used as a hub in the south by many prominent people and businesses. It is on the register of Dallas Landmarks as well as the National Register of Historic Places. It has been named one of the top ten hotels in the United States by organizations such as Conde Nast, Zagat, Fodor's, Frommers, and many more rating guides. The hotel, as well as their high class French restaurant, The French Room, has continually won top honor awards, specifically the

AAA Five Diamond award, year after year, often consecutively. The Adolphus Hotel continually ranks at the top of the list of high end hotels.

---

## **Scope and Contents Note**

The items and documents found in this collection are from the hotel's early days in the 1930s until 2002, when their documents were given to the Dallas Historical Society. Within the collection, the items and documents are arranged into four series: A/V, Events/Programs, Organizational, and Press/PR/News.

---

## **Arrangement of the Collection**

The collection is organized into four series:

Series 1: Audio/Visual, 1987-2000

Series 2: Events/Programs, 1938-1998

Series 3: Organizational, 1985-1999

Series 4: Press/PR/News, 1987-1998

---

## **Restrictions**

### **Access Restrictions**

Collection is open for research use.

### **Publication Rights:**

Permission to publish materials must be obtained from the staff of the Dallas Historical Society.

### **Copyright Statement:**

It is the responsibility of the user to obtain copyright authorization.

### **Sensitive Material Statement:**

Manuscript collections and archival records may contain materials with sensitive or confidential information that is protected under federal or state right to privacy laws and regulations. Researchers are advised that the disclosure of certain information pertaining to identifiable living individuals represented in this collection without the consent of those

individuals may have legal ramifications for which the Dallas Historical Society assumes no responsibility.

---

### **Index Terms**

This collection is indexed under the following terms.

#### **Subjects (Organizations)**

Adolphus Hotel (Dallas, Tex.)

#### **Subjects**

Hotels -- Texas -- Dallas.

---

### **Administrative Information**

#### **Preferred Citation**

Collections of the Dallas Historical Society, Adolphus Hotel records.

#### **Acquisition Information**

Gift of David Davis, Adolphus Director of Public Relations, 2002.

#### **Processing Information**

This collection was processed by DHS intern Teresa Ryant, 2013.

---

## **Detailed Description of the Collection**

### **Series 1: Audio/Visual, 1987-2000**

This series contains all audio/visual information for the Adolphus Hotel: VHS, cassettes, and floppy disks concerning Adolphus info, events and programs held and attended. The material in this series is arranged by alphabetical and numerical order.

#### **Item**

VHS recording of the Adolphus Hotel's 75th anniversary, 1987

Dear Adolphus VHS recording, undated

DFW Hotel Spring Show 1999 VHS recording, 1999

Kennedy Memorial Rededication June 24, 2000 Ceremony and Dallas News Coverage, 2000

The Kidsongs Television Show “It’s 60s Day” Episode #407 VHS recording, undated

Neiman Marcus/Adolphus/Children’s Parade December 6, 1997 VHS recording, 1997

Adolphus Hotel 6 min Dallas cassette, 1994

Kitchen Dog Theater “Holly Hughes GSA :30 KERA 90.1 FM Dallas, Tx” cassette, undated

Live From The Adolphus Ursuline Academy cassette, 1996

KRLD Radio The Truth Machine cassette, 1996

Adolphus 3 minutes Holiday nut cassette, 1996

Adolphus 3 minutes Holiday nut cassette, 1995

Yellow Rose of Texas cassette, undated

Various Adolphus Hotel cassette tapes, 1992-1999

The Adolphus Examples The Flying Wine Man Andrew Jones US Tour cassette, 2000

The Adolphus Hotel KRLD Dallas Andrew Jones The Flying Wine Man cassette, 1995

The Adolphus Christmas Parade cassette, 1988

Music of the Night Boston Pops – John Williams/ Reverse Side: Arthur Fielder Boston Pops cassette, undated

Adolphus Hotel (CLD23) MA3 cassette, 1995

Adolphus Hotel (CLD8) MA3 cassette, 1995

Adolphus New Year’s Eve Collection Phone Service Recording cassette, 1995

Adolphus Hotel (CLD41) MA3 cassette, 1996

Adolphus – French Room promo :60 Radio cassette, undated

Floppy Disks, 1997-1999

**Series 2: Events/Programs, 1938-1998**

The materials within this series contain information on events/programs that were either held at the Adolphus or that they participated in. The folders are organized alphabetically within the series.

**Box Folder**

- 1 43 American Fashion Association, 1938-1998  
Documents and files, particularly articles of incorporation and by-laws from the American Fashion Association.
- 44 AFA/DMC agreements, 1993

- Documents between the American Fashion Association and the Dallas Market Center.
- 45 Art Reach Raffle, 1993  
Document from the Art Reach Raffle held, at which one of the prizes was a stay at the Adolphus Hotel.
- 46 Documents from Bhukti-Mukti film production company, 1993  
Documents from Bhukti-Mukti, a film production company regarding filming at the Adolphus for the TV special "Entertaining from the Source".
- 47 Bon Appetit "Wine and Spirits Focus", 1998  
Documents pertaining to Adolphus chefs participating in this Bon Appetit event
- 48 Crystal Charity Ball, 1993  
Documents pertaining to the Crystal Charity Ball at the Adolphus.
- 49 Crystal Charity Ball/Wine and Spirits, 1995-1996  
Documents pertaining to the Crystal Charity Ball as well as a copy of a Wine and Spirits article on the Adolphus.
- 50 Dallas Bach Society, 1993  
Documents pertaining to the Dallas Bach Society w/events with the DSO and Meyerson Center.
- 51-53 Dallas Symphony Orchestra, 1994-1996  
Documents, flyers, pamphlets pertaining to the DSO and its events.
- 54 Dallas Zoo/Sterling Hotels and Resorts, 1998  
Documents pertaining to a Dallas Zoo events attended by and sponsored by Adolphus Hotel employees, as well as Sterling Hotels and Resorts, of which the Adolphus is a member.
- 55 Dan Berger Wine tasting, 1993  
Documents pertaining to the Dan Berger Wine Tasting event held at the Adolphus.
- 56 Farmer's Market Friends, 1995  
Documents pertaining to the Farmer's Market Friends organization of which the Adolphus is a member and supporter.
- 57 Gerry Davis Fabulous Few, 1994  
Documents pertaining to the possible book signing event at the Adolphus of Gerry Davis's, Fabulous Few.
- 58 Glenn Miller Sweetheart Ball dance, 1998  
Documents pertaining to the Glenn Miller Sweetheart Ball dance.
- 59 Heitz Wine Dinner, 1993  
Documents pertaining to the Heitz Wine Dinner event held at the Adolphus.

- 60 International Taste of Northwood, 1994  
Documents pertaining to the International Taste of Northwood event held at Northwood University. Kevin Garvin, as executive chef at the Adolphus, was being invited to be the top billing at this event.
- 61 James Beard Foundation, 1996  
Documents pertaining to the James Beard Foundation Dinner, of which the Adolphus hosted.
- 62 Julie Ingram album release party, 2001  
Documents, books, etc. pertaining to the children's music artist, Julie Ingram, in particular the marketing and release of her album and release party, handled by the Adolphus.
- 63 Juneteenth Pageant, 1994  
Documents pertaining to the Juneteenth Pageant, a scholarship beauty pageant, two events of which were held at the Adolphus.

**Box Folder**

- 2 64 McAdams/Kratzer Wedding, 1993  
Documents pertaining to the McAdams/Kratzer Wedding. Several members of the family, bridal party, and guests stayed at the hotel.
- 65 Robert Mondavi's 80th birthday, 1993  
Documents pertaining to the 80th birthday of California wine maker Robert Mondavi's 80th birthday. Adolphus Chef, Kevin Garvin handled the food for the event.
- 66 National Abortion Rights/ADA conference, 1992  
Documents pertaining to the hotel's statement on abortion rights and how it effects the way the Adolphus runs. As well as a guide for ADA compliance for the Adolphus.
- 67 National Cheerleaders Association, 1994  
Documents pertaining to the National Cheerleaders Association event, held at the Adolphus.
- 68 Planet Hollywood, 1994  
Documents pertaining to Planet Hollywood possibly using the Adolphus as a headquarters hotel. As well as room and stay info on Bruce Willis and Patrick Swayze.
- 69 Ralph Rogers Tribute, 1991  
Documents pertaining to the Ralph Rogers Tribute held by KERA including many special guests such as Jim Lehrer and Barbara Bush.
- 70 Rita Hardy and Associates, undated  
Documents pertaining to the firm of Rita Hardy and Associates: Body and Fashion lines for men and women.
- 71-73 Rodeo Bar event, 1992-1994

- Documents and information pertaining to the Rodeo Bar events held at the Adolphus, and celebrities that attended.
- 74-75 USA Film Festival, 1994-1995  
Documents pertaining to the USA film festival.
- 76 "We Love New York Day" invite, undated  
Adolphus invitation to event called "We Love New York Day".
- 77 Articles on chef William Koval, and the Queen and Duke of Edinburgh's Royal Visit to Dallas, 1991-1994  
Article on executive chef William Koval, an article about the Queen and Duke of Edinburgh's Royal Visit to Dallas and their stay at the Adolphus, and a photo of 3 people, unidentified.
- 78 William-Sonoma chef demonstration, 1998  
Document pertaining to chef William Koval partaking in a cooking demonstration at the Williams-Sonoma store at Highland Park Village.
- 79 Young Audiences of Greater Dallas reception, 1994  
Documents pertaining to the Young Audiences of Greater Dallas reception sponsored by the Adolphus, held with special guests Ben Varen and Shari Lewis and Lamb Chop.
- 

### **Series 3: Organizational, 1985-1999**

The materials within this series contain information regarding budget, marketing, business plans, room guides, room keys, events and programs the Adolphus held or participated in. The folders are arranged alphabetically within the series.

#### **Box Folder**

- 2 80-82 AAA awards and rating, 1993-1995  
Documents on the AAA Five Diamond award, and explaining how AAA rates their locations for the award and letters expressing concern over bias in the rating.
- 83 Adolphus Bio, 1993  
Documents pertaining to the Adolphus Hotel bio information.
- 84 Adolphus Budget, 1990  
Files and documents pertaining to the Adolphus Budget.
- #### **Box Folder**
- 3 85-88 Adolphus Budget, 1990-1992  
Files and documents pertaining to the Adolphus Budget.
- 89 Adolphus Budget/Marketing plan, 1995

|            |               |  |
|------------|---------------|--|
|            |               | Files and documents pertaining to the Adolphus Budget and marketing plan.  |
| 90         |               | Adolphus Business/Revenue plan, 1998<br>Documents pertaining to the Adolphus business/revenue plan.  |
| 91         |               | Adolphus/Children's Christmas Parade Press Releases/clippings, 1994<br>Press releases and articles about the Adolphus/Neiman Marcus/Children's Christmas parade.       |
| 92         |               | Adolphus cookbook project, 1992-1994<br>Letters, documents, drafts, memos of the Adolphus Cookbook.  |
| 93         |               | Adolphus and employee photos, 1997<br>Photos of the Adolphus, primarily in slides, along with photos of employees.   |
| 94         |               | Adolphus events documents, 1991<br>Documents pertaining to the many events held at the hotel and ones that they sponsored or participated in.                          |
| 95         |               | Adolphus Gold Platter award, undated<br>Documents pertaining to the Gold Platter Award awarded to the hotel based on 7 criteria concerning food and beverage services. |
| 96-97      |               | Adolphus Marketing Plan, 1994<br>Documents pertaining to the hotel's marketing plans.  |
| <b>Box</b> | <b>Folder</b> |  |
| 4          | 98-99         | Adolphus Marketing Plan, 1996<br>Documents pertaining to the hotel's marketing plans.  |
|            | 100           | Adolphus memorabilia project documents, 1994<br>Document pertaining to the Adolphus memorabilia project advertised on a radio show.                                    |
|            | 101-102       | Miscellaneous information and documents from Adolphus Hotel, undated<br><br>Miscellaneous information and documents about, to, and from Adolphus Hotel.                |
|            | 103           | Adolphus Operating Plan, 1989<br>Documents pertaining to the Adolphus operating plan.  |
|            | 104           | Pictures and information about Adolphus Hotel, undated   |
|            | 105           | Adolphus Phone lists and teen letter, undated<br>Documents containing phone lists for Adolphus Hotel. Also, a letter from a young teen.                                |
|            | 106           | Adolphus photos and D magazine article laminated, undated<br>Photos of the Adolphus Hotel and a laminated D Magazine article about the hotel.                          |
|            | 107           | Adolphus Quality Service Training manual, undated  |



|            |               |  |
|------------|---------------|--|
|            |               | Spiral bound book called "The Adolphus - Quality Service Training Manual".   |
|            | 108           | Adolphus Room Guest guide, undated   |
| <b>Box</b> | <b>Folder</b> |  |
| 5          | 109-110       | Adolphus 75th anniversary gala, 1987<br><br>Documents pertaining to the Adolphus Hotel's 75th anniversary gala.                              |
|            | 111           | Afternoon Tea serenade, 1997<br><br>Documents pertaining to the Afternoon Tea Serenade held at the French Room.                              |
|            | 112-113       | American Express, 1989-1995<br><br>Documents pertaining to American Express related items and events for the Adolphus.                       |
|            | 114           | Appraisal of Adolphus Hotel, 1994<br><br>Documents pertaining to the appraisal of the Adolphus Hotel for a possible sale.                    |
|            | 115           | Ballroom Opening, 1990<br><br>Documents pertaining to the reopening of the ballroom at the Adolphus.   |
|            | 116           | Better Business Bureau, 1996<br><br>Documents pertaining to the Better Business Bureau papers and files on the Adolphus.                     |
|            | 117           | Cards and letters to David Davis, Director of Public Relations, 1999<br><br>Cards and letters from associates and colleagues of David Davis. |
|            | 118           | Café Adolphus photo project, 1997<br><br>Memos and letters pertaining to the Cafe Adolphus photo project                                     |
|            | 119           | Call Log, undated<br><br>Call Log from the Adolphus  |
|            | 120           | Alan Campey, 1991-1993<br><br>Documents from Alan Campey, President of Westgroup Hotels and Resorts, which owned and operated the Adolphus.  |
|            | 121           | Client Request, 1993<br><br>Document from Ann Libby Allspaugh, a client.   |
|            | 122           | Collateral, undated<br><br>Documents pertaining to hotel collateral.   |
|            | 123           | Comment Cards, 1990<br><br>Comment card from the hotel.  |
|            | 124           | Children's Parade/French Room, 1997  |

- Documents pertaining to the annual Children's Parade, as well as the French Room.
- 125 Christmas, 1995  
Documents pertaining to all Christmas events at the Adolphus.
- 126-130 Christmas Parade, 1993  
Documents pertaining to Christmas parade events held by the Adolphus.
- 131 Dallas Institute of humanities and culture, 1995  
Dallas Institute of humanities and culture event called "what makes a city beautiful? What is beauty?"
- 132 Daniels Marketing/Julia Sweeney, 1997  
Daniels Marketing/Julia Sweeney
- 133-134 David Davis emails, letters and memos, 1998  
Emails, letters, and memos to and from PR Director David Davis, concerning Adolphus events as well as personal events and invitations.

**Box Folder**

- 6 135 David Davis event invites and news articles, 1985-1999  
Invitations addressed to PR Director David Davis, also news articles about the Adolphus, and a spiral bound book of articles on the Christmas parade.
- 136 Dallas Convention and Visitors Bureau barter, 1996  
Coupons and barter for the State Fair of Texas.
- 137 DineLink, 1996  
Documents pertaining to DineLink, a food service company.
- 138 DiRona, 1993  
DiRona Award, an award given for excellence from Distinguished restaurateurs of North America.
- 139 Easter, 1993-1994  
Documents pertaining to most Easter events held by the Adolphus Hotel.
- 140 Easter Brunch, 1992  
Documents pertaining to the annual Easter Brunch held in the French Room.
- 141 Electronic Key/Mobile travel guide, 1993  
Mobile's travel guide for tourists, as well as memos on new electronic keys for the Adolphus suites.
- 142 Executive Committee summary and notes, 1993

|            |  |  |
|------------|--|--|
|            |  | Adolphus Executive committee, specifically concerning meetings notes and events.                                     |
| 143        | Fabric furnishing, 1985                                      | Fabric furnishing in particular rooms and suites at the Adolphus.  |
| 144        | Fiesta Bowl, Records Request, Catherine the Great, 1991-1998 | Fiesta Bowl info, a records request for Adolphus records, and the Catherine the Great dinner.                        |
| 145        | Fine Dining Hall of Fame, 1997                               | Fine Dining Hall of Fame info: the French Room was inducted.   |
| 146-147    | Floats- Children's Parade, and Travel Guide, 1994            | Info on floats in the parade (who, what kind, how many, etc.) and larger travel guide.                               |
| 148        | Freelancers, 1994  | Names of freelance writers and media personnel.  |
| 149-151    | French Room, 1994  | Additional French Room: articles, menus, wine lists, memos, stationary, etc.   |
| 152-153    | French Room reopening, 1985-1992                             | Reopening of the French Room after a remodel.  |
| 154-155    | Garvin O'Neil, 1992-1994                                     | Correspondence and documents to and from Garvin O'Neil, managing director of the Adolphus Hotel.                     |
| <b>Box</b> | <b>Folder</b>  |  |
| 7          | 156-157  | Garvin O'Neil, 1993  |
|            |  | Correspondence and documents to and from Garvin O'Neil, managing director of the Adolphus Hotel, and announcement.   |
|            | 156-157  | Garvin O'Neil, 1993  |
|            |  | Correspondence and documents to and from Garvin O'Neil, managing director of the Adolphus Hotel, and announcement.   |
| 158        | Global Partners Program, 1993                                | Info on the Global Partners Hotels and Resorts, of which Adolphus had become a new member.                           |
| 159        | Golden Nail, 1996  | Info on Golden Nail awards, given to those who give financial, in-kind, or volunteer contributions to the fine arts. |

|            |   |   |
|------------|---|---|
| 160        | Grgich/Marty's/Adolphus, 1993                               | Info on a reception held in the French Room by Mike Grgich, a winemaker. Marty's was helping to host the event, which was held at the Adolphus. |
| 161        | Guest Directory, 1995                                       | A copy of the guest directory that the Adolphus put in the rooms.   |
| 162        | Guest History Program, 1993                                 | Info on the Guest History program adopted by the Adolphus to honor long-time guests and clients.  |
| 163        | Guideline for employee safety and health, undated           |   |
| 164        | Hotel Guest Service, Inc., 1993                             | They took care of guest services and requests for the hotel.  |
| 165        | Historic Landmark, 1987                                     | City of Dallas landmark ceremony.   |
| 166        | Inter-Continental/AAA Five diamond award, 1993-1994         | They run the Adolphus/ info on AAA award.   |
| 167        | Invitations, 1995-1996                                      | To hotel employees for events throughout city and state for the year.   |
| 168        | JFK Memorial/6th floor museum, 2000                         | Info sent to Adolphus, as they are a supporter of the museum.   |
| 169        | Latitudes and Muzak, 1998                                   | Latitudes, a business professional's magazine carried by the Adolphus. Muzak, a music-based magazine for business peoples and hotels.           |
| 170        | Letters, 1998   | To and from various staff members.  |
| 171        | Louis XIII de Remy Martin/ Top 13 restaurants program, 1998 | Louis XIII de Remy Martin dinner/ Top 13 restaurants in Dallas program.   |
| 172        | Luggage tags, tea columns, pens, 1996                       | Catalogue including luggage tags, tea columns, and pens.  |
| 173        | Mailing lists, 1993   | Corporate mailing lists for the hotel.  |
| 174        | Managing Director's Reception, 1993                         | Reception for John Dodson, Managing Director.   |
| <b>Box</b> | <b>Folder</b>   |   |
| 8          | 175   | Marketing/PR plan, 1992<br>Adolphus Marketing and PR plan.  |

|             |  |  |
|-------------|--|--|
| 176-<br>178 | Memos, 1990-1992   |  |
|             |  | Memos on all news and info for the hotel.  |
| 179         | Memos and letters, 1992                                  |  |
|             |  | To and from employees and associates.  |
| 180-<br>186 | Memos, 1992-1997   |  |
|             |  | On all hotel- related info.  |
| 187         | Memorandum, Dallas Morning News, V.I.P Reservation, 1992 |  |
|             |  | Dallas Morning News (article), memos, and a reservation for an April Abney.                |
| 188         | Memos and reports, 1996-1998                             |  |
|             |  | On Adolphus events and info.   |
| <b>Box</b>  | <b>Folder</b>  |  |
| 9           | 189  | Month end reports, 1992  |
|             | 190  | Mother's Day, 1993   |
|             |  | Mother's Day events for the year.  |
|             | 191  | Mother's Day Brunch, 1995  |
|             |  | Held in the French Room.   |
| 192-<br>195 |  | National Trust for Historic Preservation, 1992-1996  |
|             |  | Organization that decides historic landmarks worthy of preservation.                       |
| 196-<br>199 |  | New Year's Eve events, 1994-1999   |
| 200         |  | Notes and call logs for employees, 1995  |
| 201         |  | Official Meeting Officers Guide- North America, 1995                                       |
| 202-<br>204 |  | Parade information, 1993/1995  |
|             |  | For Christmas parade (floats, etc.) and thank you letters to and from participants.        |
| 205-<br>206 |  | Photographs, undated   |
|             |  | Photos and slides of Adolphus as well as employees.  |
| 207         |  | List of photographers used by the hotel, 1995  |
| 208         |  | Photos, invitations, and thank you letters, 1998-1999                                      |
| 209         |  | Photos/Ken Ebert's "Elegant Dallas", 1994  |
|             |  | Photos of hotel and an order slip from artist Ken Ebert and his painting "Elegant Dallas". |
| 210         |  | Photo Shoots, 1993-1994  |

|            |               |  |
|------------|---------------|--|
|            |               | Info on photo shoots at the Adolphus for various outlets: T.V., magazine, etc.   |
|            | 211           | Postcard Project, 1995   |
|            | 212           | Map of potential T.V. markets, Children's Parade, 1991   |
|            | 213           | Press Release mailing list, 1987   |
| <b>Box</b> | <b>Folder</b> |  |
| 10         | 214           | Press Release mailing list, 1990   |
|            | 215           | Proposal for Neiman Marcus' involvement in parade publicity, 1993  |
|            | 216           | Questionnaires, 1997   |
|            | 217           | SITES/Landmark mailing list/75th B-day, 1987-2001<br>Info on Smithsonian's SITES program, mailing list for the Dallas landmark ceremony, as well as the Adolphus' 75th birthday. |
|            | 218           | Southwestern Bell, 1996<br>Info on Southwestern Bell (phone) and their account with the Adolphus.  |
|            | 219-<br>220   | Strategic Plan for the hotel, 1992-1993  |
|            | 221-<br>222   | Tiffany and Co., 1995-1996<br>Info on their account with hotel and invoices.   |
|            | 223           | Titanic Dinner/Valentine's Dinner, 1998<br>Adolphus' recreation of Titanic dinner, as well as the Valentine's Dinner, both in the French Room.                                   |
|            | 224           | Thanksgiving, 1995   |
|            | 225           | Topaz Awards, 1995<br>Award given to prominent Texas women who support the film industry in Dallas.  |
|            | 227-<br>229   | Valentines, 1997<br>Hotel's celebrations and information on package given out as a present to those who came to the Valentines dinner in the French Room.                        |
|            | 230           | V.I.P Guest forms/Foley's thanksgiving parade, 1994  |
|            | 231           | VIP/PR, 1996<br>Info on VIP service, as well as PR-related items.  |
|            | 232           | Weekend Packages information, 1994   |
|            | 233           | West End Association, 1995<br>Info on West End Association, developing places, events, and businesses in the West End section of Dallas.   |
|            | 234           | What makes a city? pamphlet, 1995  |

- 235 Wine and Food lists for the Adolphus and French Room, 1995
- 236 Ziller Brazell Company, 1993  
 Information on the Ziller Brazell Company, an associate of WFAA-TV.
- 

#### **Series 4: Press/PR/News, 1987-1998**

The materials within this series include: advertising info, PR, press, and news articles. The folders are arranged alphabetically within the series.

##### **Box Folder**

- 10 237 Adolphus 75th anniversary news articles, 1987
- 238-241 Adolphus Advertisements and strategies, 1995-2000
- 242 April events, 1996
- 243 Bride and Groom magazine documents, 1997
- 244 Burke and Hummel, 1988-1993  
 Advertising for the French Room.

##### **Box Folder**

- 11 245 Articles, clippings about the Adolphus, 1998
- 246 Christmas Parade clippings (photocopied and bound), 1991
- 247 Clippings misc., 1993-1998
- 248 Dallas Business Journal, 1993-1998  
 Info on this magazine for the Adolphus.
- 249 Dallas Morning News/NFEWA, 9/29/93  
 Documents from DMN for this date.
- 250 Dallas Star Chefs Program, 1998
- 251 Dallas Convention and Visitors Bureau and Hotel listing guides, 1996-1998
- 252 French Room/Primavera PR, 1992  
 PR info and proposals for the French Room and additional info.
- 253 Good Morning Texas and recipes from their star Dallas chefs program, 1997
- 254 KRBC TV/KACB TV station documents, 1993
- 255 March events, 1996
- 256 Martha Tiller, 1993  
 Info on JC Penney production event held at the Adolphus that Martha Tiller attended.

- 257 Multi-Unit Food Service Operators organization and Dining hall of fame documents, 1997
- 258 News articles- March/April, 1998
- 259 New Year's Eve info, Where Dallas article, Cattle Baron's ball info, and a laminated ad in Texas Monthly, 1995
- 260 Parade TV Syndication, 1993
  - Christmas Parade
- 261 Press Kit, 1994
- 262 Press Releases (misc.), undated
- 263 Primavera Public Relations, Inc., 1992
- 264 Programs/PR/Events, 1997
- 265 Promotional Opportunities - Mix 102.9 contest, 1995
- 266- Promotional opportunities/ Public Relations, 1995-1996
- 267
  - Including promotional opportunity on "Ramblin' with Ramsey" radio show.

**Box Folder**

- 12 268 Public Relations Miscellaneous, 1994-1997
  - 269 Resorts and Great Hotels magazine photo shoot/ Adolphus brochure mock up, 1993
  - 270- Resorts and Great Hotels magazine documents, 1997-1998
  - 271
  - 272 Richmond Public Relations firm documents, 1996-1998
  - 273 Rodeo Bar promotion documents, 1992
  - 274 Southern Living magazine documents, 1995
  - 275 Tabletop ad from Texas Monthly, laminated, undated
  - 276 Texas Rodeo/Business Travel executive magazine documents, undated
  - 277 TV and Magazine Spots, 1997
  - 278 Victoria Magazine documents, 1993
  - 279 Westgroup, 1992
    - Documents pertaining to the rumor of a purchase of the Adolphus by Windsor/Westgroup.
  - 280 Zagat, 1993
    - Documents pertaining to the Zagat ratings for the Adolphus as well as their guide.
-