

"EVERYBODY'S PARTY"
"Gracie Allen for President"

Second Annual **GOLDEN SPIKE DAYS**

MAY 15 to 18 - 1940 - OMAHA

April 1, 1940 -



HEADQUARTERS
207 W. O. W. BUILDING

ALVIN E. JOHNSON
General Chairman

MORRIS E. JACOBS
Vice Chairman

E. F. PETTIS
Vice Chairman

ELLSWORTH MOSER
Treasurer

FRANK FOGARTY
Secretary

Mr. William Holden,
 Executive Vice President,
 Chamber of Commerce,
 Fort Worth, Texas.

Dear Bill:

I apologize for the piecemeal method of answering your inquiry, but I notice that I still haven't answered your questions.

Last year we raised approximately \$33,000 and refunded 22% to the contributors. We had a number of revenue producing activities, such as the costume ball, the historical museum, the luncheon for distinguished guests and visitors, and the sale of costume dresses and hats.

The civic interests bore no part of the cost of transporting, housing or entertaining of the movie stars, press representatives, etc.

Sincerely yours,

Frank P. Fogarty,
 Commissioner -

Presenting in Person
George Burns
Gracie Allen
and the
NATIONAL CONVENTION
 OR
Gracie Allen's Surprise Party

PROGRAM AND COMMITTEES LISTED ON THE REVERSE SIDE



COMMITTEE CHAIRMEN

ALAN McDONALD,
Art Exhibit

HUGH HIGGINS,
Band Contest

DON SEARLE,
Broadcasting Arrangements

E. F. PETTIS,
Budget and Expenditures

J. J. ISAACSON,
Carnival Attractions
Asst. Chairman,
Parades and Ball

DR. ELWOOD A. ROWSEY,
Church Cooperation

T. W. SUMMERS,
Community Sing

B. F. DANBAUM,
Concessions and Welfare

GEORGE BRANDEIS
Costume Ball

KARL LOUIS,
W. O. SWANSON,
Costumes

ARTHUR A. WESTERGARD,
Decorations

J. E. DAVIDSON,
FORD E. HOVEY,
Distinguished Guests
and Visitors

DON B. WOODYARD,
Finance

MRS. LORING ELLIOTT,
Horse Show

JAMES J. FITZGERALD,
Indian Village and
Museum

BERT MURPHY,
Parades

MORRIS E. JACOBS,
Publicity

ROBERT TROYER,
Speakers

W. D. LANE,
Sponsors Buttons and
Smileage Books

JAMES P. LEE,
Street Dances

WALTER S. BYRNE,
Surprise Party Convention

EVERT CUMMINGS,
Theatre Participation

E. J. CONNERS,
Whisker Clubs

HARRY JACOBBERGER,
Window Displays

MRS. HOWARD RUSHTON,
Women

GENERAL COMMITTEE

HOMER ANDERSON

H. M. BALDRIGE

LESTER O. BARR

F. C. BELL

Maj. Gen. PERCY P. BISHOP

R. L. BISHOP

MAYOR DAN B. BUTLER

WALTER S. BYRNE

A. L. COAD

W. J. COAD

W. DALE CLARK

GERALD E. COLLINS

HARLEY CONANT

SAMUEL L. COOPER

DR. C. C. CRISS

JAMES E. DAVIDSON

WIN C. DAVIDSON

DR. EDWIN DAVIS

MSGR. E. J. FLANAGAN

WILSON FOWLER

W. C. FRASER

JOHN J. GILLIN, JR.

MRS. R. N. GOULD

A. W. GORDON

ROLLAND F. WELLMAN

ROBERT H. HALL

MANNING E. HANDLER

J. M. HARDING

ROWLAND HAYNES

W. D. HOSFORD

WILLIAM M. JEFFERS

W. R. JOHNSON

F. W. KAYSER

PETER KIEWIT

CLARENCE LANDEN

W. D. LANE

FRANCIS P. MATTHEWS

MRS. BERNARD WICKHAM

Rev. JOS. P. ZUERCHER, S. J.

PROGRAM

SUNDAY, MAY 12

Evening: Community Playday and Sing.

MONDAY, MAY 13

Evening: Whisker Clubs Jamboree.

TUESDAY, MAY 14

Afternoon: Arrival of Burns and Allen Special; Parade.

Evening: Preview of Indian Village and Historical Museum.
Unveiling and Judging, Historical Display
Windows.

WEDNESDAY, MAY 15

All Day: Indian Village and Museum.

Evening: Burns and Allen Network Broadcasts.

THURSDAY, MAY 16

All Day: Indian Village and Museum.

Morning: Military Parade.

Evening: Torchlight Parade of Whisker Clubs.

FRIDAY, MAY 17

All Day: Indian Village and Museum.

Morning: Parade, "Free America".

Noon: Luncheon, Distinguished Guests and Visitors.

Evening: Convention of Gracie Allen's "Surprise Party".

SATURDAY, MAY 18

All Day: Indian Village and Museum.

Morning: Parade of Mummies and High School Bands.

Afternoon: Contest for Mummies and High School Bands.

Afternoon: Dog and Horse Show.

Evening: Costume Ball.

Evening: Street Dances.

SUNDAY, MAY 19

Afternoon: Dog and Horse Show.

1939 Budget

GOLDEN SPIKE DAYS

PUBLICity & Promotion	\$ 5,000.
Welfare, traffic, protection.	700.
False fronts & street decorations	7,000.
Indian Village	4,000.
Parades	6,500.
Band & drum corps contest	2,000.
Management & misc.	<u>7,000.</u>
	\$32,200.

Not included in above, the following self-sustaining activities and projects:

- Costume ball
- Sale of costume hats & dresses
- Luncheon for distinguished guests & visitors

1939