

Official SOUVENIR Program

GOLDEN SPIKE DAYS

OMAHA

April

26*27*28*29

Souvenir of
GOLDEN SPIKE
DAYS
1869 OMAHA 1939

Celebrating...

WORLD PREMIERE

of Cecil B. DeMille's

UNION PACIFIC

PRICE

25¢



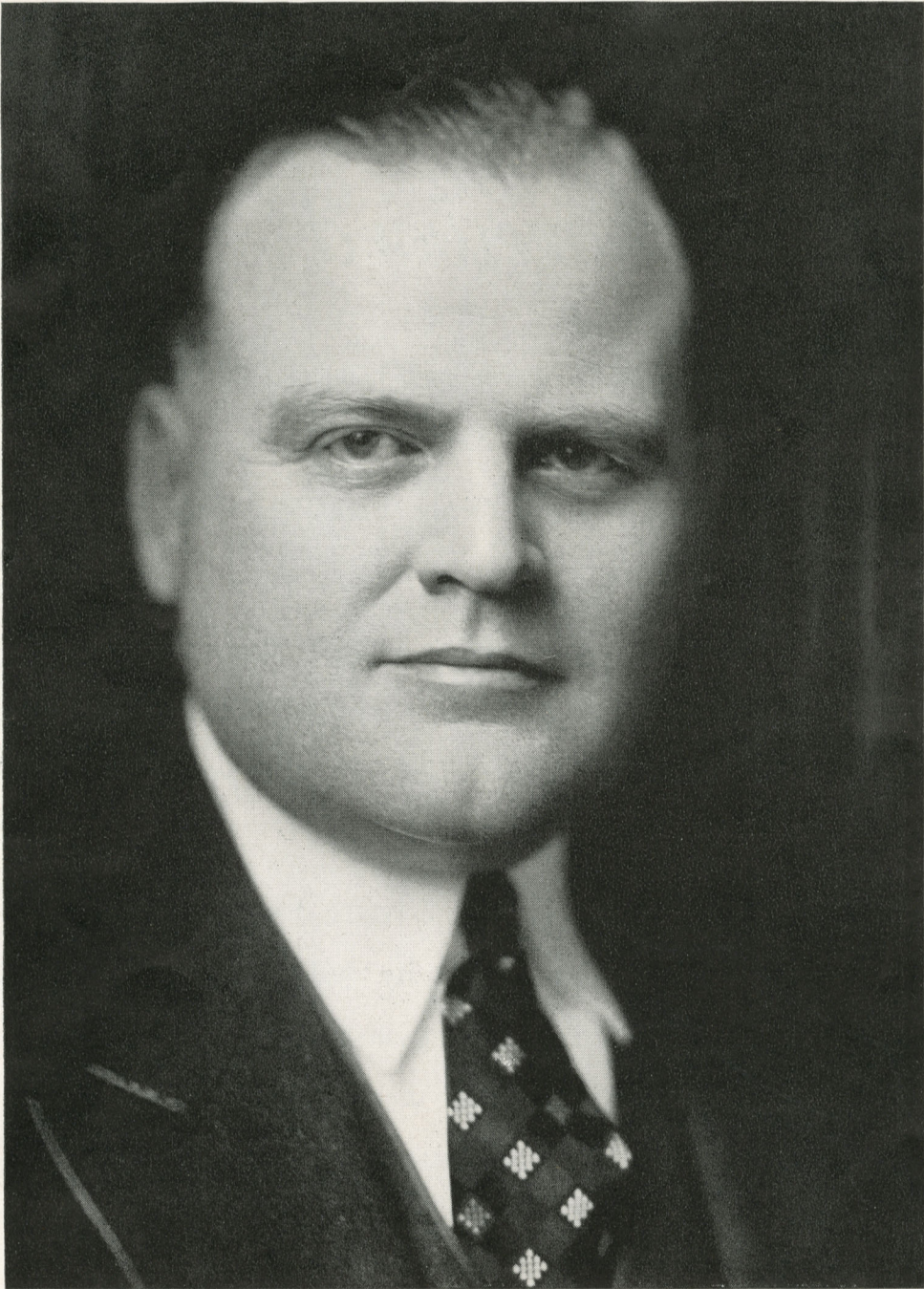
Foreword

To the Omaha Chamber of Commerce, Ak-Sar-Ben,
Greater Omaha Association and civic groups . . .

To the City Officials, the Omaha World-Herald, the Press,
and Radio Stations . . .

To the Union Pacific Railroad and the Tri-States theaters
whose untiring efforts in obtaining the World Premiere of
Cecil B. DeMille's "Union Pacific" with the appearance of
the stars here in person . . .

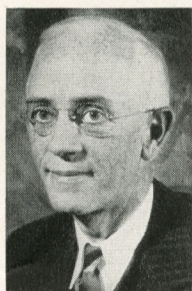
To all these and a loyal citizenry for their outstanding
achievement in building the four day Golden Spike celebra-
tion around the Premiere, drawing hundreds of thousands of
visitors to the city and focusing the attention of the entire
nation upon Omaha and Nebraska, this souvenir program is
respectfully dedicated.



W. O. SWANSON
GENERAL CHAIRMAN

BOARD OF DIRECTORS

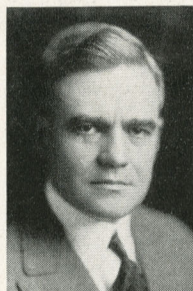
GOLDEN SPIKE DAYS CELEBRATION



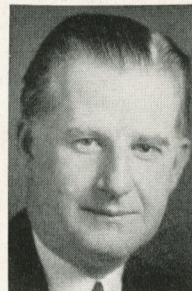
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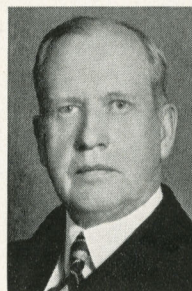
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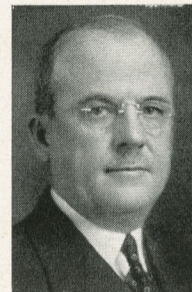
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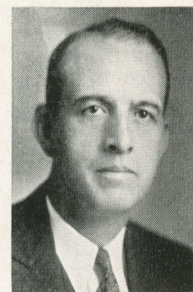
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(1) Walter Byrne, *Storefronts and Decorations* (Co-Chairman); (2) George Brandeis, *Costume Ball*; (3) W. Dale Clark, *Distinguished Guests*; (4) E. R. Cummings, *Theatres*; (5) J. E. Davidson, *Finance*; (6) B. F. Danbaum, *Welfare*; (7) Frank Fogarty, *General Secretary*; (8) J. M. Harding, *Indians*; (9) Ford Hovey, *Luncheon*; (10) J. J. Isaacson, *Asst. Chairman Parades and Ball*; (11) Morris E. Jacobs,

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W. M. JEFFERS
President
UNION PACIFIC RAILROAD



CECIL B. DeMILLE

Director

‘UNION PACIFIC’

THE GOLDEN SPIKE HISTORICAL EXPOSITION

Open Daily, 11:00 A. M. to 11:00 P. M.

Municipal Auditorium

Occupying a prominent position in the City Auditorium is the actual Golden Spike which was used at the completion of the Union Pacific and the Central Pacific Railroads at Promontory Point, Utah, on May 10, 1869. This spike is enclosed in a large safe and can be viewed through the shatter-proof glass window of the safe. Armed guards will be on both sides of the safe at all times.

The entire Union Pacific Museum is on display. Pieces of the original rail used in the building of the railroad, photographs of early day scenes and events connected with the building of the railroad, mementoes of the various persons connected with the building of the Union Pacific, and hundreds of other items comprise this valuable collection.

There is also a colorful display of the belongings of General Dodge who was the first engineer in the building of the Union Pacific. A fine display is also offered by the University of Nebraska.

The Nebraska State Historical Society has on exhibition a display which includes "Old Jules" Sandoz gun, Indian outfits, etc.

Mr. William Garlow, grandson of Buffalo Bill Cody has brought from the Buffalo museum at Cody, Wyo., many of the relics and mementoes of the late William Cody.

Also at the Auditorium will be the exhibit of the Adams Memorial hall, Deadwood, So. Dak., containing various specimens of petrified wood ore, gold and miner's tool and outfits.

The Smithsonian Institute has furnished many valuable Indian pictures. On exhibition will also be old lamps, telephones and telegraph instruments. There is an old saddle by Charles Nordeen and old time rigs, etc., from Arbor Lodge, Nebraska City, and Cheyenne.

BANDS, DRUM AND BUGLE CORPS COMPETE FOR PRIZES

More than 35 colorful bands, drum and bugle corps, whose members will be dressed in their "finest", will compete for prizes Saturday, April 29th. This will be one of the highlights of Saturday's celebration.

These contestants will stage a spectacular parade starting at 9:30 A. M. Thereafter they will have a very busy day in Omaha, the parade will organize at 11th and Farnam and will proceed along the following route:

11th and Farnam—
West on Farnam to 15th—
North to Douglas—
West to 16th—
South on 16th to Farnam—
West to 20th—
North to Dodge—
West to 22nd—
North to west entrance of Central High School grounds.

At the conclusion of the parade, the bands and drum corps will go to the grounds of Central High School where they will begin a day-long competition for gold cups and cash prizes. The cups are awarded by Cecil B. De Mille, Joel McCrea, Barbara Stanwyck, Union Pacific Railroad, and Omaha Junior Chamber of Commerce. There will be a total of \$1,200 in cash prizes to augment the cups.

The contests will be conducted in six classes, as follows:

CLASS A—Adult bands.

CLASS B—Juvenile Bands whose members are high school age or under, but who are not official high school organizations.

CLASS C—Bands from high schools with an enrollment of 375 pupils or more.

CLASS D—Bands from high schools with an enrollment of under 375 pupils.

CLASS E—Adult Drum and Bugle Corps.

CLASS F—Juvenile Drum and Bugle Corps whose members are high school age and under.

The judges will be: Lorrain E. Watters, *Director of Music Education, Des Moines, Ia.*; Lytton Davis, *Director of Music Education, Omaha*; John B. Otte, *Band Director of Benson High School*; Harold E. Dallinger, *Band Director of South High School*.

They will judge the contestants on music, formations, and general appearance. Each competing organization will be allowed five minutes in the contest. No Omaha bands are permitted to enter.

Admission to the grounds where the contest will be held is free.

Paramount Pictures Inc.

THE COMPANY
THAT GAVE YOU...

UNION PACIFIC

Announce

THESE FORTHCOMING ATTRACTIONS!

Bing's Best

BING CROSBY

in

**"THE STAR
MAKER"**

with an all-star supporting cast including
Louise Campbell and Linda Ware
A Charles R. Rogers Production
Directed by Roy Del Ruth

Bob Burns' Best

BOB BURNS

in

**"OUR
LEADING
CITIZEN"**

They'll Dance in the Aisles

BOB HOPE · SHIRLEY ROSS
GENE KRUPA and His Orchestra

**"SOME
LIKE IT HOT"**

with
Una Merkel
Rufe Davis

Tamiroff, The Magnificent

**"The MAGNIFICENT
FRAUD"**

with

Akim Tamiroff · Lloyd Nolan
Mary Boland · Patricia Morison



S. S. Van Dine's

**"THE
GRACIE ALLEN
MURDER CASE"**

with

GRACIE ALLEN · WARREN
WILLIAM · ELLEN DREW · KENT
TAYLOR · DONALD MacBRIDE

JACK BENNY
DOROTHY LAMOUR
EDWARD ARNOLD
in
**"MAN ABOUT
TOWN"**

with
Binnie Barnes · Phil Harris · Betty Grable
Eddie "Rochester" Anderson · E. E. Clive
Matty Malneck and His Orchestra

IRENE DUNNE
FRED MacMURRAY
**"INVITATION TO
HAPPINESS"**

(Tentative Title)

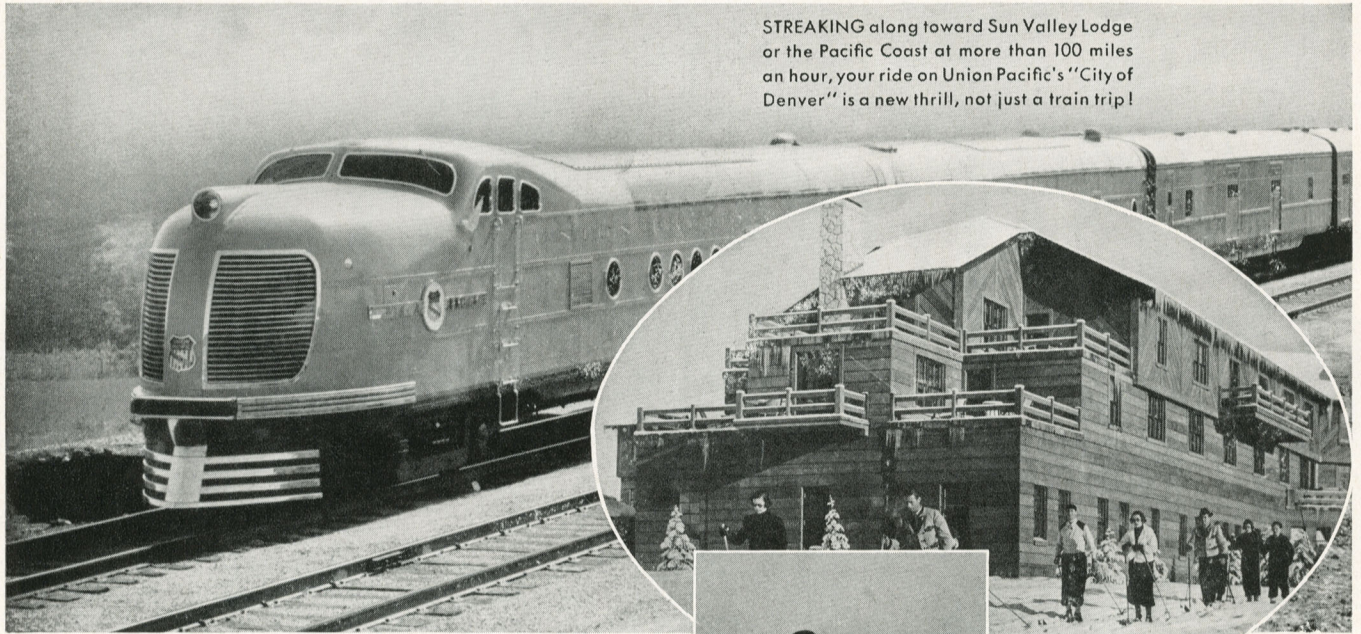
with **CHARLIE RUGGLES**

The Year's Best Racing Picture!

GEORGE RAFT
and ELLEN DREW
in
**"THE LADY'S
from KENTUCKY"**

with
HUGH HERBERT · ZASU PITTS
Directed by **ALEXANDER HALL**

ON UNION PACIFIC'S NEW "STREAMLINERS"



STREAKING along toward Sun Valley Lodge or the Pacific Coast at more than 100 miles an hour, your ride on Union Pacific's "City of Denver" is a new thrill, not just a train trip!

AND IN

SUN VALLEY LODGE

NATURALLY YOU FIND SILVER BY

INTERNATIONAL

Look for the Symbol **IS** for Unsurpassed Quality



While traveling at more than 100 miles per hour, dinner is served as smoothly as in a fine hotel. There is a minimum of motion.



COMPLETE hotel silver services by International are designed and crafted with the painstaking care usually lavished only on Sterling.

INTERNATIONAL SILVER COMPANY • WORLD'S LARGEST MANUFACTURERS OF SILVERPLATE • HOTEL DIVISION, MERIDEN, CONN.
BRANCH SALES ROOMS: NEW YORK, 9-19 MAIDEN LANE; CHICAGO, MERCHANDISE MART; SAN FRANCISCO, 150 POST STREET



A. H. BLANK
President
Tri-States Theatre Corp.



G. RALPH BRANTON
General Manager
Tri-States Theatre Corp.



SIOUX INDIANS GIVE FREE SHOWS ON COURT HOUSE LAWN

Thirty-two members of the "Burnt Thigh" Sioux Indian Tribe will be encamped in a village on the Court House lawn throughout the four Golden Spike Days. They will give free shows, dances and demonstrations typical of Indian days in the Midwest.

The Burnt Thigh Indians are the master showmen of their race. The band quartered on the Court House lawn has toured Europe twice, has appeared in Madison Square Garden, and appears regularly at such great events as the Cheyenne Frontier Days.

The teepees in which the Indians are living were loaned to Golden Spike Days by the Cheyenne Frontier Days Association, and Omaha gratefully acknowledges the co-operation of its sister city, which is also represented in the parades with nearly a score of old rigs.

The Union Pacific ... always the **PIONEER**

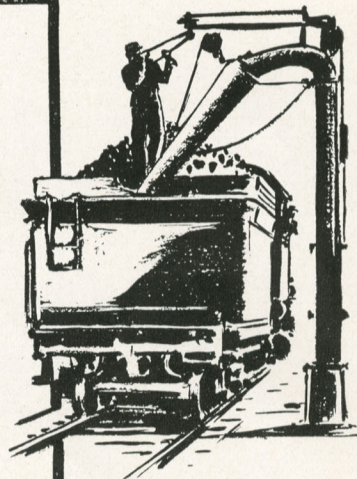
The year after the Golden Spike was driven in 1869, the first concerted study for the improvement of water supplies on American railroads was made by the American Master Mechanic Association. In 1891 the *Union Pacific* built the first water-treating plant on any American railroad . . . again the pioneer . . . leading the way to better railroading.

Since that time, the savings in maintenance and operating costs due to water treatment on American railroads have become so evident that well over 125 billion gallons of water per year are now being treated.

The introduction of the Nalco System of Water Treatment made new methods and new materials available, and today Nalco is effecting substantial savings on nearly every major railroad.

NATIONAL ALUMINATE CORPORATION

6216 West 66th Place, Chicago, Illinois



**NALCO
SYSTEM
OF WATER
TREATMENT**

TYPES OF GOLDEN SPIKE BEARDS



Photo By John Savage

Top Row; Novelty, P. J. Dickey. Mutton Chops, John Swanson. Mormon, F. W. Freeze. Untrimmed Van Dyke, John Buck. Second Row; Butler, J. F. Hicks. French, S. J. Franco. General Balboa, Atanas Nickoloff. General Burnside, J. S. Wells.

Third Row; Van Dyke, C. Q. Tefft. Mustache and Goatee, Truman Brewer. Full Trimmed, T. C. Danahy. General Grant, R. K. Nelson. Fourth Row; Irish, Harry Ostrom. Hobo, John Church. Spade, J. W. Hill. Abraham Lincoln, Charles Hanson.



VINCENT LOPEZ

WORLD'S FAMOUS PIANO PLAYING MAESTRO
WILL HEADLINE GOLDEN SPIKE
COSTUME BALL.

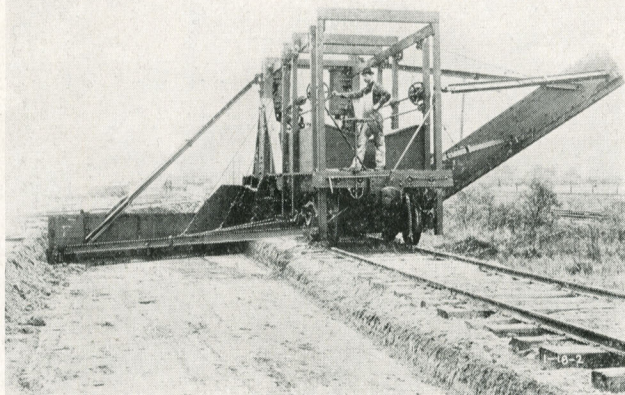
Lopez, who comes to Ak-Sar-Ben coliseum Saturday night, April 29, will end the four-day celebration with the staging of one of the most unique costume balls ever held in Omaha.

Lopez will name the winner of the "Queen of Gingham." There will also be a parade of men with beards and the crowning of the "champion." Featured with Lopez is Betty Hutton, who claims the title of America's No. 1 Jitterbug.



GET THAT SMILE!

William (Bill) Jeffers, President of Union Pacific Railroad, is Happy About the Whole Thing As Golden Spike Days Celebrating World Premiere Gets Under Way.



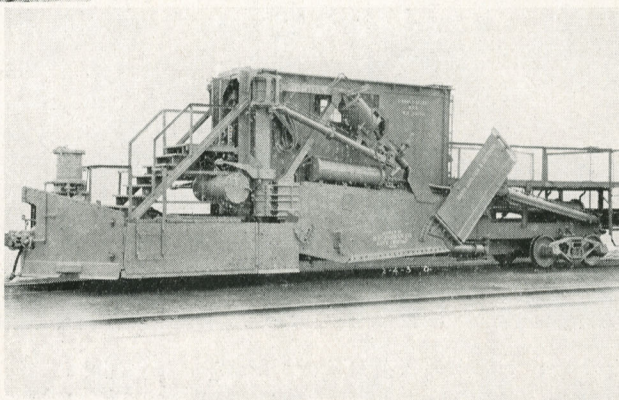
The O. F. JORDAN Co. feels highly honored to know we have played a part in the historic construction of this great railroad.

Many of the Old Timers will recall this primitive model of the early Jordan Spreader and the part it played in expanding the Railroad.

AS TIME MARCHED ON

SO HAS THE JORDAN

Today the Jordan Spreader — ditches cuts, levels embankments, shapes ballast and profiles the roadbed which carries a great fleet of Streamliners and Challengers with comfort and safety.



WALTER J. RILEY, Pres.

O. F. JORDAN CO.

EAST CHICAGO, IND.



Omaha in 1863 Farnam St., West from 13th

Omaha Welcomes You

Our City Is Now YOUR CITY. Its name, Omaha, taken from the Omaha Indians, is translated by that tribe as "above all others on the stream." It has accomplished much. First as an important outfitting point on the Overland Trail, as winter quarters of the Pioneer Mormons, as a railroad center and headquarters of the Union Pacific Railroad and later as the metropolis of Nebraska, a market town for a rich agricultural territory.

Omaha was
Incorporated in 1857, Omaha is a lusty, growing city with its history in the making. It is a modern city, a youthful city, and since its beginnings as a frontier trading post it has always welcomed the newcomer.

We are prepared to like you and do everything in our power to make you feel at home here. We wish you a pleasant and prosperous future among us.



Airview of Down Town Omaha Showing Farnam Street, West

APPROVED BY THE NATION



CROSSING SIGNALS
Give 100% Protection

**PREVENT
ACCIDENTS
LIKE
THIS**



One of the busiest crossings of the Rock Island,
95th Street and Vincennes Avenue, Chicago, Ill.

FATHER AND SON STOP FOR 1 TRAIN, KILLED BY NEXT

**Passenger in Auto Hurt
at Steger Crossing**

Father and his son were killed and another was injured, perhaps fatally, yesterday when the automobile in which they were riding was struck by a passenger train at the 34th and Will county line.

Fails to Stop for Second Train

According to Chief Michael Kloss of the Steger police, Joseph De Leo, who was driving, had halted at the tracks while a northbound train passed. He then started across and the car was struck by a second train, also northbound, on another track. The crossing is protected by flasher lights and bell signals.

At this MAJOR INTERSECTION
60,000 Trains and 18,000,000 Motor Vehicles
have Passed Over this Crossing within 1½ Years
With not a Single Accident

... Furthermore, this installation saved its initial investment in 13 months. Six men formerly needed at the crossing (two men per 8-hour shift) were relieved for assignment to other duties. Operating and maintenance costs are comparable with costs of an equal number of flashing lights.

MODEL 10 SIGNALS

1. Block traffic in approach lanes only.
2. Make vehicles come to a full stop in time of danger.
3. Safeguard against second train.
4. Operate automatically on the closed circuit principle.

WESTERN RAILROAD SUPPLY CO.
Largest Manufacturers of Automatically and Semi-Automatically Controlled Highway Crossing Gates
2330-2360 SO. ASHLAND AVE., CHICAGO, ILL.

NEW YORK
30 Church St.

DENVER
U. S. Nat'l Bank Bldg.

ST. LOUIS
Railway Exchange

CLEVELAND
Midland Bldg.

HOUSTON
Union Nat'l Bank Bldg.

MANUFACTURERS OF HIGHWAY CROSSING SIGNALS THAT PROTECT

MILITARY PARADE

10 A. M. Thursday, April 27, 1939

MILITARY DIVISION

1. Police Escort.
2. Grand Marshall—Col. Leo J. Crosby—Major J. C. Adams, *Aide*.
3. 17th Infantry Band and one Battalion. (300)
4. Council Bluffs National Guard.
Band—Mounted troops—Infantry
5. Nebraska National Guard Band of York.
134th Infantry—5 Companies.
6. University of Nebraska. Band—ROTC.
7. Creighton University. Band—ROTC.
8. Central High School. Band—ROTC.
9. North High School. Band—ROTC.
10. Benson High School. Band—ROTC.
11. Thomas Jefferson High School. Band—ROTC.
12. Abraham Lincoln High School. Band—ROTC.

CIVILIAN DIVISION

1. Ogden Band.
2. Omaha Fire Department

A Chief Olsen	G Hook and Ladder
B Flag and men marching (100)	No. 4
C Rescue Squad	H Men
D Men	I Assistant Chief
E Engine Co. No. 3— new hose cart	J Drill Team with Pompier Ladders
F Men	K Aerial Ladder
3. Omaha Musicians Union Band
4. Roberta Brass and Cowboy Escort
5. Indians
6. McAuliffe Kiltie Band
7. Union Pacific Civil War Company
8. Father Flanagan's Band
9. Letter Carriers in uniform
10. South High School Band
11. Letter Carriers in uniform
12. Technical High School Band

Official Song
U. P. Whisker Club

By Lester Palmer and
G. Emil Linder

THE WHISKER SONG

Whis - kers Whis - kers All around the Town

Red ones Black ones others like 'em brown

Long ones short ones many in be - tween

Goa - tees, Side burns make a handsome scene

Whis - kers Whis - kers Whiskers all a - round

Big ones Lil' ones Ev - ry where are found

Gold - en Spike Days Whiskers gaily grow

sprouting free - ly U. P.'s premiere show

Copyright

HISTORICAL PARADE

10 A. M. Friday, April 28, 1939

1. Mounted Police.
2. Massed Colors of Schools.
3. Band No. 1—Ogden Band.
4. Band No. 2—17th Infantry Band.
5. Horse-drawn Brougham, carrying Jeffers and Harriman.
6. Twelve open automobiles carrying dignitaries.
7. Band No. 3—Omaha Musicians Union Band.
8. Float No. 1—Title Float.
9. Band No. 4.
10. Float No. 2—The Great Plains.
11. Sioux Indians, with trappings.
12. Buffalo wagon.
13. Band No. 5.
14. Float No. 3—Lewis & Clark Expedition.
15. Marchers, Astorian Foot Expedition.
16. Band No. 6.
17. Float No. 4—Advance Guard of Civilization.
(Sponsored by Creighton University)
18. University students dressed as Indians.
19. Band No. 7.
20. Float No. 5—Westward Ho!
21. Prairie Schooner with families and riflemen.
22. Band No. 8.
23. Float No. 6—Early School Days.
(Sponsored by Public School Custodians)
24. Children's group in costume of period, going to school.
25. Band No. 9.
26. Float No. 7—Mormons Arriving at Winter Quarters.
27. Marching group of Mormon characters, with hand carts, riflemen.
28. Band No. 10.
29. Float No. 8—The City Being Built.
30. Durant fire engine and old time firemen in costume.
31. Horse Car. (First Horse car in Omaha)
32. Band No. 11.
33. Float No. 9—Industry Begins.
(Sponsored by Gate City Iron Works)
34. Bearded iron workers marching.
35. Band No. 12.
36. Float No. 10—The Pony Express.
(Sponsored by Railway Express Agency)
37. Expressmen marching.
38. Band No. 13.
39. Float No. 11—The Colorado Gold Rush.
40. Prospectors marching with burros and packs.
41. Band No. 14.
42. Float No. 12—Lincoln at Council Bluffs.
(Sponsored by Co. Bluffs Chamber of Commerce)
43. Civil War soldiers afoot.
44. Band No. 15.
45. Float No. 13—Congress Grants the Charter.
46. Marching group of congressmen type from U. P. Whiskers Club.
47. Band No. 16.
48. Float No. 14—The Telegraph Leads the Way. (Sponsored by Western Union)
49. Marching polemen and linesmen if available.
50. Band No. 17.
51. Float No. 15—The Rails Follow the Trails. (Sponsored by North Platte)
52. Council Bluffs cavalry troop in Civil War uniforms as escorts.
53. Band No. 18.
54. Float No. 16—Omaha's First Railroad Depot.
55. Marchers—women, children and men in family groups, down to meet the train.
56. Band No. 19.
57. Float No. 17—The Golden Spike Unites America.
58. U. P. Whiskers Glee Club.
59. Band No. 20—Mills County, Iowa, 4-H Band.
60. Float No. 18—The Prairie is Broken.
61. Twenty 4-H Club boys dressed as farmers.
62. Band No. 21.
63. Float No. 19—The Railroad Serves.
64. Miniature streamliner and freight train.
65. Band No. 22.
66. Float No. 20—The Melting Pot.
67. Nationals in their native costumes marching.

SECOND DIVISION

1. Band No. 23.
2. Roberta Brass and escort.
3. Union Pacific girls.
4. Band No. 24—McAuliffe Kilties Band.
5. U. P. Whiskers Club.
6. Band No. 25.
7. Historical rigs and bicycles.
8. Band No. 26—Douglas County 4-H Band.
9. 4-H Clubs in uniform.
10. Police Patrol.

PROGRAM

"GOLDEN SPIKE DAYS"

Wednesday, April 26

- 10:30 a.m.—Opening of Historical Show, Municipal Auditorium (*runs through Saturday*).
- 2:00 p.m.—Opening of Indian Village, Court House Lawn (*runs through Saturday*).
- 7:30 p.m.—Unveiling of historical windows, downtown stores.
- 8:00 p.m.—Whisker Clubs Parade, downtown.
- 8:30 p.m.—Preliminary judging, Whisker Contests, Municipal Auditorium.

Thursday, April 27

- 9:00 a.m.—Special trains arrive from New York and Chicago.
- 10:00 a.m.—Military parade.
- 3:15 p.m.—Arrival of special Hollywood train, carrying Mr. De Mille, Barbara Stanwyck, Joel McCrea, and other celebrities.
Reception at Union Station.
- 3:30 p.m.—Parade of the stars and distinguished visitors, from Union Station in 1869 vehicles.
- 5:30 p.m.—Arrival of 1869 locomotive, new steam turbine locomotive and other special equipment, Union Station.
- 7:30 p.m.—Old Timers Dinner, Coliseum.

Friday, April 28

- 8:00 a.m.—Showing of 5,000 h.p. steam and turbine locomotive, 1869 locomotive all used in filming of picture, and other day railroad equipment. Eleventh Street, between Farnam and Dodge.
- 10:00 a.m.—Historical Parade.
- 12:45 p.m.—Luncheon for distinguished guests and visitors, Fontenelle Hotel.
- 3:00 p.m.—Dedication of marker designating eastern terminus, Union Pacific Railroad, Council Bluffs.

World Premiere Cecil B. DeMille's "Union Pacific"

- 8:00 p.m.—Orpheum and Paramount Theatres (*Old Timers Club Members only*).
- 8:00 p.m.—Omaha Theatre, Arrival Stars, Celebrities, in front of theatre.
- 8:15 p.m.—Omaha Theatre, Performance starts (*for public*).
- Midnight—Special midnight premiere, Orpheum Theatre. The entire Hollywood party will make personal appearances.

Saturday, April 29

- 9:00 a.m.—Regular run of "Union Pacific" at popular prices, Omaha Theatre. "Union Pacific" will also be shown at Paramount Theatre on Saturday and Sunday, April 29-30, to accommodate public.
- 9:30 a.m.—Parade of visiting bands and drum corps.
- 10:00 a.m.—Band and drum corps contests, Central High School grounds.
- 7:00 p.m.—Doors open for Costume Ball—Ak-Sar-Ben Coliseum. Ceremonies at 8:30 p.m.—Vincent Lopez orchestra at 9:00 p.m.

ROUTE OF PARADES

GOLDEN SPIKE DAYS CELEBRATION

Military Parade - 10:00 A. M. - Thursday, April 27, 1939
 Historical Parade - 10:00 A. M. - Friday, April 28, 1939

Route proceeds South on 17th to Davenport
 East on Davenport to 16th,
 South on 16th to Douglas,
 East on Douglas to 13th,
 South on 13th to Farnam,
 West on Farnam to 20th,

South on 20th to Harney,
 East on Harney to 16th,
 South on 16th to Jones,
 South or east as directed by police or marshals to dispersal point.

A Few of the Whisker Clubs Who Grew "Spinach" for "Union Pacific" Premiere



Music With Whiskers . . . left
to right; Dan Kenny, James
McNeer, Andrew Bullus and
Patrick Couch.



Typical Whisker Club . . . left
to right; P. Grant, E. J. Hug,
E. M. Weaver, F. D. Jones,
J. Money, I. E. Good.



Law and Order.

Front row, left to right; Floyd
Wilson, Sam Brown, M. P.
Heuwinkel, W. L. Burke, W.
P. Barton, E. P. Wheeler.
Back row; Harry Fisher, Gene
Gray, Vincent Mohatt, Don
Whisenend, Ralph Scibold,
Glen Seddon.



How Omahans would have ap-
peared in the Days when Union
Pacific was built.

Front row, left to right; Don
B. Woodyard, J. L. Haugh,
Frank W. Robinson, L. T.
Murphy. Back row; Don
McBride, C. W. Evers, Ford
Hovey, Rev. E. A. Rowsey,
W. Dale Clark.



Congratulations
to the
Omaha Premiere
of
"Union
Pacific"

Pat McCrean
21348-74



Sincere best wishes to all
my friends in Omaha
Barbara Samoych



I'll be seeing
you in Omaha
Lynne Overman



Greetings
in Omaha
Sheila Barry



Cordially wishing Omaha
the most successful
Premiere ever held
Patricia Allison



Best wishes for a
thrilling premiere of
"Union Pacific"
L. H. Hrabie



Omaha
Knows
how to
show a picture
Best Wishes
L. H. Nolan

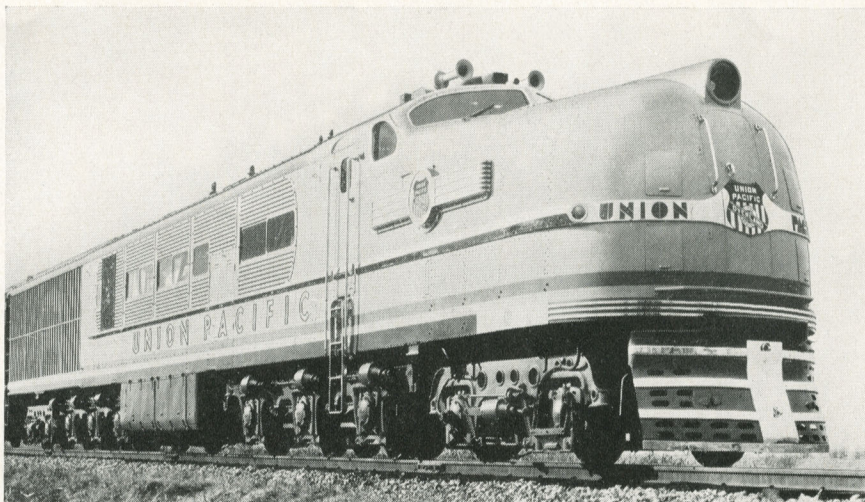
As One Old Timer To Another Old Timer

The Adams & Westlake Co.
1857 1939

Salutes

THE UNION PACIFIC
1869 1939

And congratulates the management for their outstanding achievements from the
driving of the Golden Spike to the superb Challengers and modern Streamliners.



The U. P.'s new streamlined "Iron Horse"

A century of advance in the art of locomotive designing and building will be dramatically visualized when the "Union Pacific" special train is seen on its cross-country tour. Piloting this historic train will be a diminutive engine of the wood-burning type and in actual use in 1865.

This snorting, smoke-belching little engine was truly known to the Indians as the "Iron Horse" and was the type used on eastern railroads nearly 25 years prior to the building of the Union Pacific. Back of it will be a new type streamlined, steam-electric locomotive, carrying its own steam-turbine power plant, doing twice the work of the conventional locomotive for each pound of fuel and making three times the mileage without stops for fuel or water.

This giant of power, gliding along noiselessly, utters the last word in locomotives, for neither in Europe nor America is there another like it.



IN THAT EPIC DRAMA, THE BUILDING OF AMERICA,
the railroad has played a leading role. It has created cities, developed industries, opened wide areas to cultivation, tapped new sources of wealth.

Today we are met to celebrate 70 years of service to this country by a great railroad. Seventy years of Union Pacific. The Golden Spike was driven in a wilderness. From it has sprung an empire linking coast with coast.

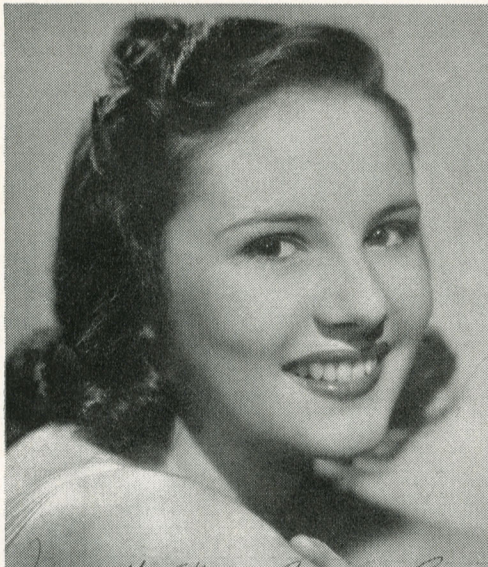
There may still be men among you who saw the Golden Spike driven—men whose eyes have seen the full measure of the wonders that 70 years have wrought. Through all of this period—and more—it has been our privilege to supply to the railroads rolling stock of every kind, save only locomotives.

A.C.F.

AMERICAN CAR AND FOUNDRY COMPANY

NEW YORK • CHICAGO • ST. LOUIS • CLEVELAND • PHILADELPHIA • PITTSBURGH • ST. PAUL • SAN FRANCISCO





I know the Union Pacific Premiere
will be wonderful and exciting
My sincere congratulations
Dorothy King



Heater
good
for a sensational
Premiere
Anthony Quinn



Cordial
congratulations
on the
Wonderful
Union Pacific
Premiere
Evelyn
Venable



April 23, 1939
I know it will be the best
Premiere ever held
Evelyn Lucky



Am looking forward
to the Union Pacific
Premiere
with happy expectations -
April 23, 1939



Sincere good
wishes for a
wonderful
Premiere
Luana Walters



Best Wishes for the
World Premiere of
"Union Pacific" in
Omaha -
Sincerely
Margaret



Happy days in Omaha
I'll see you at the
Premiere
Judith Barrett

We appreciate this
opportunity to pay our respects
to the Union Pacific Railroad and
offer our congratulations for its
splendid record and its achieve-
ments during the past
seventy years.

We also express our sincere
wishes for its continued success.



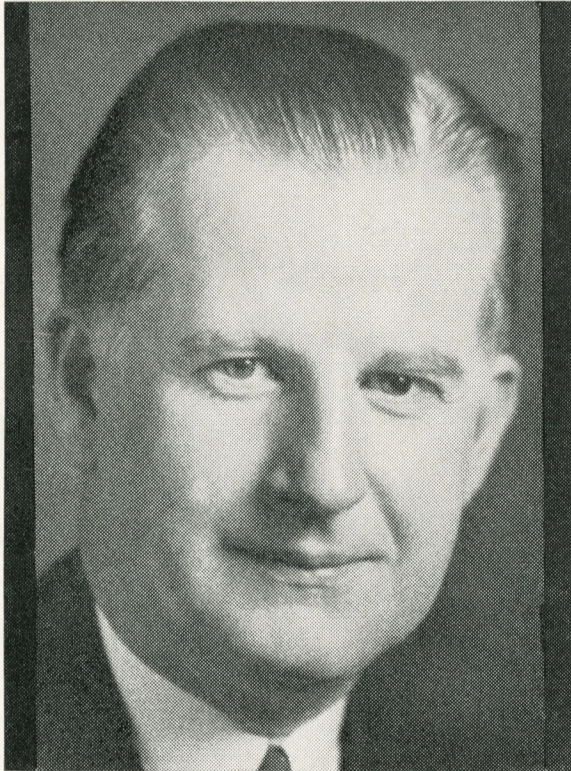
HUNT-SPILLER MFG. CORPORATION
V. W. ELLET, Pres. & Gen. Mgr. » E. J. FULLER, Vice-President

Office and Works

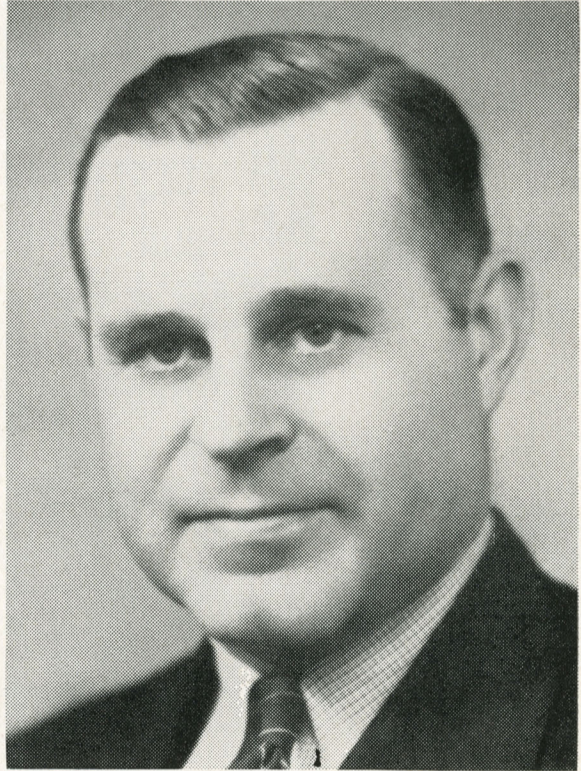
383 Dorchester Ave.

South Boston, Mass.

WORLD PREMIERE DIRECTORS



EVERT R. CUMMINGS
Supervising Director



TED EMERSON
Advertising Director

1869

1939

Frontier **ACHIEVEMENTS**



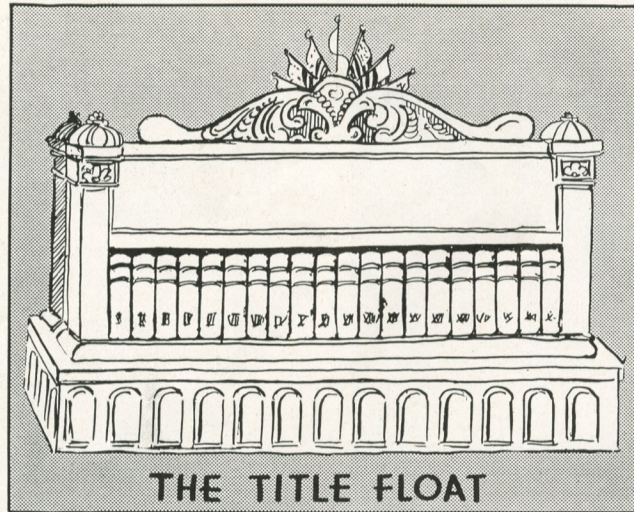
Congratulations to the Union Pacific Railroad for their historic achievement of completing the last link in transcontinental transportation, and for their maintenance of distinctive service throughout the seventy intervening years . . . It seems fitting that we should thus felicitate them and join in the anniversary celebration. Our company was organized in the year of the Golden Spike, and has been privileged to play a part in subsequent development of the Union Pacific. This railroad was one of the first to recognize the merits of the Air Brake and apply it to their trains. « » » » » » » » » »

Westinghouse **AIR BRAKE CO.**

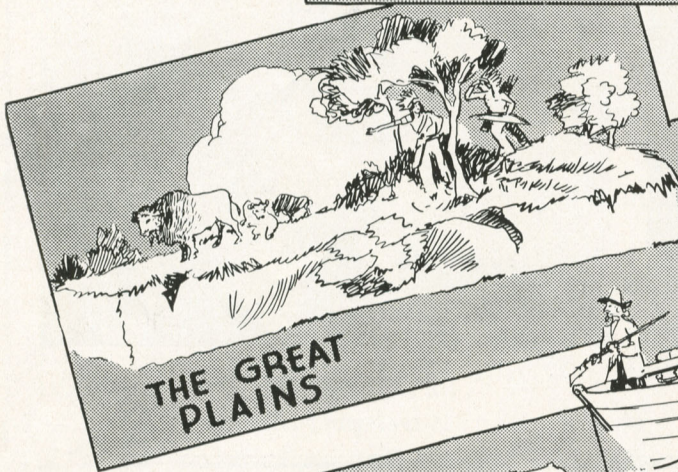
General Office and Works:

WILMERDING, PENNA.

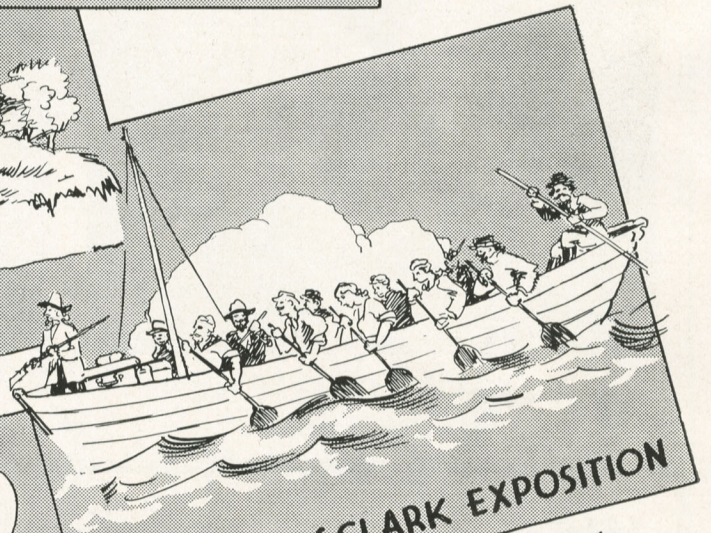
FLOATS IN HISTORICAL PARADE



THE TITLE FLOAT



THE GREAT PLAINS



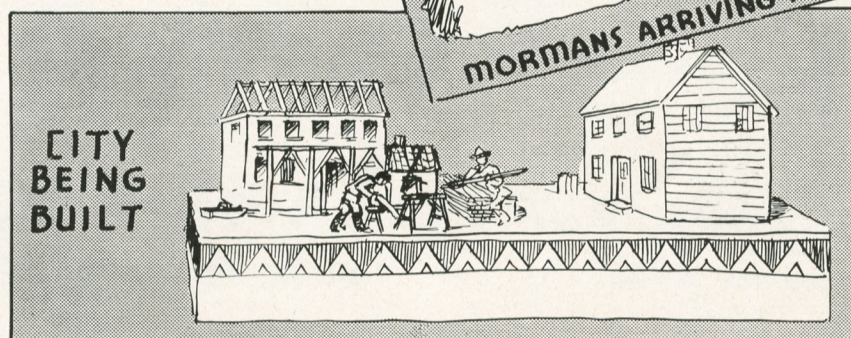
LEWIS & CLARK EXPOSITION



WESTWARD HO!

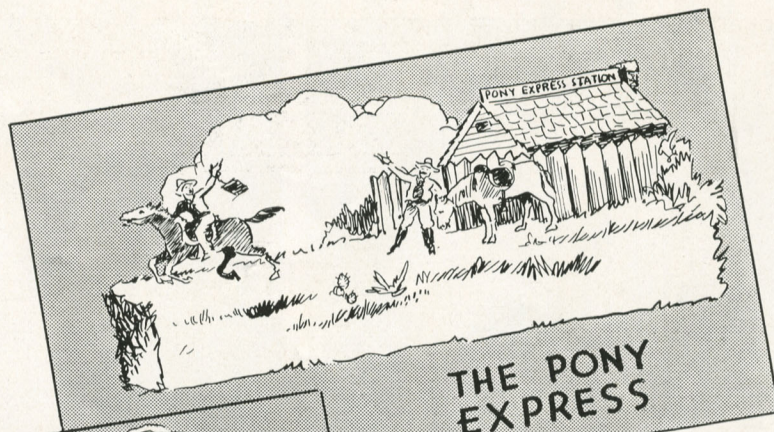


MORMONS ARRIVING AT WINTER QUARTERS

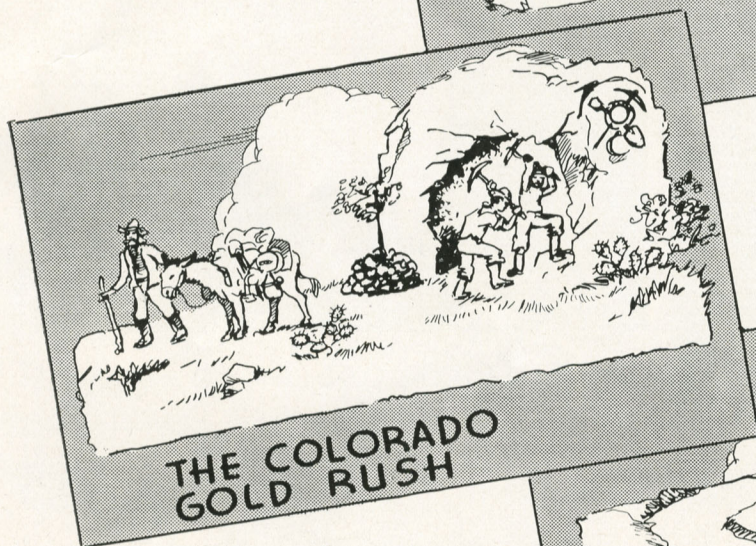


CITY
BEING
BUILT

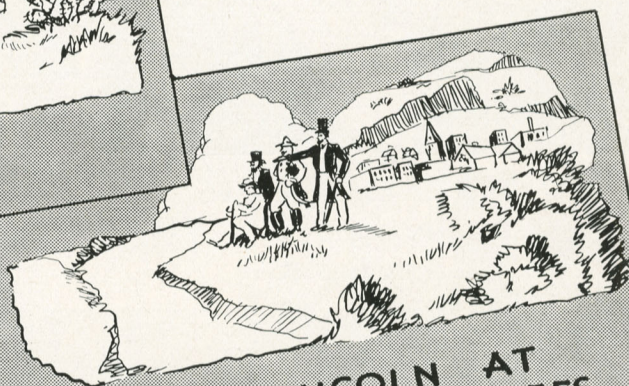
FLOATS IN HISTORICAL PARADE



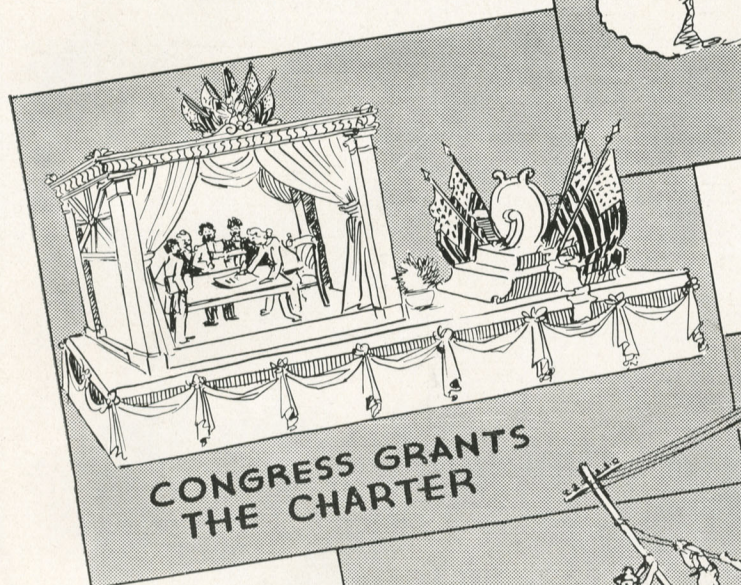
THE PONY
EXPRESS



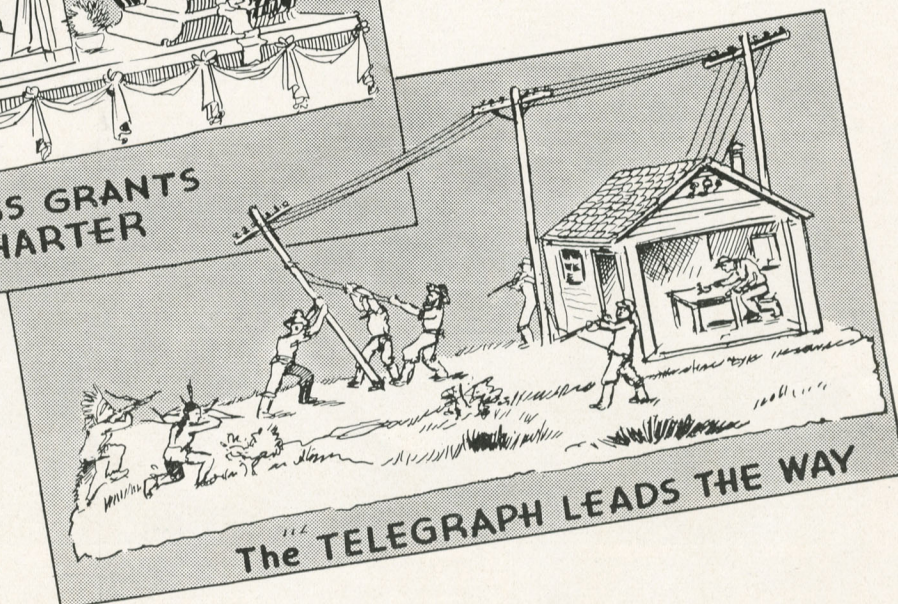
THE COLORADO
GOLD RUSH



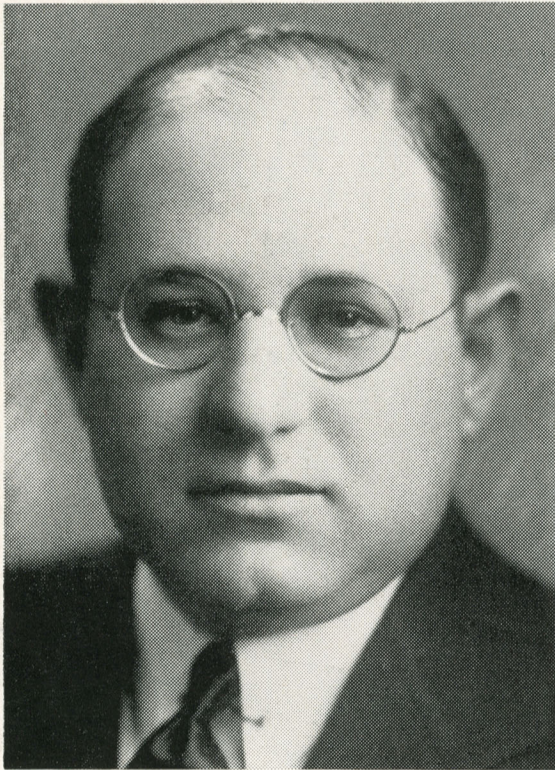
LINCOLN AT
COUNCIL BLUFFS



CONGRESS GRANTS
THE CHARTER



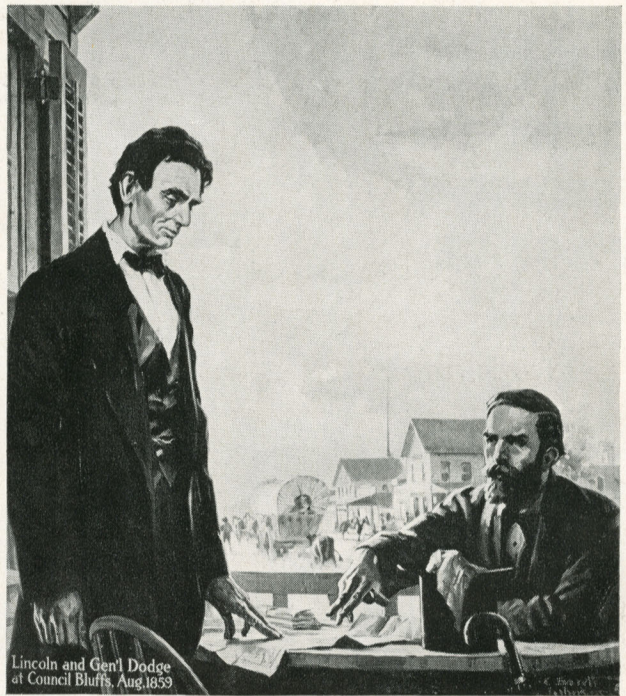
THE TELEGRAPH LEADS THE WAY



MORRIS E. JACOBS

Chairman Publicity Committee

"Golden Spike Celebration"



Lincoln and Gen'l Dodge
at Council Bluffs, Aug. 1859

LINCOLN ORDERS ROAD

Honest Abe Lincoln Tells General Dodge at Council Bluffs
in August, 1859, a Great Railroad to the Pacific
Will Open a Vast Empire.



"DRIVING OF GOLDEN SPIKE"

Photograph of Crowd Ready for Golden Spike Driving Ceremony on May 10, 1869.

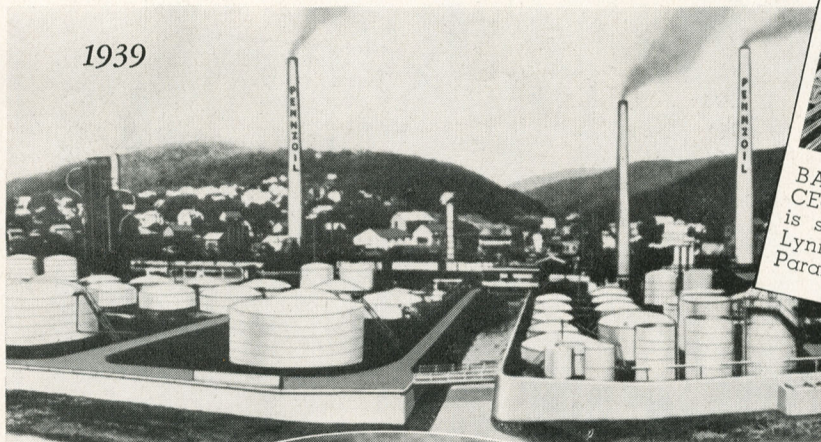
CONGRATULATIONS

from one Pioneer to another . . .

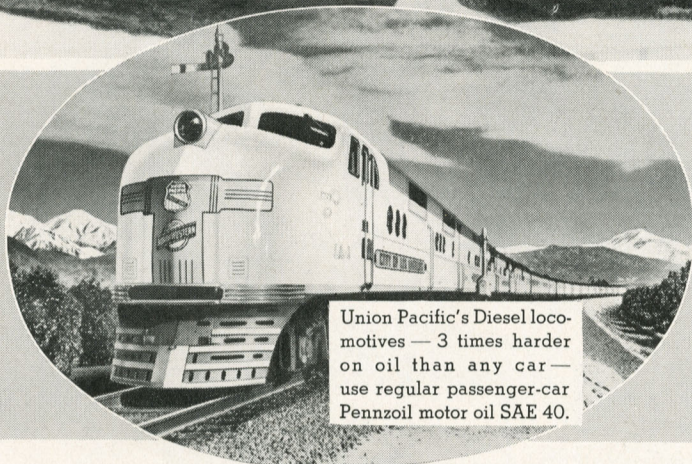
Union Pacific

CAPS 70 YEARS OF PROGRESS WITH
PENN  OIL LUBRICATED STREAMLINERS

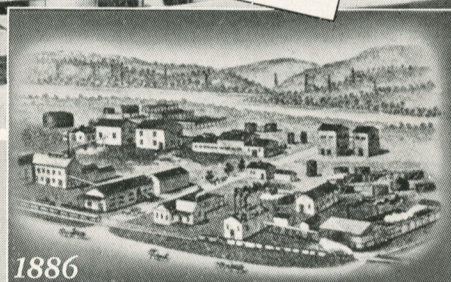
1939



BARBARA STANWYCK, star of CECIL B. DeMILLE'S "Union Pacific," is shown here with Robert Preston, Lynn Overman, and Akim Tamiroff. Paramount Pictures, Inc., use Pennzoil.



Union Pacific's Diesel locomotives — 3 times harder on oil than any car — use regular passenger-car Pennzoil motor oil SAE 40.



1886

FOUNDED IN 1886, the Pennzoil organization has grown from the small refinery above, into the world's largest organization devoted exclusively to the production, refining and marketing of Pennsylvania oils.

It is not enough to pioneer . . . ONCE!

YESTERDAY'S laurels are poor stock in trade today. Pioneering in an industry is one thing. Pacing that industry through its years of progress is another.

That The Pennzoil Company had its beginning six years before Charles E. Duryea built his first motorcar in 1892, is of little consequence. That Pennzoil has a reputation for integrity, quality and progressiveness means that it has pioneered in more than its founding.

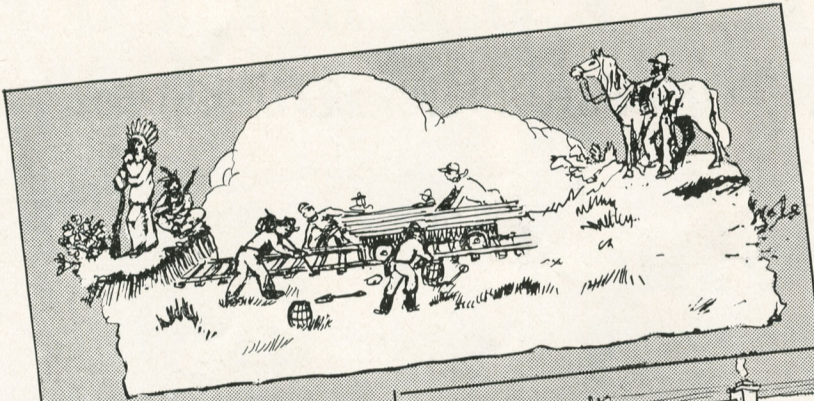
It means that Pennzoil's pace has been swift as the growth of the oil industry. That often its advance has been accelerated by strides that outstripped lubrication problems of the present to answer those of the future.

Today, congratulating Union Pacific on its record of achievements, The Pennzoil Company, once more pledges itself to continue to be — A PIONEER IN STEP WITH PROGRESS!

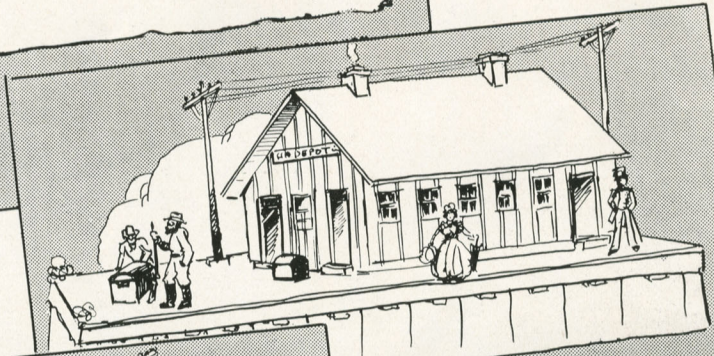
PENNZOIL

EXTRA MARGIN OF SAFETY MOTOR OIL AND LUBRICANTS

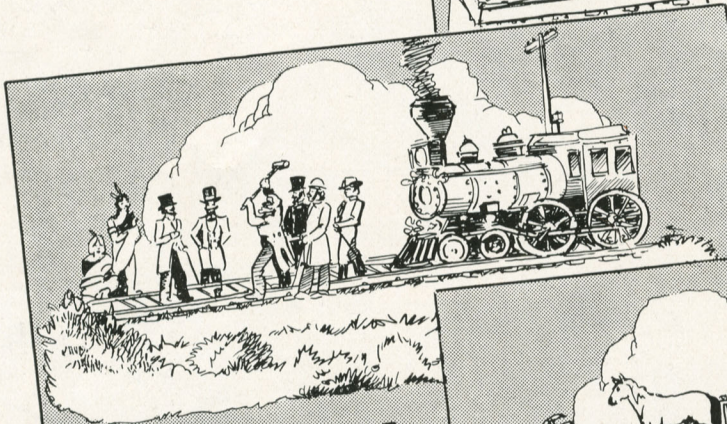
FLOATS IN HISTORICAL PARADE



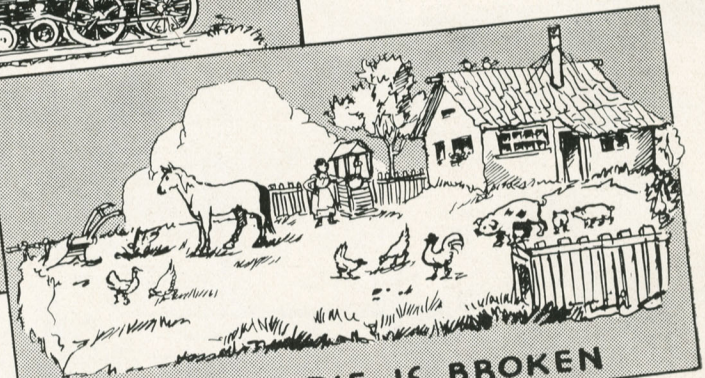
THE RAILS
FOLLOW THE
TRAILS!



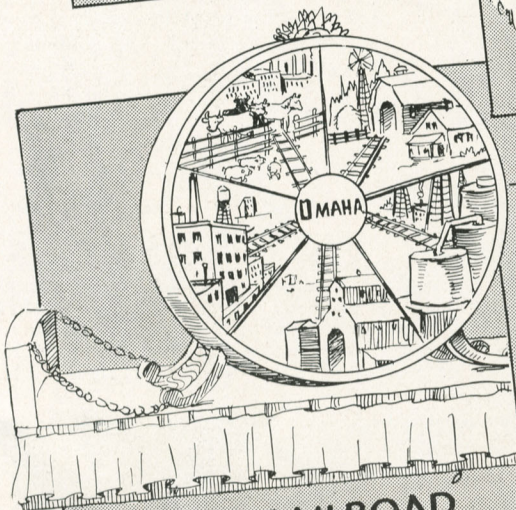
OMAHA'S
FIRST R. R. DEPOT



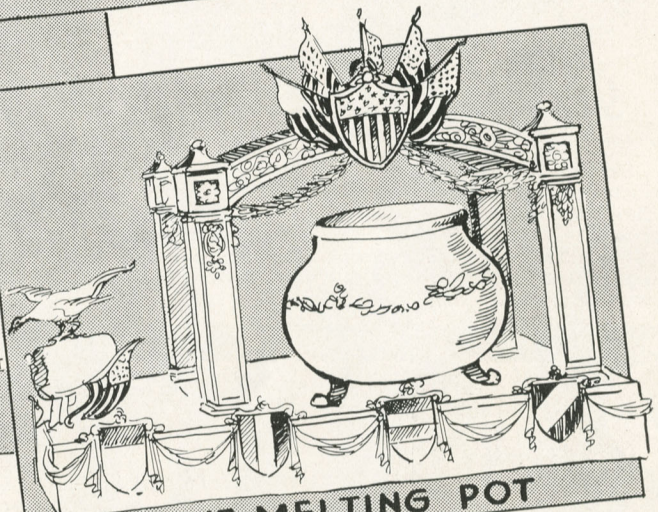
THE GOLDEN SPIKE
UNITES AMERICA



THE PRAIRIE IS BROKEN



THE RAILROAD
SERVES!



THE MELTING POT

THE CITY COMMISSIONERS OF OMAHA

Salute

World Premiere of Cecil B. DeMille's

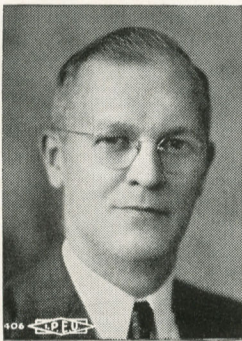
"UNION PACIFIC"



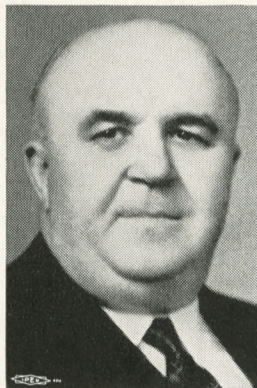
JOSEPH HUMMEL



WALTER KORISKO



RICHARD W. JEPSEN



DAN B. BUTLER

DAN B. BUTLER
MAYOR



JOHN KRESL

JOSEPH HUMMEL
Park Commissioner

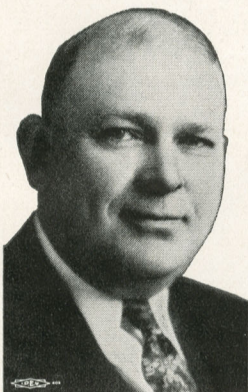
RICHARD W. JEPSEN
Police Commissioner

HARRY KNUDSEN
Accounts and Finance Commissioner

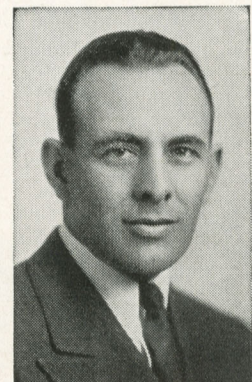
WALTER KORISKO
Fire Commissioner

JOHN KRESL
Street Commissioner

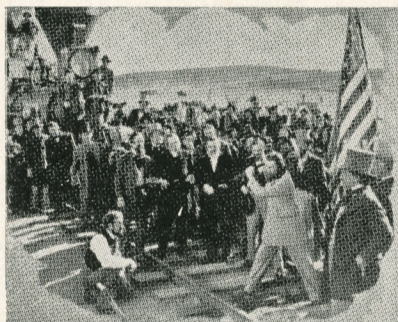
HARRY TRUSTIN
Public Improvements Commissioner



HARRY KNUDSEN



HARRY TRUSTIN



WORLD PREMIERE

CECIL B. DEMILLE'S

UNION PACIFIC

A PARAMOUNT PICTURE



Friday Evening, April 28th, 1939

OMAHA, NEBRASKA



"GOLDEN SPIKE" DAYS

April 26th - 29th



CIVIC COMMITTEES

GENERAL CHAIRMAN:

W. O. SWANSON
King of Ah-Sar-Ben

HONORARY CHAIRMAN:

W. M. JEFFERS
President
Union Pacific Railway

FINANCE:

J. E. DAVIDSON
President
Nebraska Power Co.

COSTUMES:

FRANCIS P. MATTHEWS
President
Chamber of Commerce

SPEAKERS:

J. F. McDERMOTT
Vice-President
First National Bank

PARADES:

BERT MURPHY
President
Andrew Murphy and Son

PUBLICITY:

MORRIS JACOBS
Bozell & Jacobs

RECEPTION:

DALE CLARK
President
Omaha National Bank

COSTUME BALL:

GEORGE BRANDEIS
President
Brandeis Store

LUNCHEON:

FORD HOVEY
President
Greater Omaha Ass'n.

DECORATIONS:

WALTER BYRNE
Manager
Kilpatricks

TRANSPORTATION:

A. A. WESTERGARD
President
Westergard Insurance Co.

April 23 - 1939

EVERT R. CUMMINGS

Supervising Director

TED EMERSON

Advertising Director

Mr. Evert R. Cummings,
District Manager,
Tri States Theatres Corp.,
Omaha, Nebraska.

Dear Evert:

Will you kindly extend to the good people of Omaha my sincere thanks and appreciation for the splendid celebration and reception arranged in connection with THE WORLD PREMIERE of Cecil B. De Mille's "UNION PACIFIC"

Mr. Otto Swanson, as general chairman of the civic group, the various committees, the Union Pacific Railroad, and the members of your staff are to be congratulated on the excellent preparatory work they have done.

These efforts will surely be awarded through focusing national attention upon Omaha and the initial performance of a great motion picture.

Paramount Pictures Corporation and my associates join me in expressing my gratitude.

Yours very truly,

A.H. Blank
A.H. BLANK, President
Tri States Theatres Corp.

AHB/nmw

