



Formal Opening Banquet

The Shamrock

St. Patrick's Day

Thursday evening, March seventeenth

nineteen hundred and forty-nine



ALMOST one hundred and thirteen years ago, at San Jacinto, General Sam Houston and his men created the greatest institution in Texas — the institution of Texas Independence. Tonight we are gathered to dedicate a great enterprise, in the city that bears Houston's name and treasures his contribution to freedom. There is, of course, not the remotest parallel between the historic event of San Jacinto and this ceremony. . . . I simply feel that it is incumbent in these times for Americans to remember their heroes . . . and I know no Texan will criticise me on this occasion for invoking the memory of the man most responsible for the preservation of our Texas heritage.

It is no crime for a man to remember his benefactors, and tonight I want to remember mine — past and present. . . . I want THE SHAMROCK to be dedicated in a spirit of gratitude and humility . . . and I want to remember in this hour all that the city of Houston and all that the state of Texas have done for me. Above all, I want to remember that no triumph is personal, and no man is so deluded as one who thinks he stands alone. Emerson says that an institution is the lengthened shadow of one man, but, in my humble judgment, an institution is rather the composite shadow of many men pledged to a common purpose, loyal to a common goal. . . .

McCarthy Center and THE SHAMROCK, for example, are the group achievement of many hands, many skills, many minds. We honor, on this

occasion, not one man, but every man whose handiwork, brainwork and teamwork have built and brought this great enterprise to completion. We honor the great natural resources of Texas, which have provided the means for constructing THE SHAMROCK. . . . We have taken from those resources, and we return to them a monument of steel and stone that will provide for the future a real and living monument in jobs and employment to many hundreds of men and women. . . .

And we pay tribute to those loyal men and women in the other McCarthy enterprises by whose industry through the years the beginning of this project was made possible. . . . And tonight I am proud of our mutual labors. So to those men and women and to the inspiration provided by Faustine, my devoted wife, my five wonderful children, and my mother and father, I dedicate THE SHAMROCK.

Let us consecrate THE SHAMROCK to friendship — the motto of the State of Texas. . . . May that motto be alive here as long as THE SHAMROCK is privileged to serve the great city of Houston as its ambassador of good will to the world.

—GLENN MCCARTHY

FOREWORD

IN THE HOTEL INDUSTRY, more than most others, there is a sharp distinction between magnitude and greatness. For, magnitude means size, but greatness means quality and service, and we emphasize the distinction to assure our patrons that we ourselves are not deceived by the magnificent dimensions of THE SHAMROCK. We shall be judged by the satisfaction we give. Spirit, not spectacle, is the secret of hospitality and home—and here, in a single sentence, is the pledge of a hotel that puts service before size.

THE SHAMROCK takes more pride in the comfort and well-being of its guests than in the number and the glamor of its accommodations.

An active and vigilant concern for the personal satisfaction of every patron is first among the ideals of operational efficiency.

Even though THE SHAMROCK represents the last-minute inventions and innovations of the age in catering to a hotel clientele, the Management does not and will not ever rest its case on purely mechanical facilities.

It believes that warm human relationships are the only abiding source of good-will—and it is resolved to use its heart as well as its head in promoting such relationships, in Houston and everywhere.

Technically, we sell lodging, food and service, but the people of Houston and of the world at large, will also find THE SHAMROCK attentive to the little things and the kindly things that are the essence of Home.

For, Home is what a "great" hotel, large or small, should aspire to be, and that—no more and no less, is the aim and the promise of THE SHAMROCK, which puts HOME *first*, and the glamor of luxury and size second on the list of its attractions.

Resident or transient, permanent or seasonal, every SHAMROCK patron is assured of all the comforts, privileges and attentions of a domicile, consistent with law, social custom, and the rights of others.

OUR PROGRAM

NATIONAL ANTHEM

Rendered by
ELVA KALB DUMAS

AMERICA

Narration by Pat O'Brien



PAT O'BRIEN

Master of Ceremonies

DOROTHY LAMOUR

Broadcast 8:30-9:00 P.M.



Entertainment

DOROTHY SHAY

The Park Avenue Hillbilly

RUSS MORGAN *Music in the Morgan Manner*
NAT BRANDWYNNE *His Piano and His Orchestra*
BEN YOSTS *Royal Guards*
GORDON CURRIE *Australia's Favorite Caricaturist*
MISCHA RAGINSKY *Concert Ensemble*

MENU

PINEAPPLE SURPRISE



CONSOMMÉ ROYAL



SUPRÈME OF POMPANO NORMANDIE



BLUE RIBBON STEAK A LA SHAMROCK

STUFFED ARTICHOKE HEARTS

PEAS A LA FRANÇAISE

POTATO CHATEAU



PATÉ DE PHEASANT EN ASPIC

HEARTS OF LETTUCE LORENZO



FROZEN PISTACHIO MOUSSE

PETITS FOURS



DEMI-TASSE

Autographs . . .



The Story of *TWO PREMIERES*

Houston does nothing by halves.

Today, **The Shamrock** opens its doors.

Tomorrow, "**The Green Promise**" makes its bow.

The Shamrock is the world's finest hotel.

It speaks for the hospitality of Houston.

"**The Green Promise**" is a new movie technique.

It speaks for the youth of America.

I couple them together for contrast.

They mark two extremes in our national life.

The Shamrock is the *herald* of America.

Witness to its progress and prosperity.

"**The Green Promise**" is the *hope* of America.

Witness to its youth and its yearnings.

So, let's talk of the picture.

For, **The Shamrock** will be here for years.

But movies, like mornings, come and go.

And I want you to see "**The Green Promise.**"

For, it's something new in pictures.

Exalting the story above the stars.

Invoking only the drama inherent in the story.

Inspired by Youth and the famed 4H.

The toughness and tenderness of kids.

Equally ready for a frolic or a fight.

Madcaps, at play, and heroes, at bay!

Kids that build Cities like Houston . . .

And States like Texas . . .

And a Nation like America . . .

Kids like your kids and mine!

Don't worry about them, folks.

They're going to be all right.

Particularly in Houston.

The Magic City is good to its own.

I know . . . because I have tasted its magic.

I, too, am a child of "**The Green Promise.**"

And I hereby dedicate to Houston . . .

A Hotel worthy of its greatness . . .

And a Picture worthy of its heart . . .

Knowing that, if I have done my best . . .

Houston will smile on my labors . . .

And make me grateful anew *to the City I Love!*

Yours sincerely,



