



# Guide to the UNLV Libraries Collection of Hotel and Casino Promotional and Publicity Materials

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This finding aid was created by UNLV Special Collections and Archives staff. This copy was published on May 22, 2023. Please contact [special.collections@unlv.edu](mailto:special.collections@unlv.edu) for questions regarding this collection.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1rf59>

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Collector:</b>	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
<b>Title:</b>	UNLV Libraries Collection of Hotel and Casino Promotional and Publicity Materials
<b>ID:</b>	MS-01136
<b>Date [inclusive]:</b>	1943 to 2002
<b>Physical Description:</b>	11.02 Cubic Feet (16 boxes)
<b>Physical Description:</b>	9.21 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	UNLV Libraries Collection of Hotel and Casino Promotional and Publicity Materials (1943-2002) includes press kits, press releases, promotional materials, and newspaper and magazine clippings for various hotels and casinos in Nevada, the United States, and international locations. This collection consists entirely of material that was previously cataloged.

### Preferred Citation

UNLV Libraries Collection of Hotel and Casino Promotional and Publicity Materials, 1943-2002. MS-01136. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Scope and Contents Note

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UNLV Libraries Collection of Hotel and Casino Promotional and Publicity Materials (1943-2002) includes press kits, press releases, promotional materials, and newspaper and magazine clippings for various hotels and casinos in Nevada, the United States, and international locations. This collection consists entirely of material that was previously cataloged.

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## Arrangement

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Materials are arranged by location.

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## Administrative Information

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### Access Note

Collection is open for research.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections and Archives website for more information about reproductions and permissions to publish.

### Acquisition Note

Materials were periodically collected by the University Libraries Special Collections and Archives; accession number 2022-116.

### Processing Note

In 2022, Nana Turkson reboxed the material and created an inventory for the material. Sarah Jones created the finding aid in ArchivesSpace.

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## Names and Subjects

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- Promotional materials
- Hotels
- Casinos -- Marketing
- Gaming -- Las Vegas (Nev.)
- photographs

## Collection Inventory

Title/Description	Containers
Las Vegas, Nevada hotels and casinos	
Mountain Spa Hotel and Casino: brochures and pamphlets, approximately 1990 to 1999	box 01
Golden Gate Hotel and Casino: brochures, pamphlets, news clippings, 1960 to 1992 Physical Description: 2 Files	box 01
King 8 Hotel and Gambling Hall: press releases and brochures, 1976 to 1993	box 01
Club Bingo: brochures and pamphlets, approximately 1948 to 1959	box 01
Las Vegas Club Hotel and Casino: brochures, gaming guides, and newsclippings, 1960 to 1995 Physical Description: 2 Files	box 01
Marina Hotel and Casino: show programs, brochures, and newsclippings, 1975 to 1999 Physical Description: 2 Files	box 01
Ramada Express Hotel and Casino: brochures, gaming information, and newsclippings, 1988 to 1992 Physical Description: 2 Files	box 01
Pharaoh's Kingdom (unbuilt): press kit, newsclippings, and artist renderings, 1988 to 1989 Physical Description: 2 Files	box 01
O'Shea's Casino: brochures, employee of the month, and press releases, 1990 Physical Description: 2 Files	box 01
Wagon Wheel Tavern: bottle opener and newspaper clipping, 1948	box 01
Silver Nugget: brochures and newsclippings, approximately 1970 to 1979	box 01
Bourbon Street Hotel and Casino: brochures, keno cards, and photograph, 1980 to 1989 Physical Description: 2 Files	box 01
Ellis Island Casino and Restaurant: flyers and menus, 1992 to 1993	box 01
Continental Casino Resort and Hotel: brochures, pamphlets, and newsclippings, 1989 to 1995	box 01
Treasury Hotel and Casino: "Guide to What's Happening NOW" magazines, tokens, and brochures, 1979 to 1980	box 01
Town Hall Casino: brochures, 1986 to 1992	box 01

Westward-Ho Casino: brochures, buttons, gaming cards, 1973 to 2000	box 01
Silverbird Hotel and Casino: "Guide to What's Happening NOW", show programs, and brochures, 1977 to 1985 Physical Description: 3 Files	box 02
Lucky Strike Club: hotel ephemera (matchbook, pen, mirror), 1952 to 1969	box 02
San Remo Hotel and Casino: pamphlets, brochures, and newsclippings, 1989 to 1993 Physical Description: 2 Files	box 02
Tom's Sunset Casino: newsletters, 1990 to 1992	box 02
El Rancho Hotel and Casino: newsclippings and photograph holder (empty), 1945 to 1982	box 02
Union Plaza: "Guide to What's Happening NOW", show programs, newspaper clippings and brochures, 1971 to 1995 Physical Description: 6 Files	box 02
Vegas World: newspaper clippings, pamphlets, and brochures, 1984 to 1996 Physical Description: 2 Files	box 02
Silver Slipper: newspaper clippings, menus, brochures, and "Boylesque" show program, 1950 to 1990 Physical Description: 3 Files	box 02
Silver City Casino: newspaper and magazine clippings, press releases, brochures, and pamphlets, 1991 to 1995 Physical Description: 3 Files	box 02
Pioneer Club: newspaper and magazine clippings, 1943 to 1995	box 02
Maxim Hotel: newspaper clippings, brochures, pamphlets, and "Guide to What's Happening NOW", 1990 to 2000 Physical Description: 3 Files	box 03
Mint Hotel and Casino: Mint 400 information, newspaper clippings, brochures, pamphlets, and "Guide to What's Happening NOW", 1960 to 1990 Physical Description: 5 Files	box 03
Slots-a-Fun Casino: newspaper and magazine clippings, press releases and photographs, 1989 to 1995 Physical Description: 4 Files	box 03 box 04
Lady Luck Casino Hotel: pamphlets, brochures, and newspaper clippings, 1990 to 1995 Physical Description: 3 Files	box 04
Castaways Hotel and Casino: brochures, pamphlets, and newspaper and magazine clippings, 1960 to 1995	box 04 box 05

Physical Description: 5 Files

International Hotel and Casino: brochures, pamphlets, "Guide to What's Happening NOW" magazines, and grand opening promotional box and flag, 1970 to 1975	box 05 box 14
Physical Description: 5 Files	
Arizona Charlies Hotel and Casino: newspaper clippings, brochures, and pamphlets, 1990 to 1995	box 06
Physical Description: 2 Files	
Main Street Station: newspaper clippings, brochures, and pamphlets, 1990 to 1995	box 06
Physical Description: 3 Files	
Sam Boyd's Fremont Hotel & Casino: newspaper clippings, press kits, and artifacts, 1960 to 1990	box 06
Physical Description: 6 Files	
Hacienda Hotel and Casino: newspaper clippings, press releases, brochures and pamphlets, and "Guide to What's Happening NOW," 1965 to 1990	box 08 box 09
Physical Description: 11 Files	
Sundance Hotel and Casino: brochures and pamphlets, 1985 to 1990	box 08
Stardust Resort and Casino: press releases, photographs, newspaper clippings, brochures and pamphlets, "Guide to What's Happening NOW", 1969 to 1995	box 08
Physical Description: 12 Files	
Aladdin Hotel and Casino: press releases, "Guide to What's Happening NOW," newspaper clippings, and brochures, 1980 to 1990	box 09 box 10
Physical Description: 8 Files	
Hotel El Rancho Vegas: brochures, pamphlets, stationary, and artifacts, 1960 to 1970	box 11
Physical Description: 7 Files	
El Rancho Hotel: P/P, scrapbooks, "Quitclaim Deed," brochures & pamphlets, stationary, 1960 to 1970	box 11
Physical Description: 8 Files	
Fremont Street Experience: promotional flyers and newspaper clippings, 1995 to 2002	box 11
Physical Description: 8 Files	
Sheraton Desert Inn Resort and Casino: press releases and newspaper clippings, 1990 to 1995	box 11
Physical Description: 3 Files	
Four Queens Hotel and Casino: press releases, photographs, and newspaper clippings, 1990 to 1995	box 12 box 13
Physical Description: 9 Files	

Other Nevada and United States hotel and casinos

Hyatt Regency Resort and Casino: brochures, pamphlets, news clippings, 1970 to 1990 Physical Description: 2 Files	box 01
Cal-Neva Lodge and Casino: brochures and newsclippings, 1966 to 1999 Physical Description: 2 Files	box 01
Crystal Bay Club and Casino: gaming brochures and pamphlets, 1970 to 1992	box 01
Tahoe Biltmore Lodge and Casino: brochures and pamphlets, 1992	box 02
El Capitan Motor Lodge and Casino: brochures and pamphlets, 1963 to 1992	box 01
Skyline Restaurant and Casino: brochures and newsclippings, 1991 Physical Description: 2 Files	box 01
Rainbow Club and Casino: brochures, pamphlets, correspondence, and newsclippings, 1970 to 1995 Physical Description: 4 Files	box 04
El Dorado Casino: newspaper and magazine clippings, brochures, and pamphlets, 1990 to 1995 Physical Description: 2 Files	box 04
Colorado Belle Hotel and Casino: brochures, postcards, and newsclippings, 1989 to 1999 Physical Description: 2 Files	box 01
Nevada Club: brochure, 1985	box 01
Sam's Town Gold River Hotel and Gambling Hall: reports and memoranda, 1980 to 2000 Physical Description: 4 Files	box 03
Riverside Hotel and Casino Resort: newspaper and magazine clippings, brochures, and pamphlets, 1990 to 1995 Physical Description: 3 Files	box 05
Railroad Pass Hotel and Casino: brochures, pamphlets, and newsclippings, 1991 to 1995 Physical Description: 2 Files	box 01
Virgin River Hotel and Casino: brochures and newsclippings, 1991	box 01
Jerry's Nugget: keno cards, brochures, and news clippings, 1980 to 1995 Physical Description: 2 Files	box 01
Silver Legacy: newspaper clippings, pamphlets, and press kits, 1994 to 1995	box 02
Kactus Kate's Casino: press releases and newsclippings, 1988 to 1992	box 01
Sycuan Gaming Center (Sycuan Indian Reservation): brochures, press kits, newsclippings, 1990 to 1995	box 01



Physical Description: 2 Files

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Resorts International Casino Hotel: brochures, pamphlets, and newspaper clippings, 1982      box 06

Physical Description: 2 Files

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International location hotel and casinos

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Spielbank Casino (Germany): promotional items and brochures, 1987      box 14

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Spielcasino Aachen (Germany): brochures and pamphlets, 1984      box 14

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Adelaide Casino (Australia): brochures, pamphlets, and press kits, 1985 to 1990      box 05

Physical Description: 2 Files

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Bremer Spielcasino (Germany): gaming brochures, 1984      box 14

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Federal Pacific Hotels and Casinos (Australia): brochures, pamphlets, and press kits, 1980 to 1989      box 14

Physical Description: 5 Files

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Spielcasino Bad Oeynhausen (Germany): brochures and pamphlets, 1984      box 14

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Gaming systems

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Microtouch Systems, 1980 to 1999      box 16

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International Gaming Promotions, Inc., 1980 to 1999      box 16

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Bud Jones Company, 1980 to 1999      box 16

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Sega, 1980 to 1999      box 15

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Universal, 1980 to 1999      box 15

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CHIPCO International, Limited, 1980 to 1999      box 15

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Tabaret Gaming Systems, 1980 to 1999      box 15

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GDC Gaming, Arcade, and Transit Tokens, 1980 to 1999      box 15

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Summit Systems, Inc., 1980 to 1999      box 15

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Werts Novelty, 1980 to 1999      box 15