



Guide to the Harrah's Entertainment, Inc. Photograph Collection

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Harrah's Entertainment, Inc.
Title:	Harrah's Entertainment, Inc. Photograph Collection
ID:	PH-00331
Date [inclusive]:	approximately 1930 to 1991
Physical Description:	0.15 Cubic Feet (2 hanging folders, 1 flat file, 1 shared box of negatives, and 1 shared binder of slides)
Physical Description:	1.40 Linear Feet
Language of the Material:	English
Abstract:	The Harrah's Entertainment, Inc. Photograph Collection contains black-and-white and color photographic prints, negatives, postcards, and slides of William "Bill" Harrah at events in Nevada between approximately 1930 and 1991. Also included are views of Harrah's Nevada properties including Harrah's Lake Tahoe Hotel and Casino, Harrah's Reno Hotel and Casino, and the Holiday Inn Hotel and Casino (that later became Harrah's Las Vegas Hotel and Casino).

Preferred Citation

Harrah's Entertainment, Inc. Photograph Collection, approximately 1930-1991. PH-00331. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

Caesars Entertainment Corporation, formerly called Harrah's Entertainment, Inc., is a gaming corporation based in Nevada. In 1946, businessman William "Bill" Fisk Harrah purchased a casino in Reno, Nevada and named it Harrah's Reno Club. In 1956, Harrah, the sole owner, expanded the Harrah's brand and opened Harrah's Tahoe Club in Stateline, Nevada. In 1971, Harrah took the company public and Harrah's Inc. made its initial public offering.

After Harrah's death in 1978, Holiday Inns, Inc. purchased Harrah's Inc. Under Holiday Inn's management, the corporation retained the Harrah name on Harrah's Nevada casinos (Harrah's Reno and Harrah's Lake Tahoe) and expanded the business into Atlantic City, New Jersey (Harrah's Marina) and Laughlin, Nevada (Harrah's Del Rio). In 1985, Holiday Inns, Inc. rebranded as Holiday Corporation. In 1990, Holiday Corporation created The Promus Companies, a corporate spin-off that included the Harrah's brand. Under Promus, the corporation renamed the Holiday Casino in Las Vegas, Nevada as Harrah's Las Vegas. In the early 1990s, the company expanded into Native American gaming and riverboat casino markets, opening Harrah's Joliet, Harrah's Vicksburg, Harrah's Tunica, Harrah's Black Hawk, Harrah's Central City, Harrah's Shreveport, Harrah's North Kansas City, and Harrah's Ak-Chin.

In 1995, Promus rebranded as Harrah's Entertainment, Inc. and continued expanding across the United States. In 2005, Harrah's Entertainment acquired Caesars Entertainment, Inc. During the 2000s, Harrah's Entertainment focused on expanding business internationally opening casinos in the United Kingdom, New Zealand, and Macau. The company renamed itself Caesars Entertainment Corporation in 2010.

Sources:

King, R. T., Mary Larson, and Dwayne Kling, eds. *Every Light Was On: Bill Harrah and His Clubs Remembered, from Oral History Interviews by Dwayne Kling*. Reno: University of Nevada Oral History Program, 1999.

Schwartz, David G. *Roll The Bones: The History of Gambling*. 2nd edition. Winchester Books, 2013.

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Scope and Contents Note

The Harrah's Entertainment, Inc. Photograph Collection contains black-and-white and color photographic prints, negatives, postcards, and slides of William "Bill" Harrah at events in Nevada between approximately 1930 and 1991. Properties featured in this collection include Harrah's Lake Tahoe Hotel and Casino and Harrah's Reno Hotel and Casino. Also included are proposed renderings by architect Martin Stern Jr. of Harrah's Reno; Harrah's Marina (also known as Harrah's Atlantic City) in Atlantic City, New Jersey; and the Holiday Inn Hotel and Casino (that later became Harrah's Las Vegas Hotel and Casino). The remainder of the collection depicts Bill Harrah with his family and associates at events, Las Vegas entertainers such as Sammy Davis Jr. and Frank Sinatra, and views of Reno commercial streets in the 1930s.

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Arrangement

Materials remain as they were received.

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Administrative Information

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 donated in 2002 by Harrah's Entertainment, Inc.; accession number 2002-33.

Processing Note

In 2020, as part of an archival backlog elimination project, Jimmy Chang wrote the finding aid and entered the data into ArchivesSpace.

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Related Materials

Related Collections

The following resources may provide additional information related to the materials in this collection:

Harrah's Entertainment Corporate Archives, 1811-2004. MS-00460. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

UNLV Libraries Collection of Harrah's Entertainment Promotional Materials and Reports, 1962-2009. MS-00931. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Martin Stern Architectural Records, 1950-1990. MS-00382. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Names and Subjects

- photographs
- Hotels (public accommodations)
- Casinos
- Reno (Nev.)
- Las Vegas (Nev.)
- Tahoe, Lake (Calif. and Nev.)
- Atlantic City (N.J.)
- Harrah, William, 1911-1978
- Stern, Martin, 1917-2001

Collection Inventory

Title/Description	Containers
Bill Harrah: photographic negative, approximately 1960 to 1965 (0331_0001)	box SH-033
Bill Harrah on the cover of an issue of <i>Harrah-scope</i> : photographic print, 1972 June (0331_0002) (view online)	folder 01
Bill Harrah on the cover of the memorial issue of <i>Harrah-scope</i> : photographic print, 1978 (0331_0003) (view online)	folder 01
Original staff of the Tango Parlor with Bill Harrah in the back, Harrah's Reno: photographic print, 1938 (0331_0004) (view online)	folder 01
Bill Harrah with his father, John Harrah, outside Harrah's Bingo Club, Reno, Nevada: photographic print, 1959 (0331_0005) (view online)	folder 01
Bill Harrah cutting the ribbon at the opening of a new casino and restaurant, Harrah's Reno: photographic print, 1962 (0331_0006) (view online)	folder 01
Highway 50 at Stateline, Nevada, before Harrah's Stateline (Harrah's Lake Tahoe) was built: photographic print, approximately 1949 to 1955 (0331_0008) (view online)	folder 01
The Gateway Club with Harvey's Wagon Wheel nearby at Stateline, Nevada (later Harrah's Lake Tahoe): photographic print, approximately 1949 to 1955 (0331_0009)	folder 01
Harrah's Stateline Country Club: photographic print, 1956 (0331_0010)	

	folder 01
Harrah's Club, across from Harrah's Stateline Country Club: photographic print, 1958 (0331_0011) (view online)	folder 01
Newspaper advertisement for Harrah's Greyhound Bus: photographic print, approximately 1955 to 1965 (0331_0012) (view online)	folder 01
Bill Harrah (left) and Bob Ring (third from left) showing the model of the new Harrah's Stateline restaurant and showroom: photographic print, approximately 1955 to 1962 (0331_0013) (view online)	folder 01
The Stateline Restaurant Showroom at Harrah's Lake Tahoe: photographic print, approximately 1969 to 1979 (0331_0014) (view online)	folder 01
Harrah's Lake Tahoe tower conceptual rendering by Martin Stern Jr.: photographic print, approximately 1971 to 1981 (0331_0015) (view online)	flat file 03
Harrah's Lake Tahoe, Martin Stern Jr.'s original conceptual design: photographic print, approximately 1971 to 1981 (0331_0016)	folder 01
Harrah's Lake Tahoe, Martin Stern Jr.'s revised conceptual design: photographic print, approximately 1971 to 1981 (0331_0017)	folder 01
Bill Harrah with Martin Stern Jr. signing a girder at the topping out ceremony for the Harrah's Lake Tahoe Hotel Tower: photographic print, 1972 (0331_0018)	folder 01
Harrah's Lake Tahoe: photographic print, approximately 1955 to 1981 (0331_0019)	folder 01
Commercial shopping street in Reno, Nevada: photographic print, 1938 (0331_0020) (view online)	folder 01
Harrah's Reno early conceptual design by Martin Stern Jr.: photographic print, approximately 1968 to 1978 (0331_0022) (view online)	folder 01
Harrah's Reno rendering with Martin Stern Jr.'s as-built design: photographic print, approximately 1968 to 1978 (0331_0023) (view online)	folder 01
Harrah's Reno: photographic print, approximately 1980 to 1989 (0331_0024) (view online)	folder 01
Harrah's Marina conceptual design by Martin Stern Jr., Atlantic City, New Jersey: photographic print, approximately 1978 to 1982 (0331_0025) (view online)	folder 01
Harrah's Marina conceptual design by Martin Stern Jr., Atlantic City, New Jersey: photographic print, approximately 1978 to 1982 (0331_0026) (view online)	folder 01
Cover of <i>Harrah-scope</i> featuring the Holiday Inn Hotel and Casino joining Harrah's Entertainment, Inc, Las Vegas, Nevada: photographic print, 1983 (0331_0028) (view online)	folder 01
Martin Stern Jr.'s proposed master plan for the expansion of the Holiday Casino, later becoming Harrah's Las Vegas: photographic print, approximately 1987 to 1992 (0331_0029)	folder 01

Harrah's Lake Tahoe magazine advertisement: photographic print, approximately 1960 to 1969 (0331_0030) (view online)	folder 01
Richard Bernard "Red" Skelton and Bill Harrah at the opening party for the new Harrah's Stateline showroom: photographic print, 1959 (0331_0031) (view online)	folder 02
Bill Harrah and Sammy Davis Jr: photographic print, approximately 1955 to 1970 (0331_0032) (view online)	folder 02
Frank Sinatra and John Denver performing at Harrah's Lake Tahoe: photographic print, 1975 (0331_0033) (view online)	folder 02
Advertisement for Harrah's Club Reno, featuring the Little Sultan trademark: postcard, approximately 1955 to 1970 (0331_0034) (view online)	folder 02
Early rendering of the proposed Hard Rock Hotel from <i>Harrah's People</i> : photographic print, 1991 (0331_0035) (view online)	folder 02
The first issue of <i>Harrah-Scope</i> . Rosemary Primm, a Harrah's employee who suggested the magazine name in an employee contest, is featured: photographic print, 1955 April (0331_0036)	folder 02
Bill Harrah on the cover of <i>Harrah-Scope</i> : photographic print, 1980 April (0331_0037)	digital file 00
Construction work on the Stardust Hotel and Casino: photographic print, approximately 1955 to 1958 (0331_0044) (view online)	folder 02
Harrah's Club letterhead, Reno, Nevada: photographic print, approximately 1955 to 1970 (0331_0049) (view online)	folder 02
Artist's rendering of the Tango Heart Club in Harrah's Reno: photographic negative, 1937 (0331_0051)	box SH-033
Harrah's Tahoe South Shore (Harrah's Lake Tahoe) advertisement: photographic print, approximately 1955 to 1965 (0331_0052) (view online)	folder 02
Harrah's Club advertisement pamphlet for Harrah's Reno and Harrah's Lake Tahoe, approximately 1955 to 1970 (0331_0053) (view online)	folder 02
Introduction slide for a presentation: photographic slide, approximately 1955 to 1980 (0331_0054)	binder PB-008
Poster promoting an event: photographic slide, approximately 1955 to 1980 (0331_0055)	binder PB-008
Game pieces, including a sportsbook punch card: photographic slide, approximately 1955 to 1980 (0331_0056)	binder PB-008
Poster with promotional baseball and baseball bat: photographic slide, approximately 1955 to 1980 (0331_0057)	binder PB-008
Poster with promotional baseball bat: photographic slide, approximately 1955 to 1980 (0331_0058)	binder PB-008
Poster with promotional T-shirt: photographic slide, approximately 1955 to 1980 (0331_0059)	binder PB-008

Game pieces, including a sportsbook card, punch cards, betting tickets, gaming chips, and playing cards: photographic slide, approximately 1955 to 1980 (0331_0060)	binder PB-008
Promotional image: photographic slide, approximately 1955 to 1980 (0331_0061)	binder PB-008
Portrait of Bill Harrah: photographic print, 1959 February 05 (0331_0062) (view online)	folder 02
Portrait of Bill Harrah: photographic print, approximately 1970 to 1979 (0331_0064) (view online)	folder 02
Bill Harrah (left) and his father John Harrah outside Harrah's Bingo Club, Reno, Nevada, 1959 (0331_0065) (view online)	folder 02
Bill Harrah on a boat with Bill Cosby: photographic print, approximately 1970 to 1979 (0331_0066) (view online)	folder 02
Jim Nabors and Bill Harrah fishing: photographic print, 1971 (0331_0067) (view online)	folder 02
Bill Harrah and Lloyd Dyer: photographic print, approximately 1970 to 1979 (0331_0068) (view online)	folder 02
Bill Harrah standing next to his Maxwell automobile: photographic print, approximately 1970 to 1979 (0331_0069) (view online)	folder 02
Kenny Rogers, Verna Harrah, Bill Harrah, and Steve Martin (identified left to right) at Last Entertainer Dinner at Villa Harrah, Lake Tahoe, Nevada: photographic print, approximately 1970 to 1979 (0331_0070) (view online)	folder 02
Bill Harrah and his wife Bobbie Gentry cutting their wedding cake: photographic print, 1969 December 18 (0331_0071) (view online)	folder 02
Bill Harrah and Bobbie Gentry on their wedding day: photographic print, 1969 December 18 (0331_0072) (view online)	folder 02
Bill Harrah and Bobbie Gentry: photographic print, approximately 1969 to 1970 (0331_0073) (view online)	folder 02
Bill Harrah and Bobbie Gentry: photographic print, approximately 1969 to 1970 (0331_0074) (view online)	folder 02
Portrait of Bill Harrah: photographic print, approximately 1970 to 1980 (0331_0075) (view online)	folder 02
Pat Paulsen, Bill Harrah, Mitzy Gaynor, and Flip Wilson participating in a ribbon cutting at Harrah's Reno: photographic print, 1969 (0331_0076) (view online)	folder 02
Original staff in the Tango Parlor with Bill Harrah in the back, Harrah's Reno: photographic slide, 1938 (0331_0077)	binder PB-008
Robert Goulet, Bob Ring, Hugo Quilicy (Harrah's Reno manager), Scherry Harrah, Bill Harrah, and Harry James at the ribbon cutting at the opening of a new restaurant at Harrah's Reno (identified right to left): photographic print, 1962 June (0331_0078) (view online)	folder 02

The Holiday Casino in Las Vegas, Nevada: photographic print, approximately 1980 to 1989 (0331_0079) (view online)	folder 02
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The Holiday Casino in Las Vegas, Nevada: photographic print, approximately 1980 to 1989 (0331_0080) (view online)	folder 02
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