



Guide to the UNLV Libraries Collection of Landmark Hotel and Casino Promotional and Press Materials

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Contributor:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of Landmark Hotel and Casino Promotional and Press Materials
ID:	MS-00946
Date [inclusive]:	1971-1995
Physical Description:	0.23 Cubic Feet (1 box)
Physical Description:	0.21 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of Landmark Hotel and Casino Promotional and Press Materials includes newspaper clippings and promotional materials for the Landmark Hotel and Casino in Las Vegas, Nevada, dating from 1971-1995.

Preferred Citation

UNLV Libraries Collection of Landmark Hotel and Casino Promotional and Press Materials, 1971-1995. MS-00946. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

The Landmark Hotel and Casino's history began in 1961, when Frank Caroll purchased a 22-acre lot at the corner of Convention Center Drive and Paradise Road in Paradise, Nevada with a \$3 million loan from the Appliance Buyers Credit Corporation. The original plan was to build a 15-story tower, which would have been the tallest in Nevada at that time. In December 1962, Caroll ran out of funding to complete the project. His creditors refused to lend him additional money to complete the tower and work halted. The tower sat 80% complete. In 1966, the Teamsters Union Pension Fund awarded Caroll \$5.5 million to complete the Landmark Tower. Work resumed and

the tower was completed by early 1967. Landmark announced it would open its main showroom and lounges in 1967 but, due to lack of funding, it did not open on time.

On January 17, 1969, Howard Hughes purchased the Landmark and agreed to pay off Frank Carroll's nearly three dozen creditors and contractors. After eight years under construction, the Landmark Hotel and Casino opened on July 1, 1969.

In 1970, Hughes left Las Vegas, leaving control of his hotels to his company, Summa Corporation. Landmark Hotel and Casino reported a loss of \$5.9 million that year. In 1974, William G. Bennett and William Pennington made an offer to buy the Landmark, but no deal was ever made. On July 15, 1977, carbon monoxide gas leaked into the hotel's air conditioning system killing one guest and injuring 138 others.

Even though the hotel failed to bring in much profit, it made enough to remain open through the 1980s. However, The Landmark was unable to compete with the city's first mega resort, the Mirage, which opened in 1989. The Landmark Hotel and Casino closed in August 1990 and was demolished on November 7, 1995. As of 2019, the property where the Landmark once stood is a 2,000 space parking lot for the Las Vegas Convention Center.

Source:

"The Landmark Hotel and Casino." Last modified November 20, 2016. https://ipfs.io/ipfs/QmXoyvizjW3WknFiJnKLwHCnL72vedxjQkDDP1mXWo6uco/wiki/The_Landmark_Hotel_and_Casino.html

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Scope and Contents Note

The UNLV Libraries Collection of Landmark Hotel and Casino Promotional and Press Materials includes newspaper clippings and promotional materials for the Landmark Hotel and Casino in Las Vegas, Nevada, dating from 1971-1995. This collection includes materials previously described as "Promotional and Publicity Materials: Landmark Hotel and Casino."

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Arrangement

Materials are arranged in alphabetical order.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were acquired periodically by UNLV Special Collections and Archives from a variety of sources; accession number 2019-061.

Processing Note

In 2019 as part of an archival backlog elimination project, Miguel Dominguez compiled the materials from multiple sources that included subject files and previously cataloged material. Miguel Dominguez wrote the finding aid.

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Names and Subjects

- Las Vegas (Nev.)
- Casinos
- Hotels
- Promotional materials
- Newspapers
- Publicity
- Advertising
- Gambling

Collection Inventory

Title/Description	Containers
Newspaper clippings, 1990-1995	box 01

Promotional materials, 1971-1989

box 01