Celebrating 50 Years of Special Collections & Archives

UNLV University Libraries Exhibit
Curated by: Su Kim Chung & Peter Michel
July - December 2017
First Floor, Lied Library
An exhibit at:
University of Nevada, Las Vegas
University Libraries
August - December 2017
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This exhibit would not have been possible without the thousands of individuals, families, businesses, organizations, government entities, and community groups who have entrusted Special Collections and Archives with preserving your history. Your donations during the past 50 years have created one of the most comprehensive historical collections documenting the history of Southern Nevada. Researchers across the globe use these collections to create documentaries, books, articles, advertisements, genealogies, artwork, presentations, and much more. Thank you for the trust you have placed in us to care for your oral histories, documents, letters, records, photographs, and other ephemera. This exhibit would not be possible without you.
Imagine for a moment Las Vegas 50 years ago in 1967. Just emerging from a recession, the area population inched closer to 250,000 as new housing developments and shopping centers spread across the valley. Caesars Palace and the Aladdin had just opened, and Howard Hughes bought the Desert Inn. Siegfried and Roy debuted at the Tropicana, and Frank Sinatra, after a punch-up with the Sands Hotel casino boss, took his star to the new Caesars Palace showroom. Elvis and Priscilla Presley married at the Aladdin, and Evel Knievel crashed his motorcycle attempting to jump over Caesars’ fountains. The Nevada Legislature passed a law allowing public companies to obtain gaming licenses, and the Nevada Gaming Control Board created the infamous “Black Book.”

Nevada Southern University, as UNLV was called then, had just seven buildings and 3,902 students. Construction on the second and third stories of the circular library building (now housing the William S. Boyd School of Law) drew to completion, and the library was named in honor of James R. Dickinson, the first full-time faculty member assigned to Las Vegas. In the new second floor space, library director Hal Erickson established a new department, Special Collections, to house the library’s collections of Nevada history, gaming, and the university archives.
Fifty years after its founding, Special Collections and Archives celebrates this milestone with a selection of 50 items pulled from our collections -- treasures of our region. These historical documents and artifacts, well-known and not-so-well known, represent themes, topics, and individuals that illustrate the depth and scope of our collections today. It is the fascination of Las Vegas, in all its varied aspects, that drives Special Collections and Archives to document the region, not just for its glitz and glamour but for a better understanding of the city’s rapid growth, pioneers and change-makers, communities, and how this desert metropolis has survived, changed, adapted, and become home for so many diverse people.

For 50 years Special Collection and Archives has supported UNLV and the University Libraries in their mission to foster discoveries, increase knowledge, advance research, and contribute to the betterment of our community. However, it is the trust and generosity of the community that has enabled us to build our unparalleled collections. A trusted and responsible steward of our region’s memories and legacies, Special Collections and Archives ensures the history of Southern Nevada lives on to inspire the present and impact the future.
Case 1 - Gamesters and Their Games

Gaming, as ancient as the records of history, among barbarous, as well as civilized nations, has often excited the censure of moralists: but no persuasions, however forcible, aided by the restraints of law, have hitherto extinguished, or indeed lessened its prevalence, although it has been represented as ruinous to fortune and health; and painted in the darkest imagery, as productive of envy and selfishness; and of all those passions which conspire to sacrifice the dearest connections and friendships, to avarice.
John Coakley Littsom, Hints Addressed to Card Parties, 1798

Gambling is as old as humanity. Win or lose, we have thrown sticks, drawn lots, rolled dice, tossed cards, spun wheels, pulled handles, and pushed buttons. As games of chance have evolved during the centuries across continents and cultures, gambling and gamblers have left an imprint throughout history in curious and sometimes surprising ways. From Venice to Paris, Las Vegas to Macau, gaming and casinos have defined an urban culture of pleasure and pastime. Gambling is now legal
in 48 states, and is a critical element of the multibillion dollar international resort industry. Regulated, legislated, fulminated against, marketed, and advertised, gambling dominates Las Vegas and its tourist culture even as it competes with other resort experiences.

Special Collections and Archives is recognized internationally for its strong collections about gambling and the gaming industry. From rare 17th-century tracts against gambling to modern how-to-win guidebooks about table games, our collections support interdisciplinary research on all aspects of gaming, including political and business concerns, economic and social impacts, and historical and cultural manifestations. To document the evolution of gambling and the gaming industry, Special Collections and Archives collects a variety of research materials beyond books, including archives of gaming corporations and gaming consultants, trade magazines, publicity materials, websites, and data.
1. “Allerfeinste” Kaffeehaus Tarock, Viennese 54 card Tarot deck, circa 1900.
   Harrah’s Entertainment Inc. Corporate Archives (MS-00460).


   Harrah’s Entertainment Inc. Corporate Archives (MS-00460).

4. **Farro board,** circa 1900.
   Harvey Fuller Casino Collection (MS-00475).

5. **Flamingo slot machine,** circa 1950.
   Art Sloan Collection of Las Vegas Memorabilia (MS-00831)

6. “Play-Ing” from a series of lithographs depicting the tragic life and ultimate ruin of a gentleman through gambling, circa 1840s.
   Gaming Prints, Illustrations and Advertisements Collection.
Harrah's “How to play craps”, Harrah's Entertainment, Inc. Records (MS-00460)

Las Vegas Hilton gaming guide in Japanese, Promotional and Publicity Material: Las Vegas Hilton
Case 2 - Glamour, Glitz, and Girls

From statuesque showgirls prancing in feathered costumes to handsome tuxedo-clad crooners performing in a darkened showroom, Las Vegas entertainment evokes fantasy and legend for the millions of visitors who have passed through the doors of its casino resorts. Entertainment has been a major industry in Las Vegas since the first hotel-casino resort opened on Highway 91 (the future Strip) in 1941. Each decade since then, the glittering resorts have showcased a variety of entertainment offerings — singers, singing groups, musicians, acrobats, dancers, comedians, impressionists, burlesque performers, and production shows. Some were more famous than others. Headliners like Liberace, Elvis, and the Rat Pack were synonymous with Las Vegas, as were the spectacular French production shows like _Lido de Paris_ and _Folies Bergere_, or magicians like Siegfried and Roy. Less well-known, but no less important, are the Broadway shows and opera stars that have made a splash on the Las Vegas entertainment scene over the years.

Special Collections and Archives actively collects these colorful aspects of Las Vegas history. From ephemera on the
earliest casino headliners to programs for the most recent Cirque du Soleil shows, our collections on Las Vegas entertainment history are unparalleled in their scope and significance. They provide researchers with insight into how entertainment was organized, promoted, and publicized in the great resorts. The archives document the creative process of show producers and directors, and the work lives of individual showgirls, dancers, musicians, and other performers. Photographs, ephemera, costume and set designs, and more provide spectacular visual documentation about the evolution of Las Vegas entertainment.

**Items on Display**

7. **George Sidney photograph of Frank Sinatra, 1960.**
   Sands Hotel Collection (MS-00417).

8. **New Frontier Hotel advertisement.**
   *Fabulous Las Vegas*, April 21, 1956.

9. **Bill Campbell costume design for the “New Orleans - 1880” scene in Hello America, circa 1964.**
   Bill Campbell Collection (MS-00588).

10. **Storyboard design sketches for Hello Hollywood Hello, circa 1975-1976.**
    Donn Arden Papers (MS-00425).

11. **“Ca C’est L’Amour” (documentary on Lido de Paris), 1959.**
    Valda and Esper Esau Collection on *Lido de Paris* (MS-00520).
UNLV University Libraries Collection on Las Vegas, Nevada Show Programs (MS-00333).

Garwood and Joan Van Papers (MS-00825).

Bill Moore Papers (MS-00597).

*Kim Sisters performing on stage in Las Vegas, circa 1960s.*
Kim Sisters Collection (MS-00299).
Dancers on stage at the MGM Grand Reno in the “Night and Day” number in Donn Arden’s Hello Hollywood Hello production show, circa 1980s. Donn Arden Photograph Collection (PH-00328).

In 1844 Captain John C. Fremont traveled through the region on a reconnaissance mission for the U.S. government and remarked on its abundant springs in his official report. A decade later, Mormon missionaries settled in Las Vegas, looking to grow crops, convert the local Paiute tribes, and mine lead in the nearby Potosi Mountains. Although their efforts were unsuccessful, they left behind a fort that future settlers would use.

After their departure in 1858, the area remained vacant until miner and rancher O.D. Gass purchased the fort and thousands of surrounding acres in the 1860s to raise cattle and crops. Gass defaulted on a mortgage loan to Pioche businessman Archibald Stewart in 1881, and Stewart brought his wife Helen and their four children to live on the Las Vegas Rancho. Although Stewart was murdered at the neighboring Kiel Ranch in 1884, Helen persevered and ran the ranch with the aid of ranch hands and her children. An astute businesswoman, she sold the Las Vegas Rancho to the San Pedro, Los Angeles & Salt Lake Railroad (SPLA&SL) owned by William Andrews Clark, Sr. in
1902. In May 1905 SPLA&SL auctioned off several plots, known as Clark’s Las Vegas Townsite. A slow but steady stream of new residents flowed into the tiny town with its dirt streets and tumbleweeds. For the next 25 years, Las Vegas was a desert oasis with an endless supply of water from artesian wells. Its early residents foresaw great things for their city long before legalized gambling and Boulder Dam changed their world forever.

Special Collections and Archives documents the early history of Las Vegas beginning with its first written mention in John C. Fremont’s published reports. We have preserved unique papers and photographs of early settlers such as Helen Stewart, the “First Lady of Las Vegas,” and the George and Wilson families, as well as from pioneers who arrived around 1905, such as the Squires, Ferron, Bracken, Lake, Rockwell, and Cashman families. In addition, records from the Union Pacific Railroad offer detailed insight into our origins as a railroad town. Records from the Chamber of Commerce and minute books and ordinances of the Las Vegas City Commission provide additional perspectives. Of special interest are publications from the Las Vegas Chamber of Commerce and the Las Vegas Promotional Society that promoted the town’s abundant supply of artesian wells.
Special Collections and Archives have also collected oral histories and memoirs from early residents, businessmen, lawyers, teachers, waitresses, and others who shared their personal stories and reflections about Las Vegas’s formative years.

**Items on Display**

15. **San Pedro, Los Angeles & Salt Lake Railroad plan of the Las Vegas Passenger Station, circa 1905.**
   Union Pacific Railroad Collection (MS-00397).

16. **San Pedro, Los Angeles & Salt Lake Railroad map of the Las Vegas Rancho, Lincoln County, Nevada, 1919.**
   Union Pacific Railroad Collection (MS-00397).

17. **Letter from Helen J. Stewart to Sadie George, October 11, 1900.**
   Sadie and Hampton George Papers (MS-00430).

18. **Las Vegas City Commission Minutes, 1911-1922.**
   Las Vegas City Commission Minutes (MS-00237).

19. **Flyer advertising Elks Fourth Annual Helldorado and Horseman’s Rodeo, circa 1939.**
   Robert Woodruff Papers (MS-00455).

20. **Film footage of early Las Vegas, 1930.**
    Fred and Maurine Wilson Collection (MS-00012).

21. **Las Vegas Chamber of Commerce promotional brochure, circa 1927.**
    Las Vegas Chamber of Commerce Records (MS-00366).
Helldorado “drum corps” from the Fraternal Order of Eagles, Las Vegas Chapter, 1938. Charles Aplin Photograph Collection (PH-00236).

Helldorado Queen Louise Di Fleour riding a donkey in a Fremont Street casino, circa 1930s. Sherwin Scoop Garside Collection (PH-00067).
Nevada’s predominantly arid ecology has presented numerous challenges and opportunities for the people who have settled here. Special Collections and Archives has documented several critical environmental issues confronting Southern Nevada as the population has grown, such as sustaining an adequate water supply and managing scarce water resources effectively, understanding the impact of nuclear testing and the storage of nuclear waste, and developing land use policies that balance economic development with the protection of natural resources and landscapes. Since the 19th century, when the U.S. government first sent scientific expeditions to explore and map the West, people and organizations have created a voluminous written record about the region’s natural environment in their efforts to study, exploit, or protect it. Through irrigation, ranching, agriculture, dams, railroads, highways, towns, cities, and federal installations, Southern Nevadans have challenged the environment to make the desert flourish.
In Special Collections and Archives, researchers can study Southern Nevada’s natural environment and our human impact through thousands of local or federal government publications on nuclear testing and waste, water management, urban planning, land use, air quality, and transportation; the personal papers of planning commissioners, politicians, environmental activists, and engineers; and historical archives from businesses and environmental organizations.

**Items on Display**


   B12F29. Union Pacific Railroad Collection (MS-00397).


   Jamey Stillings Photograph Collection (PH-00380, Series I)

An artesian well near Tule Springs, ca. 1938. Celia Rivero Grenfell Collection (PHO-00082)
Native American News: A Publication of the Citizen Alert Native American Program - Fall 1992

Native American News

Native Lands Targeted for Nuclear Waste
by Jane Braxton Little

Call it greed. Call it patriotism.
It's probably a combination that has 12 Western communities in line for the privilege of storing America's high-level industrial nuclear wastes.

Ten Indian tribes and two counties are on the latest list of applicants to host multi-billion dollar warehouses for the radioactive leftovers from the nation's civilian nuclear power plants. Six of them have already been awarded Department of Energy feasibility study grants for the dumps, known officially as Monitored Retrievable Storage (MRS) sites. Another six communities are awaiting a decision by David H. Leroy, national nuclear waste negotiator.

The potential profits are enormous: up to $1,000,000 for an initial study and a minimum of $3 million a year for the eventual host communities.

The hazards are equally enormous: 87,000 metric tons of lethal garbage hauled in, off-loaded and stored for 40 years — longer, if the government can find no permanent resting place.

Given the stakes, it’s no wonder the program soliciting volunteers for these temporary dump sites has wreaked political havoc in almost every community to consider it.

Voters in Grant County, North Dakota recalled the commissioners who made their depressed ranching community among the first to apply for federal study funds.

The opposition was so relentless in Fremont County, Wyoming commissioners applied last year that Gov. Mike Sullivan “pulled the plug” in August, said Vern L. Nelson, a spokesman in Leroi’s Boise, Idaho office.

Western Shoshone Call For Testing Ban on Indigenous Lands
by Odessa Ramirez

The Western Shoshone National Council, along with the Global Anti-Nuclear Alliance, is hosting a major event at the Nevada Test Site and Las Vegas area from October 2-12, 1992.

Entitled “Healing Global Wounds,” the event will call for an end to nuclear testing. It will also bring attention to 500 years of injustice suffered by the indigenous peoples of the Americas.

The event will be highlighted by a Healing Ceremony, a multi-cultural rally and a non-violent action at NTS on October 10 and 11. An Elders’ speakout will be held on Monday, October 12, and all participants are invited to listen to the elders.

Nuclear testing in Nevada occurs on land guaranteed to the Western Shoshone in the Treaty of Ruby Valley of 1863. In that friendship treaty, the Shoshone allowed U.S. citizens to share the use of the land, but did not give up their claim on the traditional uses of it. As with so many other Native American tribes, the U.S. government ignored its treaty obligations with the Shoshone once the document was signed.

In his invitation to Healing Global Wounds, Western Shoshone Chief Raymond Yowell said, “No developed nation tests its nuclear weapons on its own lands. All nuclear testing is done on indigenous lands. The Western Shoshone are the rightful custodians of this land, affirmed by

Western Shoshone Chief Raymond Yowell arrested at NTS, 1988
photo by Linda Putnam

(continued on page 3)

Welcome...
This special Native American section of Citizen Alert, like the Citizen Alert Native American Program itself, came into being as a way to raise awareness of the environmental issues which affect the Great Basin Tribes, and to do something about them.

For over 500 years, non-natives made up the majority of the country. Native peoples have been forced to live under the rule of someone who did not understand them. Despite the centuries of colonization and oppression, today’s native peoples still retain pieces of their culture, and traditions for respect of their descendants.

Part of this section will examine those 500 years, because we must understand the past in order to work towards the future.

The primary purpose of the section is to appreciate the contributions the ancestors of today’s Native American people have made to the world, and to educate the citizens of today. It is also to help people understand their own human. And we are here!

Heidi Blockeye, Native American Program Organizer


Nevada Desert Experience Records (MS-00524).
Perhaps one of the most enduring icons of downtown Las Vegas was the 60-foot tall Vegas Vic sign. Outlined in neon tubing, with a cigarette in his mouth, he jerked a thumb in a western “come on in” gesture that defined Las Vegas worldwide. Designed by Pat Denner and constructed in 1951 by the Young Electric Sign Company for the Pioneer Club, the “Howdy Pardner” cowboy image was originally created as an ad for the Chamber of Commerce and festooned the city’s promotional literature. He reflected the western frontier motif favored by the city fathers.

Vegas Vic not only waved his arm, he shouted “HOWDY PARDNER” every 15 minutes, or at least until 1976 when film star Lee Marvin complained of the noise from the neighboring Mint Hotel, and it was shut off. Vic’s arm stopped waving in 1991. When the Fremont Street Experience was constructed in 1994, several feet were cut off the brim of his hat to make him fit under the canopy.

Glitter Gulch in downtown Las Vegas became YESCO’s neon gallery. In the words of art critic Tom Wolfe in 1964: “But such
signs. They tower. They revolve, they oscillate, they soar in shapes before which the existing vocabulary of art history is helpless ... Boomerang Modern, Palette Curvilinear, Flash Gordon Ming-Alert Spiral, McDonald’s Hamburger Parabola, Mint Casino Elliptical, Miami Beach Kidney. Las Vegas sign makers work so far out beyond the frontiers of conventional studio art that they have no names themselves for the forms they create ... In the Young Electric Sign Co. Era signs have become the architecture of Las Vegas.”

YESCO’s corporate archives, with over 5,000 photographic images, corporate records, company newsletters, catalogs, sales materials, and oral histories, were donated to Special Collections and Archives in 1997. Today, neon has given way to LED, and lighting designs turn buildings and landscapes into iridescent light shows. The technical and creative innovations of John Levy Lighting Productions in particular have transformed the Strip, from the towering blocks of Bally’s entrance to the soft glow of the Caesars Palace Forum Shops. John Levy donated his portfolio of Las Vegas designs to Special Collections and Archives in 2017.

29. Vegas Vic design drawings, 1951.

Young Electric Sign Company (YESCO) records (MS-00403).
The discovery of silver in Tonopah in 1900 and gold in Goldfield in 1902 opened south and central Nevada to development. Goldfield quickly became an exuberant western town, hosting holiday parades, drilling matches, and prize fights. With a population of 20,000, Goldfield was briefly Nevada’s largest city. Its downtown boasted a commercial district with five-story buildings, more than five banks, a dozen newspapers (two daily and three weekly), four schools, three railroads, churches of every denomination, stores, and a low-grade steam brewery on the west side of town. By 1910 the boom was over and Goldfield’s population shrank to 5,000, and by 1918 most of the mines had closed. While mining continues today as a major industry in the west, these were some of the last gold and silver rushes and boomtowns in the U.S.

Mining collections in Special Collections and Archives provide rich documentation of our region’s bonanzas and boomtowns, including the corporate archives of numerous mining companies operating in Southern Nevada, maps, photographs, personal correspondence, memoirs, and newspapers.
   
   C.A. Earl Rinker Collection (MS-00514).


   UNLV Libraries Collection on Goldfield (MS-00010).


   UNLV Libraries Collection on Goldfield (MS-00010).

33. *Forward Mining Company* prospectus, 1906.

   George Wingfield Records on the Tonopah Divide Mining Company and Other Holdings (MS-00787).


   Tonopah Goldfield Mining Photograph (PH-00023).


   Nevada Mining Photograph Collection (PH-00361).
ntrepid women like Mary Gass and Helen Stewart settled with their families in Las Vegas in the late 19th century and carved out lives in the harsh Mojave desert. After the townsite auction in 1905 officially established Las Vegas, more families arrived, and with them the women who developed community and culture in the small desert town. Others arrived as their husbands were lured by the promise of work on Boulder Dam in the early 1930s, or to work in the string of hotel casino resorts that popped up along Highway 91 (the future Las Vegas Strip) after 1941. As the population has grown over the decades, women in a variety of professions have played a part in the development of Las Vegas -- mothers, teachers, secretaries, waitresses, journalists, lawyers, doctors, politicians, and activists, as well as performers such as showgirls, dancers, and singers.

Special Collections and Archives documents the lives and contributions of women and women’s organizations in Southern Nevada with over 200 collections in the Nevada Women’s Archives. Legal papers, business and personal correspondence, family memorabilia, family photo albums,
and more reveal a wide range of women’s political, social, cultural, religious, and commercial activities in the region. Records from the Mesquite Club, Junior League, and the League of Women Voters highlight women’s volunteer work to improve life in the growing town. Collections from business women like Claudine Williams, politicians such as Shelley Berkley, Jean Ford, and Eileen Brookman, or civic leaders like Thalia Dondero highlight their influence and impact. Collections from female activists like Ruby Duncan and Florence McClure reveal the stories behind the struggles for racial, economic, and gender equality in Southern Nevada.

**Items on Display**

   Mesquite Club Records (MS-00429).

   Claudine Williams Papers (MS-00094).

38. Ruby Duncan address to the White House Conference on American Families, March 10, 1980.
   Ruby Duncan Papers (MS-00367).

   Evelyn Stuckey Papers (MS-00265).
Claudine Williams with kitchen staff at the Holiday Casino, circa 1970s. Claudine Williams Papers (MS-00094).

Las Vegas High School Rhythmettes pose in a circle formation, circa 1959. Evelyn Stuckey Photograph Collection (PH-00284).

Alice Key Papers (MS-00095).

Image below: Cover story from the Valley View Visitor on “Talk of the Town” TV show featuring Alice Key, Bob Bailey, and the show’s opening night guests.

Alice Key Collection (MS-00095).


man, Andy Bruner, Lou Davidson and popular Don Graves, who directs the show.

Unquestionably the best show to emanate from Las Vegas, “Talk” has received national publicity throughout the country.

Therefore there is no lack of local
In the early 20th century, when there was just a few wooden buildings and tumbleweeds in Las Vegas, organizations and clubs helped create community in the sparsely populated town. Women’s clubs such as the Mesquite Club and Uh-Wah-Un Study Club, as well as local branches of national fraternal associations such as Rotary and Kiwanis, were among the earliest organizations founded for socializing and community service. The city’s NAACP chapter was also founded in these early decades. As with any growing city, other social clubs sprang up in the 1940s-1960s that connected people with common interests and hobbies. Mid-century Las Vegas saw the founding of local chapters of national organizations such as the Junior League, National Organization for Women, Hadassah, League of Women Voters, and others that reflected a more diverse and committed population concerned with improving their community in big and small ways. Las Vegas organizations today focus on a variety of issues, ranging from the environment to social justice to historical preservation.

The archives of community organizations and clubs preserved in Special Collections and Archives provide insight into the local
issues that have inspired civic engagement in our region, as well as historical information about the leisure and social activities of Las Vegas residents. These records provide evidence for how individuals and groups have affected change in our community, and often reflect the challenges resulting from the city’s rapid population growth. The records reveal a myriad of social and cultural issues of an increasingly diverse and rich community.

**Items on Display**

41. Beda Cornwall speech for the dedication of the Las Vegas Library, 1952.
   Beda Cornwall Collection on the Citizens’ Library Association of Las Vegas (MS-0001).

   Leon Rockwell Papers (MS-00013).

   Collection on the Las Vegas Jewish Community (MS-00426).

44. Las Vegas Chapter of the National Association for the Advancement of Colored People, Annual report of political activities, 1959.
   Donald M. Clark Collection (MS-00158).

   Stand OUT for Equality Records (MS-00585).
In 1941 the western-themed Hotel El Rancho Vegas opened as the first hotel-casino resort on Highway 91, the stretch of road later known as the Las Vegas Strip. Its Wagon Wheel Tavern offered an old-fashioned chuck wagon buffet dinner to attract tourists, but the hotel offered other dining options as well, such as the Stage Door Steak House, the Nugget Nell Cocktail Lounge, and its most elegant eatery, the Opera House. Decorated with wagon wheel chandeliers and hurricane lamps, the Opera House could hold more than 300 diners and dancers.

The menu displayed here is likely one of the earliest created for the Hotel El Rancho Vegas. At the bottom right hand corner, there is a statement from the Office of Price Administration, the federal agency that regulated prices of nonagricultural commodities and rationing of consumer goods during World War II. The menu highlights the wartime contributions of the nearby Basic Magnesium plant and its excavations, noting that they are “large enough to bury every man in the armed service of the Axis nations…” Typical of the era, the menu doubled as a postcard that hotel visitors could mail to friends and family back home.
Special Collections and Archives has collected hundreds of menus like this one to document the culinary history of the Las Vegas. The collection contains menus from a variety of Strip hotels such as the Last Frontier, Thunderbird, Flamingo, Sands, Desert Inn, Sahara, Tropicana, Dunes, Stardust, and Caesars Palace. Other menus in the collection showcase the culinary offerings of Fremont Street hotel restaurants, like the El Cortez and Union Plaza, or other storied restaurants around Las Vegas, like Bob Taylor’s Ranch House Supper Club, Louigi’s Charcoal Broiler, and the Alpine Village Inn. Beyond their nostalgic value, these menus illustrate changes in dining habits and reveal a gourmet food culture that existed long before the first “celebrity chef” set up shop in Las Vegas.

Beyond Las Vegas menus, Special Collections and Archives preserves the Bohn-Bettoni Collection of approximately 2,000 restaurant menus dating from 1870-1930. Henry J. Bohn, editor and publisher of Hotel World magazine, collected American and Canadian menus, but also purchased the scrapbook of Henri Bettoni, a late 19th century London restaurant manager. The Bettoni menus include rare examples from London, Paris, Florence, and other European locales, and are largely in French. This collection provides a window into the fine dining habits of the late 19th and early 20th centuries in Europe and America, and contains several unique specimens of graphic design.
AMERICA'S MIRACLE IN THE DESERT

- Magnesium is the miracle metal of World War II. It is the metal which enables man to fly higher and faster, to shoot with more deadly accuracy, to saw flame and desolation on the enemy. It is the metal which brought about the miracle of Basic Magnesium, Incorporated, and is helping to bring about the reality of Victory for the United Nations.

Because Nevada has magnesium ores in abundance and because the mighty Colorado River, which skirts along her foot, has been harnessed by Boulder Dam, she no longer lies quietly dreaming among her time-scarred mountains and wind-swept valleys. She has mushroomed into a roaring Frontier For Victory which dwarfs even the fabulous Gold Rush days.

Hotel El Rancho Vegas, which has catered to visitors to the desert since 1938 (Before Basic), has watched this "world's largest" plant grow from scratch...has opened its hospitable doors to the thousands of employees and executives who came seeking food and refreshment and lodging...recreation and relaxation from strenuous duties...and has come to admire and respect all who are a part of such a tremendous project. After the victory is won, this silvery, lustrous element will continue to play its miraculous part in our post-war world.

BASIC FACTS: World's largest magnesium plant operated by Basic Magnesium, Inc., a subsidiary of Anaconda Copper Mining Co. Power—Amount used daily would light a city of 1,800,000. Water—Would supply same city with 17 gallons per person. Lumber—Enough to build a city of 40,000. Plumbing—350 miles of piping including 22 miles of glass tubing. Construction Materials—58,865,545 tons, enough to fill a freight train more than 100 miles long. Excavations—Equivalent to a hole one acre in area and three-quarters of a mile deep; large enough to bury every man in the armed service of the Axis nations, place on top of their graves a city block 50 stories high, and still have a pit 30 feet deep in which to bury the Three Maenads with a city block left over to rope off for a Victory Celebration!

To
Address
City
State

☐ I'm Over Celebrating My Wedding.
☐ I'm Over Celebrating My Anniversary.
☐ I'm Over Celebrating My Divorce.
☐ I'm Over Celebrating
☐ I'm Over.
☐ Wish You Were Here.
☐ I'm Taking the Slot Machines, and I Love It.
☐ The Slot Machines Are Taking Me But I Love It.
☐ When MY Blue Chips Are Down, the West's Best is
Hotel El Rancho Vegas.

IT'S ALL YOURS
If you wish to send this souvenir menu to a friend, just print (clearly) the name and address in the space provided and hand to the hostess. El Rancho will place in a special envelope.

YOU'RE WELCOME PODNER!

Signed

Item on Display

46. Hotel El Rancho Vegas menu, circa April 1943. UNLV University Libraries Collection on Menus (MS-00436).
BEVERAGES

Coffee... 1.00
Grande A Milk... 1.00
Ice Tea or Coffee... 1.50
Demi - Tasse... 2.25
Buttermilk... 2.50

Vegetables

Roquefort (Blue)... 2.50
Swiss... 2.50
Liederkranz... 2.50

WILDS SPECIAL
Chicken Livers or Bouffe Long Beach Potatoes... $1.40

SAVORIES

Roquefort... 75
Sliced Tomato and Anchovies... 80
Chopped Chicken Livers... 80
Chowder... 30
Tossed Green Salad... 40
Salmon Salad... 60
Marinated Herring... 40

SEAFOOD

Fresh Dungeness Crab... 1.75
Braised Caviar... 1.25
Maitre d'Hotel... 1.25
Grilled Seattle Halibut... 1.25
Steak, Leman Butter... 1.25
Whole Broiled Florida Lobster, Drawn Butter... 1.25

VEGETABLES AND POTATOES

Cream Sauce in Butter... 30
Wald-Rice... 30
Braised Ham... 40
Broiled or Fried Tomatoes... 40
Fresh Peas, Butter Sauce... 30
Julienne... 30

DESSERTS AND CHEESE

Custard... 50
Carême... 50
American Pie... 30

SANDWICHES

Bacon and Tomato... 75
Ham and Eggs... 85
Tomato... 85
Swiss... 85

From Our Cold Buffet

Chilled Pea Soup... 1.25
Creamed Spinach... 1.25
Sliced Breast of Turkey, Fruit Salad... 1.50
Cold Prime Rib of Beef, Potato Salad... 1.50
Chef's Special Salad Bowl, Jellied Turkey... 1.60
Tropical Fruit Salad, Shredded Cheese... 85
Hearts of Lettuce... 75

Chef's Special Salad a la Wilres... 85
Imperial Cheese, Toasted Croissants, Garlic Olive Oil, Hard-Boiled Eggs and Julienne of Chicken, service per person... 85
UNLV’s famous Flashlight sculpture, by Claes Oldenburg and Coosje van Bruggen, first lit up the Performing Arts plaza in March 1981, but it was a long time in coming. Campus architect James McDaniel included a fine arts complex in the original 1962 campus master plan, but it wasn’t until 1969 that funding became available. McDaniel produced a series of concept drawings for the complex with two halls and a central plaza featuring a large sculpture.

As the Judy Bayley Theater was nearing completion in 1972, McDaniel wrote a letter of support for a grant application to the National Council of the Arts, explaining that the sculpture would “amplify the vision” of the performing arts center “as a noble architectural statement standing as a constant example for all students each day of the Performing Arts, sometimes man’s greatest achievement.” UNLV received a $45,000 grant that was to be matched by private funds.

An advisory panel reviewed proposals and recommended three artists, Mark Di Sivero, Claes Oldenburg, and Richard Serra. The artists declined UNLV in negotiations, but Oldenburg reconsidered
and delivered his first proposal, a giant ring sculpture. Campus reception was lukewarm, so he presented a new concept in January 1979: “I believe the Flashlight to be the perfect solution.”

The initial design sketch of the Flashlight was immediately approved. The model was presented in April and approved in May. The model was then shipped back to Lippincott, Inc. of North Haven, Connecticut, the fabricator of the model, who would construct the actual sculpture. Production of the sculpture began in September with installation at UNLV originally scheduled for March 1980. “Technical compromises” with the Flashlight design developed, but Oldenburg solved them by turning the Flashlight upside down with the light emanating up from under the sculpture. There were inevitable production delays and cost overruns, but Oldenburg raised the money and completed the sculpture in December 1980. The Flashlight arrived in Las Vegas on March 11, 1981 and was transported on a flatbed truck down the Strip and then across Flamingo to campus. Lifted by a giant crane, it was lowered slowly into place on the light platform.

This 10-year project left behind reams of correspondence in the files of the UNLV President, Provost, and Vice President for Business Affairs, all now housed in the University Archives with the initial design sketch and a photographic record of the models, transportation, and installation of the Flashlight. The Flashlight is
just one of many campus projects that left a voluminous historical trail in the files of the various university offices.

In addition to the student newspaper, yearbooks, athletic programs, and campus publications, the University Archives preserves behind-the-scenes records of planning and decision-making about all aspects of the UNLV, including its administration, events, student life and activities, faculty research, and the performing arts.

**Item on Display**

Flashlight sculpture rendering and installation, 1979, 1981. University Archives, Sculpture Grant Selection Committee records.
GM Resorts’ massive CityCenter project brought together a dazzling array of international architects and designers. From the bold and striking planar facades to the soft pulsing glow of its LED lighting and sleek crystalline interior, CityCenter redefined the Las Vegas skyline and the megaresort.

Special Collections and Archives has consciously documented the architecture of Las Vegas, with its famed skyline, resorts, and signage. Architects represented in the collections include Martin Stern, Jr., whose firm designed the International, the original MGM Grand, the Sahara, the Riviera, and the Sands hotels; and Homer Rissman, whose firm designed the original Hacienda Hotel, Circus Circus, Holiday Showboat, the later Frontier, and the modern Flamingo Hilton Towers.

Off the Strip, Las Vegas architects and planners developed and transformed designs and structures to meet the demands of new urban spaces in a challenging physical environment. From the mid-century Paradise Palms neighborhood to the master planned Summerlin community, the McCarran airport terminal to the UNLV campus, Special Collections and Archives preserves evidence of our region’s built environment.
The Godfather Part III was the last installment of director Francis Ford Coppola and screenwriter Mario Puzo’s trilogy about the fictional New York mafia Corleone family. After the death of Vito Corleone (played by Marlon Brando) in The Godfather, his youngest son Michael (played by Al Pacino) takes over as Don of the family’s empire and moves into Las Vegas. Parts II and III follow the career of Michael Corleone defending the family’s empire from other mafia bosses, avoiding assassination attempts, and dealing with family disloyalty. In Part III, now aging and remorseful, Michael Corleone seeks absolution and reconciliation with his family. Puzo considered this film an epilogue to the first two.

Las Vegas was very familiar to Puzo, an inveterate gambler. In addition to The Godfather trilogy, he wrote a paean to his favorite city, Inside Las Vegas: “Las Vegas itself is the big bet won, the miracle happening. An act of faith, possibly by the devil. There is no reason for Las Vegas to exist out there alone in the vast desert of Nevada. But with its billions of watts of neon light it is a Mecca for countless people from all corners of the globe. They come to Vegas to gamble and pray for miracles.”
The movie poster collection in Special Collections and Archives was started by Edythe and Lloyd Katz, who managed Las Vegas movie theaters, including the Huntridge, the Fremont, and the Palace (later called the Guild). In addition to posters, Special Collections and Archives also has a collection of scripts of films shot in Nevada from the Motion Picture and Television Division of the Nevada Commission on Economic Development, a private collection containing draft scripts of the three Godfather movies and the original Ocean’s Eleven, and photographs of set locations from Martin Scorsese’s location manager for Casino.

**Item on Display**

This map of Las Vegas shows new tract developments extending along the city’s main roads: west along Charleston (the original city boundary) out to Charleston Heights; northwest along Rancho Road, the old Highway 95, past Twin Lakes to Eastland Heights; and southeast along the Boulder Highway to Sunset Village.

These developments show the “hopscotch development” characteristic of the Las Vegas Valley, where new developments like Las Vegas Square to the west and Vista Del Monte to the east, suddenly appear in remote “rural” or undeveloped areas separated from the denser older neighborhoods. This suburbanization of semi-isolated communities removed from the older city and designed around the green spaces of horse farms, golf courses, or artificial lakes still define the region’s newest residential developments.

About much more than Las Vegas, Special Collections and Archives’ collection of maps dates from the 17th century and encompasses several regions. The maps provide not only a history of places, but also reveal great variety in purpose.
Maps might serve to express claims to new territories, show evidence of boundaries and rights, advertise and promote a region, or assist with planning. Our earliest holdings include facsimiles of the great European atlases from the Age of Discovery, early 19th century published maps of North America and Central America, and original published maps from the great 19th century western surveys conducted by the U.S. government. In addition, our holdings document Clark County in detail, with street maps, survey maps, and site and plat plans from government agencies, businesses, and real estate developers.

50. Campbell Realty Company, Map of Las Vegas and Vicinity
(Las Vegas, Campbell Realty, 1955).