

**Guide to the  
Dunes Hotel Collection**

**Collection number: 93-8**

**Accretion: 2010-14**

Special Collections and Archives  
UNLV Libraries



**Contact information:**

Special Collections

Lied Library

University of Nevada, Las Vegas

4505 Maryland Pkwy

Box 457010

Las Vegas NV 89154-7010

**Phone:** (702) 895-2234

**Fax:** (702) 895-2253

**URL:** <http://www.library.unlv.edu/speccol/index.html>

© 2002 The Regents of the University of Nevada. All rights reserved.

## Table of Contents

Descriptive Summary .....	1
Administrative Information .....	2
Organizational History.....	3
Collection Scope and Content Summary .....	5
Separation Note .....	6
Related Collections.....	6
Indexing Terms.....	6
 Collection Contents	
Series 1. General.....	7-8
Series 2. Employees .....	8-10
Series 3. Entertainment.....	10-14
Subseries 3.1. Advertising and Publicity.....	10-11
Subseries 3.2. Entertainers.....	11-13
Subseries 3.3. Casino de Paris.....	13
Subseries 3.4. Demo Tapes.....	13-14
Series 4. Advertising.....	14-16
Series 5. Promotional.....	16-19
Subseries 5.1. Golf.....	16-17
Subseries 5.2. Casino Junkets.....	17
Subseries 5.3. Hotel Special Events.....	17-18
Subseries 5.4 Travel Agents and Related Information.....	18
Subseries 5.5. Restaurants.....	18-19
 Series 6. 2010 Accretion.....	19
Subseries 6.1 Employees.....	19-20
Subseries 6.2 Entertainment.....	20-21
Subseries 6.3 General.....	21
Subseries 6.4 Grounds and Facilities.....	21-22
Subseries 6.5 Promotional Material Received.....	22
Subseries 6.6 Special Events.....	22-23

## Descriptive Summary

**Title**

Dunes Hotel Collection, 1955-1991

**Collection number**

MS 93-08

**Creator**

Dunes Hotel and Country Club

**Extent**

13.70 linear feet ( 27 boxes and 1 oversize box)

**Repository**

University of Nevada, Las Vegas. Library. Special Collections.

Las Vegas, Nevada 89154-7010

**Abstract**

This collection is comprised of administrative, publicity and entertainment materials documenting the history of the Dunes Hotel and Casino in Las Vegas in the years between 1955-1991. In addition to materials focusing on day-to-day activities at the hotel (correspondence, contracts, personnel, budgets etc.) its documentation provides insight into the hotel's entertainment and public relations activities related to advertising and promotion. Although there are numerous chronological gaps in the material contained in this collection, particularly that of the early years of the Dunes in the 1950s-1960s, it still provides a significant amount of historical documentation on the famed Strip hotel that was long known to tourists and residents alike as the "the Miracle in the Desert." Additional material (eight boxes) was donated via the Las Vegas News Bureau in 2010 and processed into the collection.

**Administrative Information**

**Access**

Collection is open for research.

**Publication rights**

For permission to reproduce or publish from this collection, please contact the Director of Special Collections.

**Preferred citation**

Dunes Hotel Collection. MS 93-08 Special Collections, UNLV Libraries, Las Vegas, Nevada.

**Acquisition information**

Gift of Mirage Resorts, Inc., 1993

**Processing history**

Processed by Joyce Marshall, 1998

Accretion processed by Joyce Marshall, 2011.

Finding aid created by Su Kim Chung, 2007

## Organizational History

The Dunes Hotel and Casino, along with the Riviera and the Royal Nevada, was one of three resorts that opened on the Las Vegas Strip in 1955. The hotel, constructed at a cost of \$3.5 million, was designed by Robert Dorr Jr, and architectural engineer, John Replogle. Its exterior was distinguished by a giant fiberglass sultan figure that towered some 30 feet into the air on the hotel's roof for many years. In later years, it was moved to the rear of the property where it faced the I-15 freeway and served as a welcoming beacon to the hotel.

Despite its early promise, the original owners of the hotel had no gaming experience, and as a result, the Dunes went downhill quickly. Desperate to save their investment, the hotel's owners hired the Sands Hotel management team to help them run the Dunes in 1956. Yet despite the promotions (some involving one of the Sand's top entertainers – Frank Sinatra) and comps offered to visitors, nothing seemed to help the fledgling hotel. For a short time, the Dunes even operated as a motel. In late 1956 the hiring of Major Arteburn Riddle as General Manager brought some much-needed stability to the hotel. Riddle was responsible for introducing number of significant innovations that proved instrumental in bringing the Dunes back to life.

Riddle was particularly successful in bringing high quality entertainment to the hotel. In 1957, he booked Minsky's Follies – the first topless show on the Strip -- which ran for over four years. Riddle then hired producer Frederic Apcar to stage *Vive Les Girls* – a mini revue which provided all the spectacle and costumes of a large production show in the intimate atmosphere of the Persian Lounge Room.

Other innovations introduced by Riddle included the opening of the Sultan's Table in March 1961. As one of the first gourmet restaurants in Las Vegas, it was considered by many as the place to see and be seen. Riddle also set out to build Nevada's largest golf course with its 18 hole and 72 par layout on a large carpet of emerald green grass just behind the hotel. In July 1965, Riddle watched triumphantly as the Diamond of the Dunes – a 24-story high rise – opened, providing 250 additional rooms, and housing a shopping arcade, and two additional gourmet restaurants - the Top-o-the-Strip featuring the Russ Morgan Orchestra and the elegant Dome of the Sea. Towering over everything was the new Dunes sign designed by the Federal Sign Company; at 185 feet high, it was largest free standing sign in the world at the time.

On December 27, 1963, Apcar brought the Parisian production spectacular Casino de Paris to the Dunes showroom. The noted French singing star Line Renaud, was one of many performers who graced its stage surrounded by dozens of dancers and showgirls clothed in the amazing creations of designer Jose Luis Vinas. Like the successful Lido de Paris at the Stardust, the show introduced many stage effects that Las Vegas had not seen before, including the imposing Octuramic stage that jutted out into the audience.

In the 1970s and 1980s, the Dunes experienced several changes in ownership, and struggled with financial difficulties throughout the 1980s. The closing of the Casino de Paris production show in 1981 took away one of the hotel's prime attractions. In 1992, Steve Wynn, fresh off of the enormous success of the Mirage Hotel and Casino's opening in 1989, purchased the Dunes and announced plans to build a large and spectacular new resort on the site. In October 1993, much of the hotel and its towering

neon sign was destroyed in a spectacular implosion that was viewed by thousands on the Strip. After several years of construction, Wynn's Bellagio Hotel and Casino opened in October 1998 on the site of the hotel that was once known as the "Miracle in the Desert."

For additional information please see Stamos, George. *The Great Resorts of Las Vegas*. Las Vegas Sun, Las Vegas, NV: 1979.

## Collection Scope and Content Summary

This collection is comprised of administrative, publicity and entertainment materials documenting the history of the Dunes Hotel and Casino in Las Vegas in the years between 1955-1991. In addition to materials focusing on general, day-to-day activities at the hotel (correspondence, contracts, personnel, budgets etc.) its documentation provides insight into the hotel's entertainment and public relations activities related to advertising and promotion. Of particular interest are the materials (photographs, correspondence, programs) on the hotel's elaborate production show – Casino de Paris – as well as other entertainers who performed at the Dunes such as Wally Cox. The hotel's promotional activities involving golf tournaments, casino junkets, travel packages, and special events are well-documented with correspondence, memos, photographs, news clippings and scrapbooks. The collection also contains material on the notable gourmet restaurants housed at the Dunes such as the Sultan's Table and Dome of the Sea. Although there are numerous chronological gaps in the material contained in this collection, particularly that of the early years of the Dunes in the 1950s-1960s, it still provides a significant amount of historical documentation on the famed Strip hotel that was long known to tourists and residents alike as the "the Miracle in the Desert."

This collection is organized into 5 series.

Series 1. General

Series 2. Employees

Series 3. Entertainment

Subseries 3.1 Advertising and Publicity

Subseries 3.2 Entertainers

Subseries 3.3 Casino de Paris Dancers and Showgirls

Subseries 3.4 Demo Tapes

Series 4. Advertising

Series 5. Promotional

Subseries 5.1 Golf

Subseries 5.2 Casino Junkets

Subseries 5.3 Hotel Special Events

Subseries 5.4 Travel Agents and Related Information

Subseries 5.5 Restaurants

The Las Vegas News Bureau donated additional Dunes Hotel marketing and promotional material in 2010. These eight boxes are comprised of photographs, newspaper articles, memos, travel packages and promotional material. The hotel was expanded twice during its lifetime, including a high-rise hotel addition in 1978. The plan drawings and photographs of the new rooms are included in the accretion.

Series 6. Accretion 2010 (2010-14)

Subseries 6.1 Employees

Subseries 6.2 Entertainment

Subseries 6.3 General

Subseries 6.4 Grounds and Facilities

Subseries 6.5 Promotional Material Received

Subseries 6.6 Special Events

## **Separation Note**

Photographs in this collection were separated into UNLV Photograph Collection 0281.

## **Related Collections**

The following collections in Special Collections, UNLV Libraries, contain related materials:

- Sands Hotel MS 2000-12
- Minsky Collection MS 87-97
- Frontier Hotel MS 88-109
- Thunderbird Hotel T-100

## **Indexing Terms**

The following terms have been used to index the description of this collection in the library's online public access catalog.

### *Subjects*

Dunes Hotel and Country Club (Las Vegas, Nev.) – Archives  
Casinos – Nevada – Las Vegas – History  
Casino de Paris (Las Vegas, Nev.) – History  
Showgirls – Nevada – Las Vegas – History  
Casinos – Food service – Nevada – Las Vegas – History  
Casinos – Marketing -- History



## Collection Contents

<u>Box</u>	<u>Folder</u>	<u>Contents</u>
		<b>Series 1. General</b>
1	1	Inventory and container lists
	2	Address book
	3	Architectural plans and blueprints
	4	John Beible Story
	5	Billboard and sign repair, 1978
	6	Board of Economic Development
	7	Budgets and broadcast, 1988
	8	Budgets, November, 1988
	9	Budgets, December, 1988
	10	Budgets, January, 1989
	11	Budgets, February, 1989
	12	Budgets, September, 1989
	13	Comps for show, December, 1979
	14	Contracts and miscellany, 1955
	15	Correspondence, 1955
	16	Customer complaint, 1991
	17	Directory of Nevada Businesses, 1979
	18	Eleventh Anniversary: Boom time continues
	19	Facts about the Dunes

- 2     1            Guest questionnaire format
- 2            Hotel newsletters
- 3            Las Vegas hotel literature and programs
- 4            Inter-department correspondence, 1969-1970
- 5            Leasing to Sands Hotel, 1955
- 6            McCarran airport passenger figures, 1954-1955
- 7            Newspaper and Magazine clippings
- 8            Notes regarding the hotel
- 9            Outdoor displays and signs, 1955
- 10           Photographs of the new casino
- 11           The Point Resort – NSO, 1990
- 12           Rouge Et Noir News, 1975-1990

- 3     1            Scrapbook-general
- 2            Scrapbook-High-Rise addition
- 3            Teamster Union Trustees, Chicago
- 4            Watts telephone line reports, 1974-1976
- 5            World's biggest sign
- 6            Valley Bank of Nevada, 1977-1980
- 7            Visitor survey, 1979
- 8            Young, Cliff, 1967

**Series 2. Employees**

- 4     1            Anderson, Jack/Shenker, Morris-control of Dunes
- 2            Bilbray, James, Jr.

- 3 Coburn, Dick
- 4 Conte, Jerry
- 5 Dean, Doug – tennis pro
- 6 Duckworth, Mr. And Mrs.
- 7 Feldman, Sherlock
- 8 Group Photograph – employee recognition
- 9 Johnson, Ron – valet
- 10 Kahn, Irvin
- 11 Horowitz, Louise
- 12 Kristoffersen, Day – Texas
- 13 Landy, Sam
- 14 Lewis, Ron
- 15 Mcgowan, Jean – travel expenses
- 16 Maxwell, Connie
- 17 Nangaru, Masao
- 18 Nesbitt, Robert
- 19 New Board of Directors – Continental Connectors
- 20 Rich, C.J.
- 21 Riddle, Major
- 22 Riddle, Major – scrapbook
- 23 Riddle, Major – estate
- 24 Riddle/Shenker transactions
- 25 Riklis, Meshulam

- 26 Snyder, Billy
- 27 Walters, Lou
- 28 Welch, Don – golf pro
- 29 Wyman Sid – correspondence, 1972-1973

### **Series 3. Entertainment**

#### **Sub Series 3.1 Advertising and Publicity**

- 5 1 Budgets, 1954-1955
- 2 Bobby Morris Agency
- 3 Casino De Paris, printing sample, 1968
- 4 Casino De Paris, 1975, advertising
- 5 Casino De Paris, analyses and contracts
- 6 Casino De Paris '76
- 7 Casino De Paris, "Octuramic" Stage
- 8 Choreography miscellany
- 9 D.L. Enterprises
- 10 D.L. Enterprises-contracts
- 11 Dennis Levinson-memorandums
- 12 Entertainment miscellany
- 13 The Good Music Agency, Inc. – Louis Fontaine
- 14 Harry Seybold Agency, 1991
- 15 Hollywood Reporter
  
- 6 1 Lew & Leslie Grade Agency – correspondence

- 2 Music and personnel
- 3 Oasis Lounge
- 4 Professional Event Services, Inc.
- 5 Proposals, miscellaneous
- 6 Purchasing requisitions, stage, 1990
- 7 Rosters and lists, 1955
- 8 Show programs
- 9 Sinbad Bar entertainment
- 10 Stage requisitions, 1990
- 11 Voting results of the Wally Cox patron poll
- 12 William Morris Agency (Sha Na Na)

**Subseries 3.2 Entertainers**

- 7
  - 1 The Abbott and Costello Show
  - 2 Barton, Eileen – photos, correspondence
  - 3 Beyer, Steve
  - 4 The Blobendales
  - 5 Callaway, Hazel
  - 6 Casini, Mario
  - 7 Chippendale's
  - 8 Christy, Carla
  - 9 Cox, Wally – photos, correspondence, miscellaneous
  - 10 Cox, Wally – publicity
  - 11 Dante, Christopher

	12	DeLeon, Jacj – photos
	13	Elliott, Royce
	14	Gallagher
	15	Gregory, Illusionist
	16	Haymes, Dick – photos
	17	Hemsley, Sherman
	18	Hertel, Ron
	19	Jon Lexia Orchestra
8	1	Lawrence, Beth
	2	Longthorne, Joe
	3	Malagon Sisters
	4	Marlow, Marion
	5	Nouveaux
	6	Orin Tucker Orchestra
	7	Repak, Johnny and the Southerners Dance Orchestra
	8	Ricci, Marlene
	9	Riga Concert
	10	Rooney, Mickey
	11	Sasha Semenoff and his Romantic Strings, 1970
	12	Shimada
	13	The Stupids
	14	Unidentified photos and negatives
	15	Victor Lombardo Orchestra

16 "Vive Les Girls," Judy Ritsko, 1971

### **Subseries 3.3 Casino de Paris Dancers and Showgirls**

- |   |    |   |
|---|----|---|
| 9 | 1  | Agragna, Shirley                                |
|   | 2  | Brinkley, Betsy                                 |
|   | 3  | Bryce, Sherry                                   |
|   | 4  | Cast members photos, circa 1955                 |
|   | 5  | Frazier, Sandra                                 |
|   | 6  | Koffman, Janet                                  |
|   | 7  | Lamb, Jodie                                     |
|   | 8  | LaSpina, Stephanie                              |
|   | 9  | Mo, Gia   |
|   | 10 | Olmedo, Virginia                                |
|   | 11 | Perkins, Lee                                    |
|   | 12 | Ruppert, Susie and the Ruppert Bears, 1973-1974 |
|   | 13 | Sharp, Jilly                                    |
|   | 14 | Uren, Janet                                     |
|   | 15 | Victorson, Heather                              |
|   | 16 | Vital statistics for showgirls                  |
|   | 17 | Zaplatilek, Bonnie                              |

### **Subseries 3.4. Demo Tapes**

- |    |   |                    |
|----|---|--------------------|
| 10 | 1 | Las Vegas at Night |
|    | 2 | The Holanders      |

- 3 Steve Corey and Paula Wolf
- 4 Boy! Oh Boy!
- 5 Tommy and Louina
- 6 Lorna Luft – A Star on the Rise
- 7 Dancin’ in the Street
- 8 Mia and Tommy Vig
- 9 Smith Brothers
- 10 Guy Flint & Company
- 11 Gina Joyce and Sister Swing
- 12 Bill Lang in Concert
- 13 Eddie Dewayne, “Flashbacks of Elvis”
- 14 Jimmy James
- 15 Bethany Owens

**Series 4. Advertising**

11

- 1 Addressograph – Multi-graph Corporation
- 2 Advertising copy and budgets
- 3 Advertising, correspondence
- 4 Angelus Advertising Specialties
- 5 Broadcast orders, 1988-1989
- 6 Convention Hall – Dunes
- 7 Crosby DeMoss Illustrations, 1972-1977
- 8 Diners Club Magazine, advertising suggestions



- 9 Gore Bros., Engraving Co., 1960-1962
- 10 Greyhound Bus Lines
- 11 Harry K. Renfro & Assoc. Inc., 1971
- 12 Las Vegas Convention Authority
- 13 Leadership Printing, 1968-1969
- 14 Logo merchandise cost sheets
- 15 Marketing committee notes, 1989
- 16 Paragon Press samples
- 17 Photos – various views of the hotel
- 12 1 Press releases
- 2 Printing samples – Dunes shop, 1970
- 3 Printing samples – outside vendors
- 4 Publicity articles and correspondence, 1955
- 5 Publicity photos, circa 1955-1971
- 6 Quality Photos – samples
- 7 Scrapbook – conventions
- 8 Slot promotion employee forms, 1979
- 9 Testimonials
- 10 Travel agents – special California promotion, June, 1975
- 11 Walter Lillian Studios, 1970
- 12 Yellow Pages Advertising
- 13 1 Insertion Orders, Sept ember, 1988
- 2 Insertion Orders, October, 1988

- 3            Insertion Orders, November, 1988
- 4            Insertion Orders, December, 1988
- 5            Insertion Orders, January, 1988
- 6            Insertion Orders, February, 1988
- 7            Insertion Orders, 1989-1990
- 8            Insertion Orders, 1989-1990
- 9            Insertion Orders, 1989-1990
- 10           Insertion Orders, 1989-1990

**Series 5. Promotional**

**Sub Series 5.1 Golf**

- 14    1            Eleventh Anniversary – Golf Hits Jackpot, 1966
- 2            Thanks for Giving Golf Tournament, 1971
- 3            Super Bowl Scramble, 1972
- 4            Silver Scramble, December, 1972
- 5            Silver Scramble, 1972
- 6            Third Annual Palm Springs Golf Tournament, 1972
- 7            Celebrity Scramble, April, 1973
- 8            Hawaiian Invitational Golf Tournament, 1975
- 9            Little City Golf Tournament, 1975
- 10           Ross Miller Golf Tournament, 1975
- 11           Golfers “Vacation Sensation,” 1975-1990
- 12           Top Ten Golf Classic, 1990
- 13           Golf writers

14 News releases and publications

**Sub Series 5.2 Casino Junkets**

- 15 1 Hotel Representatives – Birmingham office
- 2 Hotel representatives – Chicago office
- 3 Hotel Representatives – Dallas office
- 4 Hotel Representatives – Tucson office
- 5 Junkets – clippings and correspondence
- 6 Junket invitations
- 7 Junket invitations
- 8 Kaufman, Harley Junket

**Sub Series 5.3 Hotel Special Events**

- 16 1 Artists and Models Ball
- 2 Backgammon
- 3 Beechcraft movie – George Duckworth
- 4 Gin Rummy Tournament, 1962-1963
- 5 Henry Lewin Dinner
- 6 Joe Lewis Tribute Dinner invitation
- 7 John De Nigris Co.
- 8 John De Nigris Co. – press clippings
- 9 Karate – kick boxing
- 10 Magazines – Holiday, 1968
- 11 Moon landing, 1969
- 12 Replicar promotion

13 Sugar Ray Leonard fight, 1979

14 Theisman, Joe

### **Sub Series 5.4 Travel Agents and Related Information**

- 17 1 Air-Land Packages, 1976-1979
- 2 American Society of Travel Agents, 1961-1968
- 3 Brochures
- 4 Hotel office – San Diego, 1973
- 5 Hotel representative's recaps, 1968-1974
- 6 Hotel representatives room sales – San Francisco, 1971-1977
- 7 Incentive – Kim Davis
- 8 Package plans, 1956-1963
- 9 Room rates, 1967-1970
- 10 Sportsman's Tennis and Gold Package
- 11 Sultan
- 12 S special room rates
- 13 Travel marketing
- 14 Union Pacific Railroad Packages

### **Sub Series 5.5 Restaurants**

- 18 1 Srturo Romero's Magic Violins
- 2 Bella Vista Restaurant
- 3 Christmas Menus, 1976-1977
- 4 Dome of the Sea Restaurant
- 5 Kosher Menu

- |    |   |   |
|----|---|---|
| 6  |   | Maitre D' and Chef's names  |
| 7  |   | Menu Samples  |
| 8  |   | Menus and other printed matter  |
| 9  |   | Savoy Room  |
| 10 |   | Sultan's Table – scrapbook  |
| 11 |   | Sultan' Table unveils new look  |
| 12 |   | Thanksgiving, 1972  |
| 13 |   | Thanksgiving, 1973  |
| 14 |   | Top of the Strip – duck recipe  |
| 15 |   | Wine labels   |
| 19 | 1 | Newspaper sized box containing oversized material – menus, photographs<br><br>One large square orange box with black lettering – “Wally Cox Ballot Box” |

**Series 6. Accretion 2010-14**  
(accretion is labeled with 2010-14 collection number)

**Subseries 6.1 Employees**

- |    |   |   |
|----|---|---|
| 20 | 1 | Apcar, Frederic, 1973-1976                        |
|    | 2 | Brinkman, Kippy Lou                               |
|    | 3 | Celebrities                                       |
|    | 4 | Conte, Jerry – Marketing VP                       |
|    | 5 | Levin, Gene – Director of design                  |
|    | 6 | Morgan, Jack Orchestra                            |
|    | 7 | Pistelli, Ray – Maitre 'D and Captains – showroom |
|    | 9 | Riddle, Major A.                                  |

- 10 Riggs, Bobby – Tennis pro
- 11 Semenoff, Sasha
- 12 Shafer, Lenny – Director of sales
- 13 Shenker, Arthur
- 14 Shenker, Lillian and Patty
- 15 Shenker, Morris
- 16 Showgirls
- 17 Speck, Charles – Director of casino public relations
- 18 Spence, Paul
- 19 Unidentified photographs
- 20 Wyman, Sid – Eulogy

### **Subseries 6.2 Entertainment**

- 21 1 *Bionic Woman* – TV Series episode
- 2 Casino de Paris – Advertising and promotions
- 3 Casino de Paris – Artist contracts
- 4 Casino de Paris – Correspondence and memos
- 5 Casino de Paris – Frederic Apcar contract
- 6 Casino de Paris – Naming rights, 1980
- 7 Casino de Paris – Production changes
- 8 Casino de Paris – Profit and loss statements
- 9 Casino de Paris – Program, 1970-71
- 10 Casino de Paris – Salary negotiations
- 11 Casino de Paris – Slides

- 12            *Good Morning America* segment – David Hartman, March 1977
- 13            *Switch* - TV series episode, 1977
- 14            Tent cards
- 15            Vive Les Girls

### **Subseries 6.3 General**

- 22    1            Atlantic City
- 2            Bomb threat procedure
- 3            Gaming Commission policies
- 4            Comparative statement of operations, 1975-1978
- 5            Continental Connector Corp.
- 6            Correspondence, 1960-1992
- 7            Invoices
- 8            Las Vegas News Bureau, correspondence and promotional
- 9            Now Magazine, 1971
- 10           Public Relations, Advertizing and Room Reports – 1958-1963
- 11           Room sales reports – Salt Lake City, 1969-1974
- 12           Room sales reports – Denver, 1970-1972
- 13           Room sales reports – Beverly Hills, 1977

### **Subseries 6.4 Grounds and Facilities**

- 23    1            Aerial Photographs
- 2            Beauty and Barber Shop, Charles Beene, February, 1976
- 3            Convention Space
- 4            Dome of the Sea Restaurant

- 5 Exterior – New, 1974
- 6 Health Club and Solaria
- 7 High-Rise Planning, 1958
- 8 High-Rise Groundbreaking, October, 1962
- 9 Hotel Guest Rooms
- 10 Hotel Expansion, 1977
- 11 Hotel Expansion, 1978
- 12 Hotel Renderings, 1981
- 13 Jade Room
- 14 Photographs, Casino Games
- 15 Property Sale, 1985-1988
- 16 Savoy Room Restaurant
- 17 Sultan’s Table Restaurant
- 18 Top ‘O The Strip Restaurant and Lounge

**Subseries 6.5 Promotional Material Received**

- 24 Promotional Material
- 25 Promotional Material
- 26 Promotional Material

**Subseries 6.6 Special Events**

- 27 1 America’s Salute to the Astronauts, July, 1979
- 2 Advertising – Las Vegas Israelite, April 4, 1979
- 3 American Jewish Community Dinner, November 19, 1978
- 4 Band Concerts



- 5 Christmas, 1978
- 6 Christmas Menus, 1972
- 7 Harley Kaufman Celebrity Golf Tournament, 1973
- 8 Golf Tournaments, Newspaper Articles
- 9 Golf Tournaments, Photographs
- 10 Golf Tournaments, Publicity
- 11 Golf Tournament – New York Scramble, November, 1975
- 12 Golf Tournament – Silver Scramble, 1973
- 13 Governor’s Ball – City of Hope, 1974
- 14 Invitations
- 15 McCarran Airport Display – May Advertising, 1973
- 16 Promotions – Casino Holiday Tours, 1971
- 17 Promotions – Hotel Vacation and Golf
- 18 Promotions – Replicar
- 19 Promotions – Slots
- 20 Sugar Ray Leonard Fight, April, 1979 and Hearns Fight
- 21 Sultan Sez Newsletter, December, 1991