

## **Guide to the Flamingo Hilton Hotel Records**

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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>Creator:</b>	Flamingo Hilton (Las Vegas, Nev.)
<b>Contributor:</b>	Verbon, David P., 1945-
<b>Title:</b>	Flamingo Hilton Hotel Records
<b>ID:</b>	MS-00239
<b>Date [inclusive]:</b>	1946-1983
<b>Date [bulk]:</b>	1968-1983
<b>Physical Description:</b>	1.84 Cubic Feet (4 boxes, 1 flat file)
<b>Physical Description:</b>	3.67 Linear Feet
<b>Language of the Material:</b>	English
<b>Abstract:</b>	The Flamingo Hilton Hotel Records date from 1946 to 1983, with the bulk of the collection dating from 1968 to 1983 and contain promotional materials and administrative records of the Flamingo Hilton located in Las Vegas, Nevada. The collection primarily consists of materials related to the promotion of the Flamingo Hilton including advertising copy and plans, press releases, and meeting minutes. Also included are drawings and plans for neon signs for the casino.

### Preferred Citation

Flamingo Hilton Hotel Records, 1946-1983. MS-00239. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Historical Note

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Originally began by Billy Wilkerson and completed by Bugsy Siegel, the Flamingo Hotel opened in 1946. After an ownership change, the Flamingo Hotel became known as the Fabulous Flamingo and developed into a popular resort in the 1950s. In 1967, Kirk Kerkorian purchased the property. He sold it to the Hilton Corporation in 1972 and in 1974 they renamed it the Flamingo Hilton. It remained the Flamingo Hilton until Hilton sold the property in 1998.

Source: Jeff Burbank. Online Nevada Encyclopedia, "Flamingo Hotel." 2010. <http://www.onlinenevada.org/articles/flamingo-hotel> (accessed January 4, 2018).

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## Scope and Contents Note

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The Flamingo Hilton Hotel Records date from 1946 to 1983, with the bulk of the collection dating from 1968 to 1983 and contain promotional materials and administrative records of the Flamingo Hilton located in Las Vegas, Nevada. The collection primarily consists of materials related to the promotion of the Flamingo Hilton including advertising copy and plans, press releases, and meeting minutes. Also included are drawings and plans for neon signs for the casino.

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## Arrangement

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These records are organized into two series:

Series I. Promotional Materials, 1946-1983;

Series II. Administrative Materials, 1968-1983.

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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 donated in 1985 by David P. Verbon; accession number 85-10.

## Processing Note

Materials were inventoried and minimally processed by Vicky Diaz in 1985. In 2018, as part of an archival backlog elimination project, Melanie O'Keeffe and Angela Moor finished processing and arranging the materials, and revised the collection description to bring it into compliance with current professional standards.

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## Related Materials

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### Separated Materials

Some of the menus in this collection were removed from the collection and added to the UNLV Menu Collection:

UNLV Menu Collection. MS-00436. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

### Related Collections

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

Flamingo Hilton Photograph Collection, 1947-1991. PH-00127. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

Promotional and Publicity Material: Flamingo Hilton. HD9999.G25 F53 Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Names and Subjects

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- Advertising -- Las Vegas (Nev.)
- Casino interiors
- Casino exteriors
- Gambling -- Nevada -- History
- Casinos -- Nevada -- Las Vegas -- Marketing
- Photographs

## Collection Inventory

### Promotional Materials, 1946-1982

Physical Description: 1.15 Cubic Feet (3 boxes, 1 flat file)

Physical Description: 3.04 Linear Feet

Scope and Contents: The Promotional Series (1946-1982) consists of publicity materials from the Flamingo Hilton Hotel. The bulk of the materials date from 1968 to 1982 and contain advertisements for shows and special events, brochures, invitations, and press releases. The series includes one souvenir black-and-white photograph of the Hotel Last Frontier dated 1946.

Arrangement: Materials remain in original order.

Title/Description	Containers
Marketing plan- "Flamingo Hilton's Winter Escape Package", 1977-1978	box 01
Yellow page ads, undated	box 01
"Playgirls on Ice" promotional materials, reviews and photographs, 1976	box 01
"City Lites" press kits, 1981	box 01
"Hooray '76"- advertisements and newspaper articles on the show, 1976	box 01
Convention sales brochures and pamphlets, 1960s	box 01
Outdoor advertising, 1968-1972	box 01
New Year's Eve, 1976	box 01
Press rundowns for openings, 1973-1975	box 01
Ad copy- radio, 1973-1975	box 01
Flamingo pin awards, 1975	box 01
Hotel brochures and ephemera, undated	box 01
Hotel brochures, room directories and stationary packet, 1977-1981	box 01
Hotel brochures promoting Las Vegas vacations, 1970s-1980s	box 01
Table tents, undated	box 02
Hotel maps and directories, pre-1978 renovation, undated	box 02
Slot promotions, press passes, guest cards, and tickets, 1980s	box 02
Casino gaming guides, 1970s	box 02
Postcards, 1960s-1970s	box 02
Invitations, 1970s	box 02
Bids and proposals for neon signage by Yesco, Heath & Co. and Ad-Art, 1976-1978	box 02

Outdoor advertising projection bulletins from Foster & Kleiser, 1969-1974	box 02
Black-and-white souvenir photograph taken at the Hotel Last Frontier, 1946	box 02
Peking Market restaurant, 1978-1979	box 02
Flamingo Hilton press kits with photographs, undated	box 02
Third tower announcements, ad copy and photographs, 1981	box 02
Guest reactions study, 1975	box 02
Advertising effectiveness study, Winter/Spring, 1975	box 02
New Year's Eve, planning notes and ad copy, 1975	box 02
Las Vegas Flamingo Hilton & Tower advertising recommendations, 1978	box 03
Press kit, 1980	box 03
Invitations to Flamingo openings and parties, 1972-1982	box 03
Press releases and copy for press releases, 1970s	box 03
Press release drafts with handwritten notes, undated	box 03
Newspapers containing advertisements and promotional materials, 1979-1980	box 03
Press releases, invitations, and brochures, 1970s-1980s	box 03

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## Administrative Materials, 1968-1983

Physical Description: 0.69 Cubic Feet (2 boxes)

Physical Description: 0.63 Linear Feet

Scope and Contents: The Administrative Series contains records and correspondence documenting the business materials of the Flamingo Hilton between 1968 to 1983. It includes inter-office correspondence, receipts, meeting minutes, draft press releases, and drawings and plans for neon signs.

Arrangement: Materials remain in original order.

<b>Title/Description</b>	<b>Containers</b>
Location agreement with Paramount Television, 1977	box 03
Press invitational list, 1975	box 03
Correspondence regarding show production and schedules, 1981	box 03
Sales meeting minutes, 1979	box 03
Staff meeting minutes, 1979	box 04
Sales meeting minutes, 1976-1977	box 04
Hotel telephone directories, Flamingo Hilton, 1981	box 04
Hotel telephone directories, Las Vegas Hilton, 1973-1983	box 04

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Employee handbook, rules and regulations, 1975	box 04
Advertisement package plans and agreements, 1968	box 04
Drawings and plans for signs, 1978-1980	flat file 01

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