

Guide to the Maury Stevens Papers

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Stevens, Maury
Title:	Maury Stevens Papers
ID:	MS-00268
Date [inclusive]:	1953-1981
Physical Description:	1.6 Linear Feet (3 boxes, 1 shared box of film)
Language of the Material:	English
Abstract:	The Maury Stevens Papers are mainly comprised of advertising and publicity materials related to the Las Vegas, Nevada hospitality and entertainment industry from 1953 to 1981. The collection includes both published and unpublished materials collected and created by Maury Stevens as a result of his work in advertising in Las Vegas. Formats include magazines, newspaper clippings, show programs, photographs, and brochures.

Preferred Citation

Maury Stevens Papers, 1953-1981. MS-00268. Special Collections, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Biographical Note

Maury Stevens (approximately 1922-1982) was a television producer, entrepreneur, and casino executive in Las Vegas, Nevada. He was the editor of several Las Vegas magazines, including *Las Vegas Life*, *Now*, and *TV Log*. Stevens produced many television shows, including *The Muriel Stevens Show*, a cooking show starring his wife. He founded Las Vegas Television Production Company (LVTP), was president of Trans-American Video (TAV), and co-founded Video Entertainment Industries.

Originally from Philadelphia, Stevens worked for RCA corporation developing large screen televisions in 1944. By the mid-1950s he owned a company that manufactured plastic showcases, counter displays, and furniture. It was successful until an acetylene torch explosion combined with inadequate insurance forced its closure. Stevens then worked as syndicated television show salesman on the West Coast until he settled in Las Vegas.

By the late 1950s Stevens was publishing *TV Log* magazine and running an advertising agency that handled the accounts of six hotels on the Las Vegas Strip. The magazine later folded, but in the meantime Stevens was hired as the public relations director of the Frontier Hotel. General manager positions at the Thunderbird Hotel and the Aladdin Hotel and Casino later followed.

Stevens' main interest was in television production. He produced many programs, including his wife Muriel Stevens' syndicated cooking show. Maury Stevens founded Las Vegas Television Production Company (LVTP) with equipment leased from Jack McClenahan's company Trans-American Video (TAV), which was the largest independent videotape company in the world. In 1976 Stevens sold LVTP to McClenahan and became president of TAV. McClenahan sold TAV in 1977, but Stevens remained in the company as president of Nevada operations. In 1978 Stevens and McClenahan founded a production company in Las Vegas under the umbrella corporation Video Entertainment Industries.

Source:

Thompson, Gary. "Maury Stevens' Dream Is Becoming A Reality." *The Advertiser* (a publication of the *Las Vegas Sun*) (Las Vegas, NV), April 4, 1979.

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Scope and Contents Note

The Maury Stevens Papers are mainly comprised of advertising and publicity materials related to the Las Vegas, Nevada hospitality and entertainment industry from 1953 to 1981. The collection includes both published and unpublished materials collected and created by Maury Stevens as a result of his work in advertising in Las Vegas. Formats include magazines, newspaper clippings, show programs, photographs, and brochures. Sketches, scripts, and mockups document the creation of advertisements for Las Vegas area casinos and other businesses. Also included in the collection is a film by the Stevens agency, and correspondence and small artifacts related to Maury Stevens' business and his social life.

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Arrangement

Material remains in original order.

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Administrative Information

Access

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 website for more information about reproductions and permissions to publish.

Acquisition Note

Materials were donated in 1986 by Muriel Stevens; accession number 1986-066.

Processing Note

Materials were minimally processed by Special Collections staff in 1986. In 2015, as part of a legacy finding aid conversion project, John Grygo and Emily Lapworth revised and enhanced the collection description to bring it into compliance with current professional standards.

Revision Description

The finding aid was revised and enhanced by John Grygo and Emily Lapworth to bring it into compliance with current professional standards. 2015

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Names and Subjects

- Advertising -- Las Vegas (Nev.)
- Hotels -- Nevada -- Las Vegas --Marketing
- Entertainment -- Nevada -- Las Vegas
- Casinos --Nevada--Las Vegas – Marketing
- Photographs

Collection Inventory

Title/Description	Containers
Now magazines from various Las Vegas hotels, 1968	box 02
Tropicana Hotel advertisements, "Stevens Adv", 1958-1959	box 02

Scope and Contents Note: Advertisements for Zsa Zsa Gabor, Dick Shaw, Ted Lewis, Edie Adams, Jane Mansfield, Eddie Fisher, and the Folies Bergere.

Tally Ho Hotel brochures and price list, undated	box 02
Manchon House Apartments publicity materials, 1966-1967	box 02
Scope and Contents Note: Sketches, newspaper article, and project pro-forma statement. Also included are a script for a commercial, a press release, and an artist's rendering.	
Las Vegas Life magazine transparencies for January cover, undated	box 02
Las Vegas Life magazine hotel covers: Frontier, Caesars Palace and Tropicana, 1968	box 02
Holiday in Japan show at the New Frontier Hotel publicity photographs and ephemera, 1959	box 01
New Frontier Hotel publicity materials, 1955	box 01
Scope and Contents Note: File includes publicity photo of the hotel, brochures, fliers (including the Dukes of Dixieland), and newspaper clippings of Mickey Rooney and Diahann Carroll.	
Flower Drum Song publicity photos and letter and poster from the Thunderbird Hotel, 1969	box 01
Scope and Contents Note: Publicity photos of the cast of the show Flower Drum Song at the Thunderbird Hotel and a letter to Maury Stevens from Jess W. Hinkle V.P. and General manager	
Flamingo hotel publicity for Sarah Vaughan, Andy Williams and Joe E. Lewis, undated	box 01
Las Vegas press Club Branding Iron Record magazine, 1963,1964,1966	box 01
El Rancho Vegas hotel entertainment advertisements, 1960	box 01
Scope and Contents Note: Candy Barr, Myron Choen, Joe E. Lewis, Lili St. Cyr	
Fiddler on the Roof at Caesars Palace programs, 1968	box 01
Fight program, Dick Tiger vs. Gene Fuller, 1963 February 23	box 01
Advertising materials and show programs, 1959-1966	box 01
Scope and Contents Note: File includes materials advertising Clark County Dairy, Stadco advertising agency, American Motels Inc., Silver State Terminal Warehouse Corp., Fremont Estates, and William B. Byrne for County Commissioner. Also included are show programs and a Caesars Palace resort guide.	
Correspondence, 1979-1981	box 01
Scope and Contents Note: Video Entertainment Industries and Universal Abbey Coporation merger announcement (new name: Video Enterprises Inc.), undated; Invitation to Scopus Award dinner and ball, 1979; letter to Maury Stevens about "Chinese Cookbook" from Jerry W. Gordon, Vice President of Caesars Palace, 1981; "The Music Shop" stationary, undated.	
Newspaper clippings and ephemera, 1958-1971	box 01

Clark County gaming licences for Hotel El Rancho, 1953	box 01
"A Night with the Champ: A Tribute to Joe Louis" magazine and menu, 1978 November 9	box 01
El Rancho Las Vegas advertising mock up, undated	box 01
Trans-American Video brochure, undated	box 01
Photographs, 1977-1981 Scope and Contents Note: Jerry Lewis Telethon, Joe DeMaggio and Maury Stevens, Lew Rawls, Jerry Bartell, Jim Brown, Ben Rabin and Nevada Senator Howard Cannon	box 01
National Posters, Inc. poster campaign oversize brochure, 1964	box 01
Elvis show at the Las Vegas Hilton International Hotel felt scroll invitation, 1972 January 26	box 03
Olympathon '79 ribbon rosette, 1979	box 03
Staff medal from 22nd Convention of Teamsters, 1981 June 1	box 03
Maury Stevens Executive Producer name tag pin, undated	box 03
The Stevens Agency, 3 voice only - Alpine - Mommy film, undated Physical Description: 1 Reels	box SH-013