

Guide to the Charles J. Hirsch Papers

This finding aid was created by Joyce Moore and Tammi Kim. This copy was published on April 01, 2019.

Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1x91z>

© 2019 The Regents of the University of Nevada. All rights reserved.

**University of Nevada, Las Vegas. University Libraries. Special Collections
and Archives.**

Box 457010

4505 S. Maryland Parkway

Las Vegas, Nevada 89154-7010

special.collections@unlv.edu

Table of Contents

Summary Information	3
Biographical Note	3
Scope and Contents Note	4
Arrangement	4
Administrative Information	4
Names and Subjects	5
Collection Inventory	5

Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Hirsch, Charles J., 1912-2002
Title:	Charles J. Hirsch Papers
ID:	MS-00291
Date [inclusive]:	1952-1987
Physical Description:	2.53 Cubic Feet (6 boxes)
Physical Description:	2.29 Linear Feet
Language of the Material:	English
Abstract:	The Charles J. Hirsch Papers (1952-1987) contain gaming reports and net-recovery percentages from the Golden Nugget Casino from 1952 to 1967, the Sands Hotel and Casino in 1965 and 1975, the Landmark Hotel and Casino in 1975 to 1976, and the New Frontier Hotel and Casino in 1973 to 1975. Also included are American Society for Quality Control (ASQC) conference materials, speeches given by Hirsch, correspondence, photographs, newspaper clippings, and surveys.

Preferred Citation

Charles J. Hirsch Papers, 1952-1987. MS-00291. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

[^ Return to Table of Contents](#)

Biographical Note

Accountant Charles J. Hirsch was born in New York City, New York on November 8, 1912. After graduating from New York's Pace University in 1938, with a degree in Accounting and Business Administration, he traveled to Las Vegas, Nevada, where he was employed by the Apache Hotel on Fremont Street. His stay in Las Vegas was interrupted once by a five-year tour of duty with the Air Force Contract Audit Division, where he attained the rank of captain before his release in 1946. In 1950 he was hired by the Golden Nugget, Inc., where he served as Chief Accounting Officer, Controller, and Assistant Corporate Secretary until 1970. In 1975 Hirsch created a Master Gaming Report and a Summary of Daily Operations Report for the Sands Hotel and Casino.

Hirsch pioneered a program he called "casino systemization," which stressed the relationship of systems and procedures conducted in a casino environment to those conducted in other types of businesses. Although

only money is exchanged in a casino, there is still a profit and loss factor to be maintained and quality control measures taken to insure the legitimacy of the operations conducted. Hirsch spoke extensively at conferences for the American Society of Quality Control (ASQC) about the broad range of systems used in quality control and how they applied to the casino industry.

Charles J. Hirsch passed away on July 3, 2002.

[^ Return to Table of Contents](#)

Scope and Contents Note

The Charles J. Hirsch Papers (1952-1987) contain gaming reports and net-recovery percentages (profit and loss) from the Golden Nugget Casino from 1952 to 1967, the Sands Hotel and Casino in 1965 and 1975, the Landmark Hotel and Casino in 1975 to 1976, and the New Frontier Hotel and Casino in 1973 to 1975. There is American Society of Quality Control (ASQC) conference materials from conferences that Hirsch attended across the United States where he was the keynote speaker. Also included are newspaper clippings about systems and quality control in casinos, surveys of sports attendance, correspondence to and from Hirsch regarding speaking engagements, speeches given by Hirsch, and photographs.

[^ Return to Table of Contents](#)

Arrangement

Material is arranged alphabetically.

[^ Return to Table of Contents](#)

Administrative Information

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

Material was donated in 1987 by Charles J. Hirsch; accession numbers 87-21 and 87-111.

Processing Note

In 2018 and 2019, as part of an archival backlog elimination project, Joyce Moore and Tammi Kim rehoused and arranged the materials, and revised the collection description to bring it into compliance with current professional standards.

[^ Return to Table of Contents](#)

Names and Subjects

- Accounting -- United States
- Casinos -- Management
- Casinos -- Nevada -- Las Vegas
- Craps (Game)
- Roulette
- Card games
- Photographs
- Golden Nugget (Las Vegas, Nev.)
- Sands Hotel & Casino (Las Vegas, Nev)

Collection Inventory

Title/Description	Containers
American Society for Quality Control (ASQC) Conference Materials	
Chicago, Illinois, 1967	box 01
Cincinnati, Ohio, 1960	box 01
Cocoa Beach, Florida, 1962	box 01
Costa Mesa, California, 1965	box 01
Dallas/Ft. Worth, Texas, 1963	box 01
Detroit, Michigan, 1961	box 01
Huntington Beach, California, 1968	box 01
Indianapolis, Indiana, 1972	box 01
Las Vegas, Nevada, 1962	box 01

Los Angeles, California, 1965	box 01
Milwaukee, Wisconsin, 1962	box 01
Minneapolis, Minnesota, 1962	box 01
Philadelphia, Pennsylvania, 1961, 1968	box 01
Phoenix, Arizona, 1959	box 01
Phoenix, Arizona, Introduction to Experimental Designs folder, 1959	box 02
Pittsfield, Massachusetts, 1962	box 02
St. Louis, Missouri, 1961, 1965, 1969	box 02
San Bernardino, California, 1962, 1967	box 02
San Diego, California, 1962, 1965, 1970	box 02
San Fernando Valley, California, 1963	box 02
San Francisco, California, 1962, 1970	box 02
Conference material, meetings minutes, and programs	
Air Force Management Club meeting, San Diego, California, 1962	box 02
American Statistical Association correspondence, flier, newspaper clipping, Cleveland, Ohio, 1964	box 02
American Statistical Association correspondence, Los Angeles, California, 1961	box 02
Amphenol Western Connector Division meeting, 1963	box 02
Articles on Hirsch's Quality Control Techniques, 1961-1969	box 02
Charity events, 1970-1971	box 02
Douglas Aircraft Company Management Club, Long Beach, California, 1961	box 02
First Space Congress, sponsored by the Canaveral Council of Technical Programs, 1964	box 03
General Electric Company Elfun Society correspondence, Phoenix, Arizona, 1964	box 03
Great Falls Conference of Certified Public Accountants, Montana, 1962	box 03
Kansas City Rotary Club miscellaneous information, Kansas City, Kansas, 1962	box 03
Correspondence	
ASQC, 1960-1975	box 03
ASQC, 1969	box 03
Pending requests for speaking engagements, 1962-1963	box 03
Personal and business, 1975-1979	box 03
Daily Casino Reports for the Las Vegas Divisions' Games and Slots and Combined Reports for Harold's Club, 1976 February-June	box 03

Golden Nugget Casino Reports, Drop-Net Recovery Percentage, 1952-1967	box 04
Frontier Hotel and Casino comparative analysis, revenue and expenses, 1973-1975	box 06
Invitations for speaking engagements, 1963-1974 Physical Description: 2 Files	box 04
Journal of Quality Technology, 1987 January	box 04
Landmark Hotel and Casino comparative analysis, revenue and expenses, 1975-1976	box 06
Meeting minutes for ASQC, 1970-1972	box 04
Newspaper clippings about systems and quality control in casinos, 1960-1962, 1975	box 04
Photographs of Hirsch, undated	box 04
Sands Hotel and Casino Master Gaming Report, 1975 July	box 04
Sands Hotel and Casino, Summary of Daily Operations Report, 1975 July	box 05
Speaking regrets, 1962-1969	box 05
Speeches given by Hirsch at conferences in various states, undated Physical Description: 2 Files	box 05
Survey on sports attendance, 1964	box 05
Tasks and schedules for ASQC divisions, 1970-1973	box 05
Thank you acknowledgements for speaking engagements, 1960-1968	box 05