

Guide to the Sands Hotel Public Relations Records

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	Sands Hotel
Contributor:	Freeman, Al
Title:	Sands Hotel Public Relations Records
ID:	MS-00417
Date [inclusive]:	1952-1977
Date [bulk]:	1952-1972
Physical Description:	32.2 Cubic Feet (40 boxes, 10 oversize boxes, 1 flat folder)
Physical Description:	36.88 Linear Feet
Language of the Material:	English
Abstract:	The Sands Hotel Public Relations Records document the history of the Las Vegas casino hotel resort from 1952 to 1977. It is comprised primarily of photographs, mostly 8x10 black-and-white prints, color prints, and transparencies. Most were produced by the Las Vegas News Bureau. Also included are newspaper clippings, brochures, press releases, and inter-office memos relating to the advertising and promotion department. Materials also include reels of 16mm film of the Sands opening, various shows and events including Frank Sinatra and Dean Martin's "Summit Meeting" performances with the Rat Pack, and footage from various television productions featuring the Sands.

Preferred Citation Note

Sands Hotel Public Relations Records, 1952-1977. MS-00417. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Note

The Sands Hotel opened in Las Vegas, Nevada in December 1952. A controversial group of investors fronted by Texas gambler and oilman Jake Freedman and New York nightclub boss Jack Entratter built what was considered at the time one of the world's most lavish hotels and a showcase Las Vegas resort. Freedman purchased the land itself for \$15,000 and spent \$600,000 on the construction. The Sands was designed by Googie California architect Wayne McAllister. The combination of Entratter's connections

in the entertainment world (from his days at the Copacabana Club in New York) with the hotel's lavish spending on entertainment assured the Sands a preeminent place in show business for top-name entertainers and shows. In the Sands' famous Copa Room, Frank Sinatra, Dean Martin, and Sammy Davis Jr. performed in the 1950s and 1960s surrounded by legions of glamorous Copa Girls in beautiful costumes.

After the death of Jake Freedman in 1958, Entratter and Carl Cohen, the casino boss, took over the hotel as President and Vice-President. The original hotel was a series of low-rise structures. In 1963 construction of the 15-story circular tower began, part of an overall expansion and renovation as a major convention facility. Howard Hughes acquired the hotel in 1967 from Entratter and Cohen for \$23 million and planned a "new Sands," a huge 400 room resort, which he never built. Dallas-based Inns of the Americas, Inc. purchased the Sands from Hughes' Summa Corporation in 1981 and re-opened the "new Sands" in January 1982, with a totally renovated 30,000 square foot casino, twice the size of the original. Kirk Kerkorian's MGM Grand, Inc. owned the hotel briefly in 1988, but quickly sold it to Sheldon Adelson, chairman of the Interface Group, for \$110 million. Adelson, a producer of trade shows, built a 575,000-square foot convention facility, the Sands Expo and Convention Center which opened in 1990. Further expansion, including a new high-rise tower, was planned but never realized.

The hotel was officially closed on June 30, 1996. Later that year, scenes from the Nicolas Cage film "Con Air" were filmed at the property, with a plane crashing into the casino of the famed Sands Tower. On November 26, 1996, the legendary hotel was imploded and Adelson announced plans to build a Venetian-themed hotel/casino on the site.

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Scope and Contents Note

The Sands Hotel Public Relations Records document the history of the Las Vegas casino hotel resort from 1952 to 1977. The Collection is comprised essentially of the files of Al Freeman, Director of Advertising and Promotion at the Sands Hotel from 1952 until his death in 1972. It is composed primarily of photographs, mostly 8x10 black and white prints, color prints, and transparencies. Most images were produced by the Las Vegas News Bureau. There are also newspaper clippings, brochures, press releases and inter-office memos relating to the Sands advertising and promotion department. Most files concern major entertainers and their shows, hotel productions such as the Copa Girls, promotional campaigns, conventions, motion pictures, publicity photos of celebrity guests and their parties, and publicity photos of the hotel building, its rooms and facilities. Materials also include reels of 16mm film of the Sands opening, various shows and events including Frank Sinatra and Dean Martin's "Summit Meeting" performances with the Rat Pack, and footage from various television productions featuring the Sands.

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Arrangement

The collection is divided into twenty-four series:

- Series I. General, 1954-1970;
- Series II. Jack Entratter, 1953-1965;
- Series III. Jack Entratter with Stars, 1960s;
- Series IV. Correspondence with Al Freeman, 1955-1972;
- Series V. General Correspondence, 1956-1969;
- Series VI. Anniversaries of the Hotel Opening, 1953-1970;
- Series VII. Entertainers, 1953-1968;
- Series VIII. Hotel Interior and Exterior, 1961-1968;
- Series IX. Copa Girls, 1952-1967;
- Series X. Employees, 1963-1979;
- Series XI. Red Skelton, 1948-1969;
- Series XII. Louis Prima, 1966-1968;
- Series XIII. Tournaments, 1958-1969;
- Series XIV. Tours, 1965-1967;
- Series XV. Angelita's Bread, 1958-1961;
- Series XVI. Conventions, 1959-1971;
- Series XVII. Promotions, 1954-1972;
- Series XVIII. Television, Radio Shows and Movies, 1953-1972;
- Series XIX. New Years Eve Celebrations, 1956-1970;
- Series XX. Helldorado Parades, 1953-1963;
- Series XXI. Movie Posters, undated;
- Series XXII. Social Functions, 1952-1969;
- Series XXIII. Audio Tapes and Promotions, 1955-1966;
- Series XXIV. Sands News Bureau Scrapbooks, 1953-1959.

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Administrative Information

Access

This collection is open for research.

Publication Rights

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Acquisition Note

Materials were donated in 1980 by Al Guzman, Advertising and Public Relations Director for the Sands Hotel; accession number 2000-012.

Processing Note

The collection was processed by Joyce Marshall Moore in 2000. In 2014 Hana Gutierrez and Karla Irwin revised the collection to bring it into compliance with DACS. In 2017 Sarah Jones processed an additional accession and updated the box numbers. In 2018 Joyce Moore revised and enhanced the collection description to bring it into compliance with current professional standards.

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Related Materials

Separated Materials

Some of the photographs in this acquisition were removed from the collection and placed in Sands Hotel Photographs, 1952-1972. PH-00287. Special Collections and Archives, Lied Library, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Names and Subjects

- Hotels -- Nevada -- Las Vegas --Marketing
- Casinos --Nevada--Las Vegas – Marketing

- Hotels -- Nevada -- Las Vegas
- Casinos -- Nevada -- Las Vegas -- History
- Casinos -- Nevada -- Las Vegas -- Employees
- Showgirls -- Nevada -- Las Vegas
- Helldorado Parade
- Parades -- Nevada -- Las Vegas
- Las Vegas (Nev.) -- History
- Photographs
- Davis, Sammy, Jr., 1925-1990
- Sinatra, Frank
- Martin, Dean
- Cohen, Carl, 1913-1986
- Entratter, Jack, 1914-1971
- Skelton, Red
- Prima, Louis
- Freeman, Al
- Freedman, Jake

Collection Inventory

General, 1954-1970

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents Note: The General Series from 1954 to 1970 contains a variety of materials, including advertising promotions and costs, correspondence, photographs of showgirl and dancers, beauty pageant winners, rooming lists, and convention contests.

Arrangement: Material remains in original order.

Title/Description	Containers	
Rooming Lists of celebrities, 1958-1962 (view online)	box 1	folder 1
Sands Time Request Letters, 1958-1959 (view online)	box 1	folder 2
Advertising bills, 1971 (view online)	box 1	folder 3
Advertising Presentation, Cole Fisher Roqow, Inc., 1968 (view online)	box 1	folder 4
Correspondence, 1959 (view online)	box 1	folder 5
Advertising Budget Analysis, 1970 (view online)	box 1	folder 6
Art Exhibit, Joy Caros, 1963 May (view online)	box 1	folder 7
Publications, Las Vegas, undated (view online)	box 1	folder 8
Contributions Committee, 1969-1970 (view online)	box 2	folder 1
Epic Records, Biographical Accounts, 1968 (view online)		

	box 2	folder 2
Fire Prevention Class, 1968 October (view online)	box 2	folder 3
Four Chaplains Memorial, 1960 April (view online)	box 2	folder 4
Gold Cup Races, 1960 November (view online)	box 2	folder 5
Jazz Concert, 1965 November 27 (view online)	box 2	folder 6
Marquee, undated (view online)	box 2	folder 7
Exterior photographs, undated (view online)	box 2	folder 8
Aqueduct Garden Suites, undated (view online)	box 2	folder 9
Photographs and correspondence, 1962 (view online)	box 2	folder 10
Institutional photographs, undated (view online)	box 2	folder 11
Guests at the Sands Hotel, undated (view online)	box 2	folder 12
Reservation requests, 1958 (view online)	box 2	folder 13
Columbia River Promotion, 1960 June (view online)	box 2	folder 14
Diving Grandmother, undated (view online)	box 2	folder 15
Miss Las Vegas in England, 1957 May (view online)	box 2	folder 16
Turkey Trot, undated (view online)	box 2	folder 17
VIP guests, 1956-1959 (view online)	box 2	folder 18
Rose De Lima, 1960-1963 (view online)	box 2	folder 19
Share in Freedom Campaign, 1968 (view online)	box 2	folder 20
Las Vegas Press Club Installation, 1969 April (view online)	box 2	folder 21
Dinner show groups, Copa Showroom, 1965-1968 (view online)	box 2	folder 22
Miss Houston, undated (view online)	box 2	folder 23
Pastry Contest, Convention Center, 1963 August (view online)	box 2	folder 24
Beauty Pageant Winners, undated (view online)	box 2	folder 25
Garrard, Lenny, birthday, 1961 (view online)	box 2	folder 26
Art Exhibit, undated (view online)	box 2	folder 27
Hollywood Park Rooms, undated (view online)	box 2	folder 28
March of Dimes, 1954 (view online)	box 2	folder 29
Water slide, undated (view online)	box 2	folder 30

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Jack Entratter, 1953-1965

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: Business executive Jack Entratter, nicknamed "Mr. Entertainment" was the General Manager of the Sands Hotel and was involved in its financing. This series (1953-1965) includes correspondence, family photographs, magazine articles, information about the nude dancers controversy, and newspaper clippings about Entratter.

Arrangement: Material remains in original order.

Title/Description	Containers	
Correspondence, press releases, 1957-1965 (view online)	box 2	folder 31
Family photographs, undated (view online)	box 2	folder 32
Israeli Dinner, undated (view online)	box 2	folder 33
Lease for home, 1965 (view online)	box 2	folder 34
Negatives, undated (view online)	box 2	folder 35
Dorothy Entratter Children's Home Presentation, undated (view online)	box 3	folder 1
Newspaper clippings, 1958-1965	box 3	folder 2
Portraits, undated (view online)	box 3	folder 3
Sporting photographs, undated (view online)	box 3	folder 4
Wedding photographs, 1967-1968 (view online)	box 3	folder 5
Biography, 1962-1966 (view online)	box 3	folder 6
Nude Dancers Controversy, 1958 (view online)	box 3	folder 7
Pageant Magazine, story, correspondence, 1953 (view online)	box 3	folder 8
Pageant Magazine, story, correspondence, 1963 (view online)	box 3	folder 9

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Jack Entratter with Stars, 1960s

Physical Description: 0.65 Cubic Feet

Physical Description: 0.54 Linear Feet

Scope and Contents Note: The Jack Entratter with Stars Series, mostly undated, is a collection of movie, television personalities, and singers who worked or frequented the Sands Hotel. The series contains only photographs.

Arrangement: Material is arranged alphabetically.

Title/Description	Containers	
Bacall, Lauren and Humphrey Bogart, undated (view online)	box 3	folder 10
Ball, Lucille and Desi Arnaz, undated (view online)	box 3	folder 11
Benny, Jack, undated (view online)	box 3	folder 12
Bankhead, Tallulah, undated (view online)	box 3	folder 13

Cole, Nat King, undated (view online)	box 3	folder 14
Conte, Richard, undated (view online)	box 3	folder 15
Crosby, Bing, undated (view online)	box 3	folder 16
Curtis, Tony and Janet Leigh, undated (view online)	box 3	folder 17
Damone, Vic, undated (view online)	box 3	folder 18
Davis, Sammy Jr., 1967 (view online)	box 3	folder 19
Dietrich, Marlene, undated (view online)	box 3	folder 20
Dignitaries, undated (view online)	box 3	folder 21
Dimaggio, Joe, unated (view online)	box 3	folder 22
Douglas, Kirk, 1961 (view online)	box 3	folder 23
Employees, undated (view online)	box 4	folder 1
Ferrer, Jose and Rosemary Clooney, undated (view online)	box 4	folder 2
Garland, Judy, undated (view online)	box 4	folder 3
Gwynne, Fred, undated (view online)	box 4	folder 4
Hopper, Hedda, undated (view online)	box 4	folder 5
Horne, Lena, 1960 (view online)	box 4	folder 6
James, Dennis, undated (view online)	box 4	folder 7
Johnson, Van, undated (view online)	box 4	folder 8
Lawford, Peter, undated (view online)	box 4	folder 9
Lawrence, Steve and Eydie Gorme, undated (view online)	box 4	folder 10
Lemmon, Jack, 1961 (view online)	box 4	folder 11
Lewis, Jerry, undated (view online)	box 4	folder 12
Martin, Dean's wife, undated (view online)	box 4	folder 13
Monroe, Marilyn, undated (view online)	box 4	folder 14
Novak, Kim, undated (view online)	box 4	folder 15
Parsons, Louella, undated (view online)	box 4	folder 16
Politicians, undated (view online)	box 4	folder 17
Powell, Jane, Terry Moore, and Ursula Thiess, 1952 (view online)	box 4	folder 18
Reynolds, Debbie and Eddie Fisher, undated (view online)	box 4	folder 19
Robinson, Edward G., undated (view online)	box 4	folder 20
Ritz Brothers, 1952 (view online)	box 4	folder 21
Shore, Dinah, undated (view online)	box 4	folder 22

Skelton, Red, undated (view online)	box 4	folder 23
Sullivan, Ed, undated (view online)	box 4	folder 24
Thomas, Danny, undated (view online)	box 4	folder 25
Turner, Lana, undated (view online)	box 4	folder 26
Vaughn, Robert, undated (view online)	box 4	folder 27
Wallach, Eli, undated (view online)	box 4	folder 28
West, Mae, undated (view online)	box 4	folder 29
Unidentified Photographs, undated (view online)	box 5	folder 1

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Al Freeman Correspondence, 1952-1972

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents Note: Al Freeman worked at the Sands Hotel as entertainment director from 1955 to 1972. This series includesIncluded is correspondence to and from Freeman and correspondence specifically related to advertising.

Arrangement: Material remains in original order.

Title/Description	Containers	
Correspondence, 1955-1960 (view online)	box 5	folder 2
Correspondence, 1953-1958 (view online)	box 5	folder 3
Correspondence, 1954-1957 (view online)	box 5	folder 4
Correspondence to Al Freeman, 1961-1965 (view online)	box 5	folder 5
Correspondence to Al Freeman, 1963 (view online)	box 5	folder 6
Correspondence to Al Freeman, 1964 (view online)	box 5	folder 7
Correspondence to Al Freeman, 1964-1967 (view online)	box 5	folder 8
Correspondence to Al Freeman, 1965-1966 (view online)	box 6	folder 1
Advertising correspondence, 1967 October-November (view online)	box 6	folder 2
Correspondence to Al Freeman, 1967 (view online)	box 6	folder 3
Advertising correspondence, 1968 January-April (view online)	box 6	folder 4
Advertising correspondence, 1968 May (view online)	box 6	folder 5
Advertising correspondence, 1968 June-December (view online)	box 6	folder 6
Correspondence to Al Freeman, 1968 (view online)	box 6	folder 7
Correspondence from Al Freeman, A-M, 1958-1968 (view online)	box 6	folder 8
Correspondence from Al Freeman, N-Z, 1968 (view online)	box 6	folder 9

Correspondence to Al Freeman, 1969 (view online)	box 6	folder 10
Correspondence, 1954-1972 (view online)	box 6	folder 11

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General Correspondence, 1956-1969

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: The General Correspondence series dates from 1956 to 1969 contains mailing lists, souvenir requests, the *Sands Times*, contribution requests, and miscellaneous letters.

Arrangement: Material is arranged alphabetically.

Title/Description	Containers	
Contributions, A-M, 1969 (view online)	box 7	folder 1
Contributions and correspondence, N-Z, 1972 (view online)	box 7	folder 2
Mailing lists, 1956 (view online)	box 7	folder 3
Souvenir requests, 1956 (view online)	box 7	folder 4
Sands Times, 1956-1957 (view online)	box 7	folder 5

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Anniversaries of the Hotel Opening, 1953-1970

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents Note: Each year the Sands Hotel held an anniversary party celebrating their opening in 1952. Included in this collection is the 1st party in 1953 through the 4th party in 1956. Continuing with the 6th party in 1958 through the 17th party in 1969, finishing with the 19th party in 1971. Included are photographs, invitations, and guest lists.

Arrangement: Material is arranged chronologically.

Title/Description	Containers	
Anniversaries		
Sands 1st (view online)	box 7	folder 6
Sands 2nd (view online)	box 7	folder 7
Sands 3rd (view online)	box 7	folder 8
Sands 4th, 1953-1970 (view online)	box 8	folder 1
Sands 6th (view online)	box 8	folder 2
Sands 7th (view online)	box 8	folder 3

Sands 8th (view online)	box 8	folder 4
Sands 9th (view online)	box 8	folder 5
Sands 10th (view online)	box 8	folder 6
Sands 11th (view online)	box 8	folder 7
11th: Invited Guests (view online)	box 8	folder 8
Sands 12th (view online)	box 8	folder 9
Sands 13th (view online)	box 9	folder 1
Sands 14th: 1 (view online)	box 9	folder 2
Sands 14th: 2 (view online)	box 9	folder 3
Sands 15th (view online)	box 9	folder 4
Sands 16th (view online)	box 10	folder 1
Sands 17th (view online)	box 10	folder 2
Sands 19th (view online)	box 10	folder 3

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Entertainers, 1953-1972

Physical Description: 3.24 Cubic Feet (5 boxes)

Physical Description: 2.71 Linear Feet

Scope and Contents Note: The Entertainer Series (1953-1968) consists primarily of head shots sent to or collected by the Sands. There are also photographs of groups and birthday parties of celebrities who were appearing at the hotel.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
Bishop, Joey, 1961-1970 (view online)	box 10	folder 4
Adams, Don birthday, 1966-1968 April (view online)	box 10	folder 5
Allen and Rossi, 1962 November (view online)	box 10	folder 6
Allyson, June, undated (view online)	box 10	folder 7
Ames, Nancy, 1965 September (view online)	box 10	folder 8
Anka, Paul Copa Room opening, 1962-1964 (view online)	box 10	folder 9
Armstrong, Louis, undated (view online)	box 10	folder 10
Avalon, Frankie and Diebel, Kathryn, undated (view online)	box 10	folder 11
Bankhead, Tallulah, 1953 (view online)	box 11	folder 1
Ball, Lucille, undated (view online)	box 11	folder 2
Basie, Count and Wilson, Jackie, undated (view online)	box 11	folder 3

Berle, Milton, undated (view online)	box 11	folder 4
Bishop, Joey, undated (view online)	box 11	folder 5
Bubbles, John, undated (view online)	box 11	folder 6
Burnett, Carol, 1962 August-September (view online)	box 11	folder 7
Buttons, Red, undated (view online)	box 11	folder 8
Clooney, Rosemary, undated (view online)	box 11	folder 9
Carr, Vicki, undated (view online)	box 11	folder 10
Carroll, Diahann, undated (view online)	box 11	folder 11
Castle, Roy, 1964 January (view online)	box 11	folder 12
Checker, Chubby, 1962 August	box 11	folder 13
Cole, Nat King, 1958-1965 (view online)	box 11	folder 14
Cole, Nat King, File 2, 1954 (view online)	box 11	folder 15
Cole Nat King, Shows, 1957 (view online)	box 11	folder 16
Como, Perry, undated (view online)	box 11	folder 17
Crawford, Joan, undated (view online)	box 11	folder 18
Crosby, Bing, undated (view online)	box 11	folder 19
Damone, Vic, undated (view online)	box 11	folder 20
Darin, Bobby, undated (view online)	box 11	folder 21
Darren, James, undated (view online)	box 11	folder 22
Davis Jr., Sammy, 1957-1972 (view online)	box 12	folder 1
Davis Jr., Sammy, File #2, 1960-1972 (view online)	box 12	folder 2
Davis Jr., Sammy, birthday, 1968 December 8 (view online)	box 12	folder 3
Davis, Sammy Jr., Gentleman's Quarterly, 1967 (view online)	box 12	folder 4
Dietrich, Marlene, undated (view online)	box 12	folder 5
Douglas, Kirk, undated (view online)	box 12	folder 6
Durante, Jimmy, undated (view online)	box 12	folder 7
Fabian, undated (view online)	box 12	folder 8
Fisher, Eddie and Debbie Reynolds, undated (view online)	box 12	folder 9
Fisher and Marks, undated (view online)	box 12	folder 10
Falana, Lola, 1966 May (view online)	box 12	folder 11
Foster, Phil, 1962 July (view online)	box 12	folder 12
Forbes and Villa, undated (view online)	box 12	folder 13

Four Step Bothers, 1964 May (view online)	box 12	folder 14
Francis, Arlene, undated (view online)	box 12	folder 15
Wardrobe Mistress, Pauline, undated (view online)	box 12	folder 16
Garland, Judy, undated (view online)	box 12	folder 17
Garroway, Dave, undated (view online)	box 12	folder 18
Gaynor, Mitzi, undated (view online)	box 12	folder 19
Gobel, George, 1960-1964 (view online)	box 12	folder 20
Greco, Buddy, 1967 August (view online)	box 12	folder 21
Haymes, Dick, undated	box 12	folder 22
Hawn, Goldie, undated (view online)	box 12	folder 23
Hayes, Peter Lind and Mary Healy, undated (view online)	box 12	folder 24
Horne, Lena, undated (view online)	box 12	folder 25
Hirt, Al, undated (view online)	box 12	folder 26
Ho, Don, 1967 March (view online)	box 13	folder 1
Hopper, Hedda, undated (view online)	box 13	folder 2
Johnson, Van, undated (view online)	box 13	folder 3
Jones, Jonah, undated (view online)	box 13	folder 4
King, Sonny, undated (view online)	box 13	folder 5
Lester, Buddy, undated (view online)	box 13	folder 6
Kaye, Danny, undated (view online)	box 13	folder 7
Keel, Howard, undated (view online)	box 13	folder 8
King, Alan, 1963 September (view online)	box 13	folder 9
King, B.B., undated (view online)	box 13	folder 10
Kirby, George, birthday, undated (view online)	box 13	folder 11
Krupa, Gene, undated (view online)	box 13	folder 12
Kuban Cossack Dancers, 1961 December (view online)	box 13	folder 13
Landon, Michael, undated (view online)	box 13	folder 14
Lawrence, Steve, birthday party, 1967 August (view online)	box 13	folder 15
Lawrence, Steve and Eydie Gorme, undated (view online)	box 13	folder 16
Lemmon, Jack, 1961 (view online)	box 13	folder 17
Lewis, Jerry Show, 1963 November (view online)	box 13	folder 18
Lewis, Jerry, undated (view online)	box 13	folder 19

Lewis, Jerry Show, 1963-1964 (view online)	box 13	folder 20
Lewis and Martin, undated (view online)	box 13	folder 21
Marciano, Rocky, undated (view online)	box 13	folder 22
Martin, Dean, undated (view online)	box 13	folder 23
Martin, Tony, undated (view online)	box 14	folder 1
Mathis, Johnny, undated (view online)	box 14	folder 2
MacMurray, Fred, undated (view online)	box 14	folder 3
Merrill, Robert, undated (view online)	box 14	folder 4
Michaels, Frankie, undated (view online)	box 14	folder 5
Mineo, Sal, undated (view online)	box 14	folder 6
Mitchell, Joni, undated (view online)	box 14	folder 7
Monica, Corbett, 1962 (view online)	box 14	folder 8
Murray, Jan, undated (view online)	box 14	folder 9
Niven, David, undated (view online)	box 14	folder 10
Novak, Kim, undated (view online)	box 14	folder 11
O'Brian, Hugh, 1960 November (view online)	box 14	folder 12
O'Connor, Donald, undated (view online)	box 14	folder 13
Page, Patti, undated (view online)	box 14	folder 14
"Pepe" Movie Shots, undated (view online)	box 14	folder 15
Piazza, Marguerite, undated (view online)	box 14	folder 16
Powell, Jane, undated (view online)	box 14	folder 17
Rat Pack, undated (view online)	box 14	folder 18
Ray, Johnnie, undated (view online)	box 14	folder 19
Righteous Brothers, undated (view online)	box 14	folder 20
Ritz Brothers, undated (view online)	box 14	folder 21
Rowan and Martin, undated (view online)	box 14	folder 22
Russell, Jane, 1957 (view online)	box 14	folder 23
Russell, Nipsey, undated (view online)	box 14	folder 24
Rydell, Bobby, 1963 (view online)	box 14	folder 25
Rickles, Don, undated (view online)	box 14	folder 26
Sands, Tommy, 1964 January (view online)	box 15	folder 1
Sahl, Mort, 1965-1966 (view online)	box 15	folder 2

Sherman, Allan, undated (view online)	box 15	folder 3
Shore, Dinah, undated (view online)	box 15	folder 4
Sinatra, Frank, Dunes Opening, 1954 (view online)	box 15	folder 5
Sinatra, Frank with Count Basie, 1964 November (view online)	box 15	folder 6
Sinatra, Frank, undated (view online)	box 15	folder 7
Sinatra/Sands Clash, 1967 September (view online)	box 15	folder 8
Starr, Kay, October, 1965 (view online)	box 15	folder 9
Steiger, Rod, undated (view online)	box 15	folder 10
Steiner Brothers, undated (view online)	box 15	folder 11
Step Brothers, undated (view online)	box 15	folder 12
Sullivan, Ed, 1968 (view online)	box 15	folder 13
Thomas, Danny, undated (view online)	box 15	folder 14
Thomas, Danny, undated (view online)	box 15	folder 15
Turner, Lana, undated (view online)	box 15	folder 16
Wilson, Nancy, birthday, undated (view online)	box 15	folder 17
Young, Loretta, undated (view online)	box 15	folder 18

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Hotel Interior and Exterior, 1961-1968

Physical Description: 1.31 Cubic Feet (1 box, 1 oversized flat box)

Physical Description: 1.89 Linear Feet

Scope and Contents Note: The Hotel Interior and Exterior (1961-1968) series contains photographs of bars and restaurants, room interiors, and convention facilities and displays. Also included are photographs of casino chips, magazine spreads, and building construction.

Title/Description	Containers	
Coffee Shop, undated (view online)	box 15	folder 19
Casino photographs, undated (view online)	box 15	folder 20
Exterior hotel photographs, undated (view online)	box 15	folder 21
Eye in The Sky photographs, undated (view online)	box 15	folder 22
Baccarat, undated (view online)	box 15	folder 23
Addition, 1968 (view online)	box 16	folder 1
Backstage, undated (view online)	box 16	folder 2
Bar and Lounge, undated (view online)	box 16	folder 3

Birdcage Room, undated (view online)	box 16	folder 4
Casino chips and credit slips, undated (view online)	box 16	folder 5
Grand Ballroom, undated (view online)	box 16	folder 6
Garden Room schematic, undated (view online)	box 16	folder 7
Emerald Room schematic, photographs, undated (view online)	box 16	folder 8
Dedication weekend, 1965 January (view online)	box 16	folder 9
Convention displays, undated (view online)	box 16	folder 10
Copa Room, undated (view online)	box 16	folder 11
Construction, moving buildings, undated (view online)	box 16	folder 12
New building, 1961 (view online)	box 16	folder 13
Poodle Parade, 1962 April 2 (view online)	box 16	folder 14
Putting green, undated (view online)	box 16	folder 15
Pool gambling, undated (view online)	box 16	folder 16
Suites, new, 1961 (view online)	box 16	folder 17
Menus, undated (view online)	box 16	folder 18
Mink bedspread, undated (view online)	box 16	folder 19
Mural room, undated (view online)	box 16	folder 20
Pool, undated (view online)	box 16	folder 21
Pool dining room, undated (view online)	box 16	folder 22
Press room, undated (view online)	box 16	folder 23
Showroom Photographs, undated (view online)	box 16	folder 24
Roulette, undated (view online)	box 16	folder 25
Sands Times, subscription request forms, undated (view online)	box 16	folder 26
Hollywood Park, undated (view online)	box 16	folder 27
Life Magazine Story, 1964 November (view online)	box 16	folder 28
Magazine spreads, undated (view online)	box 16	folder 29
Architecture photographs, undated (view online)	box 16	folder 30
Beach Club, undated (view online)	box 16	folder 31
Miscellaneous hotel signage, undated	oversized box 50	

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Copa Girls, 1952-1967

Physical Description: 1.94 Cubic Feet (3 boxes)

Physical Description: 1.63 Linear Feet

Scope and Contents Note: Jack Entratter traveled all over the country to find the perfect Copa Girls, though, he was partial to girls from Texas. Included in this series from 1952 to 1967 are applications, newspaper clippings, correspondence, promotional and rehearsal photographs and many photographs of the girls performing a variety of musical numbers on stage.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
Application form, undated (view online)	box 16	folder 32
Auditions		
Las Vegas, 1957-1966 (view online)	box 17	folder 1
Austin, Texas, 1957	box 17	folder 2
Dallas, Texas, 1957 (view online)	box 17	folder 3
El Paso, Texas, 1957 (view online)	box 17	folder 4
Ft. Worth, Texas, 1957 (view online)	box 17	folder 5
Houston, Texas, 1957 (view online)	box 17	folder 6
Texas plans, correspondence, photographs, 1957 (view online)	box 17	folder 7
San Antonio, Texas, 1957 (view online)	box 17	folder 8
Las Vegas, 1957-1958 (view online)	box 17	folder 9
Texas: contracts, photographs, correspondence, 1958 (view online)	box 17	folder 10
1967 November (view online)	box 17	folder 11
Copa Girls, 1959 February 3 (view online)	box 17	folder 12
Copa Girls, 1954-1964 (view online)	box 17	folder 13
Copa Girls, 1965 (view online)	box 17	folder 14
Copa Girls, 1964-1966 (view online)	box 17	folder 15
Correspondence, clippings, 1965 (view online)	box 17	folder 16
Negatives, undated (view online)	box 17	folder 17
Olson, Tina, undated (view online)	box 17	folder 18
1,000,000 Paid to Copa Girls, undated (view online)	box 17	folder 19
Promotional photographs, 1952 December (view online)	box 17	folder 20
Promotional ideas, 1957-1958 (view online)	box 17	folder 21
Prospector's Dream, photography shoot, undated (view online)	box 17	folder 22
Publicity, cheesecake, undated (view online)	box 18	folder 1

Rehearsing with choreographer, undated (view online)	box 18	folder 2
Rehearsing with Jerry Lewis, undated (view online)	box 18	folder 3
Schneider, Ben, Columbia Studios with Copa Girls, undated (view online)	box 18	folder 4
Weddings, undated (view online)	box 18	folder 5
Brazil, 1965 (view online)	box 18	folder 6
Calypso numbers, 1963 September (view online)	box 18	folder 7
Christmas, undated (view online)	box 18	folder 8
Circus, 1962 February (view online)	box 18	folder 9
Cole Espanol, 1965 (view online)	box 18	folder 10
Come Fly With Me, 1963 April-May	box 18	folder 11
Continental Western, undated (view online)	box 18	folder 12
Cowgirls, 1950s (view online)	box 18	folder 13
Cowgirls, 1960s (view online)	box 18	folder 14
Dancer with Three Legs, undated (view online)	box 18	folder 15
Election Number, 1960 October (view online)	box 18	folder 16
Fan Dance, undated (view online)	box 18	folder 17
Mambo Number, Photographs, Correspondence, 1950s (view online)	box 18	folder 18
Me and My Shadow, 1963 March (view online)	box 18	folder 19
Mink coats, 1958 (view online)	box 18	folder 20
Minstrel Productions, 1961 September-October (view online)	box 18	folder 21
Picture Window, 1962 April (view online)	box 18	folder 22
Rainano white muff, 1962 May (view online)	box 18	folder 23
Rainbow Blues, undated (view online)	box 18	folder 24
Red, White, and Blue, 1962 July (view online)	box 18	folder 25
Ring A Ding, 1961 June (view online)	box 18	folder 26
Shimmy Dance, 1967 (view online)	box 18	folder 27
Snowballs, 1962-1966 (view online)	box 18	folder 28
Spaceman, 1962 October	box 18	folder 29
Stage productions, miscellaneous, 1952 (view online)	box 18	folder 30
Stage productions, undated (view online)	box 19	folder 1
Stage productions, November 1963	box 19	folder 2
"Supermarket For Millionaires" Skit, 1957 (view online)	box 19	folder 3

Thousands of Girls in the World, 1962 November (view online)	box 19	folder 4
Tribute to the Oscars, 1964 April-May (view online)	box 19	folder 5
TWA Show, rehearsal, undated (view online)	box 19	folder 6
Venus, undated (view online)	box 19	folder 7
Wheels a La Carte, undated (view online)	box 19	folder 8
Where's Ace, undated (view online)	box 19	folder 9
Ziegfeld Follies, correspondence, 1952-1967 (view online)	box 19	folder 10
Ziegfeld Follies, photographs, undated (view online)	box 19	folder 11

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Employees, 1963-1977

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents Note: The Employees Series (1963-1979) contains photographs of individuals and groups of employees. Also included are photographs of various sports activities the employees engaged in while working at the Sands Hotel and special parties.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
Abdenour, Joe, undated (view online)	box 19	folder 12
Baron, Charles Brig General, undated (view online)	box 19	folder 13
Bellmen, undated (view online)	box 19	folder 14
Bowling League, 1972 (view online)	box 19	folder 15
Bridge, Lou, 1977 (view online)	box 19	folder 16
Brown, Tom, Sales Manager, undated (view online)	box 19	folder 17
Carbone, Jose, Sales Manager, undated (view online)	box 19	folder 18
Cohen, Carl, undated (view online)	box 19	folder 19
Casino Employees, miscellaneous, undated (view online)	box 19	folder 20
Coombs, Merle, General Manager, Frontier Hotel, undated (view online)	box 19	folder 21
Davis, John, Bellman, undated (view online)	box 19	folder 22
Eastveld, Kathy, First Bellgirl, undated (view online)	box 19	folder 23
Employee Awards, 1970-1971 (view online)	box 19	folder 24
Executives, Group picture, 1968 (view online)	box 19	folder 25
Faber, Rudy, Showroom Captain, undated (view online)	box 19	folder 26

Fields, Jackie, 1974 (view online)	box 19	folder 27
Freedman, Jake, undated (view online)	box 19	folder 28
Football Game, Security v. Front Office, 1973 (view online)	box 19	folder 29
Golf Tournament, undated (view online)	box 19	folder 30
Goodheart, Harry, undated (view online)	box 19	folder 31
Goodwin, Howard, undated (view online)	box 19	folder 32
Grasso, Eleanor, undated (view online)	box 19	folder 33
Harris, Bucky, Assistant Hotel Manager, undated (view online)	box 19	folder 34
Hellers, Jackie, Birthday Party, 1969 May (view online)	box 19	folder 35
Hicks, Diane, undated (view online)	box 19	folder 36
Hirsch, Charles, undated (view online)	box 19	folder 37
Housekeeping, undated (view online)	box 20	folder 1
Ivey, Frank, undated (view online)	box 20	folder 2
Janssens, Joe, Carpenter, undated (view online)	box 20	folder 3
Kane, Walter, Entertainment Director, undated (view online)	box 20	folder 4
Karate For Women Employees, 1973 (view online)	box 20	folder 5
Kidder, Harold, undated (view online)	box 20	folder 6
Kitchen Staff, undated (view online)	box 20	folder 7
Lafferty, Tim, undated (view online)	box 20	folder 8
Landmark "Going Away Party", 1969 May 26 (view online)	box 20	folder 9
Loveland, Archie, Special Events, undated (view online)	box 20	folder 10
Maheu, Robert, 1969 (view online)	box 20	folder 11
Maheu, Robert: Speech, 1967 November 1 (view online)	box 20	folder 12
Napier, Dan, Assistant Resident Manager, undated (view online)	box 20	folder 13
Neuberg, Al, Lifeguard, undated (view online)	box 20	folder 14
Nigro, Ed, 1969 (view online)	box 20	folder 15
Nunez, Herb, Shift Boss, undated (view online)	box 20	folder 16
Security Officers, undated (view online)	box 20	folder 17
Orchestra, 1963 November (view online)	box 20	folder 18
Telephone Office, undated (view online)	box 20	folder 19
Pepe, Tony, Barber, undated (view online)	box 20	folder 20
Pinto, Fred, undated (view online)	box 20	folder 21

Pitts, Pat, undated (view online)	box 20	folder 22
Reorganization of Hotel Management, 1965 March (view online)	box 20	folder 23
Robinson, Pat, Tennis Pro, undated (view online)	box 20	folder 24
Sando, Lloyd, Convention Sales, 1965 (view online)	box 20	folder 25
Sandoval, Sandy, Lifeguard, undated (view online)	box 20	folder 26
Savoldelli, Steve, undated (view online)	box 20	folder 27
Service Awards, 5, 10, and 15 Years, 1969 (view online)	box 20	folder 28
Slot Machine Mechanics, undated (view online)	box 20	folder 29
Speer, Don, Asst. Casino Manager, 1977 (view online)	box 20	folder 30
Swanson, Ken, Convention Sales Manager, undated (view online)	box 20	folder 31
Sweetheart of the Day, 1974 (view online)	box 20	folder 32
Tihista, John, undated (view online)	box 20	folder 33
Vernon, James, Vice President of Publicity, undated (view online)	box 20	folder 34
Wagner, Roger, undated (view online)	box 20	folder 35
Ward, Mary, undated (view online)	box 20	folder 36
Ward, Ted, undated (view online)	box 20	folder 37
Waterman, Sandy, undated	box 20	folder 38
Wellborn, Jean, undated (view online)	box 20	folder 39
Weisberg, Aaron, undated (view online)	box 20	folder 40
West, Jim, undated (view online)	box 20	folder 41
Zoppe, Tony, Entertainment Director, undated (view online)	box 20	folder 42

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Red Skelton, 1948-1969

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents Note: The Red Skelton Series (1948-1969) includes correspondence, newspaper clippings, photographs of his art, programs, an honorary doctorate degree, and marquee photographs. While under contract with the Sands Hotel, Skelton toured the mid-west and Pennsylvania performing in State Fairs from 1961 through 1966.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
Art, undated (view online)	box 20	folder 43
Asthmatic Children, 1963 (view online)	box 20	folder 44

Astronauts, undated (view online)	box 21	folder 1
Backstage with fans, undated (view online)	box 21	folder 2
Ball, Lucille, undated (view online)	box 21	folder 3
Biography (view online)	box 21	folder 4
Birthday parties, 1962-1966 (view online)	box 21	folder 5
Bishop, Joey and Jack Parr, undated (view online)	box 21	folder 6
Clippings and correspondence, 1964-1968 (view online)	box 21	folder 7
Clown art, undated (view online)	box 21	folder 8
Concert: 1st and 2nd Annual, 1965-1966 July (view online)	box 21	folder 9
Diller, Phyllis, opening, 1968 (view online)	box 21	folder 10
Doctorate Degree, 1961 (view online)	box 21	folder 11
Farewell party, 1960 July (view online)	box 21	folder 12
Lights Out Performance, 1964 June (view online)	box 21	folder 13
Marquee photos, undated (view online)	box 21	folder 14
MGM Films, 1948 (view online)	box 21	folder 15
Mobile Unit, undated (view online)	box 21	folder 16
Mt. Kenya Safari Club, undated (view online)	box 21	folder 17
On stage, Convention Center, undated (view online)	box 21	folder 18
On stage, Sands, undated (view online)	box 21	folder 19
On stage, 1963 (view online)	box 21	folder 20
On stage, 1964 (view online)	box 22	folder 1
On stage, 1965 (view online)	box 22	folder 2
Printing block, 1964	box 22	folder 3
Press conferences, undated (view online)	box 22	folder 4
Programs (view online)	box 22	folder 5
Publicity photographs, undated (view online)	box 22	folder 6
State Fair, Indiana, 1962 (view online)	box 22	folder 7
State Fair, correspondence, expenses, 1962 (view online)	box 22	folder 8
State Fair, Illinois, 1962 (view online)	box 22	folder 9
Illinois State Fair, 1966 (view online)	box 22	folder 10
State Fair: Ohio, 1962 (view online)	box 22	folder 11
State Fair, correspondence, expenses, 1963 (view online)	box 22	folder 12

State Fair, Illinois, 1963 (view online)	box 22	folder 13
State Fair, Indiana, 1963 (view online)	box 22	folder 14
State Fair, Pennsylvania, 1963 (view online)	box 22	folder 15
Television Show, 1963-1969 (view online)	box 22	folder 16
Tours		
Tours, 1961 (view online)	box 22	folder 17
Tours, 1962 (view online)	box 22	folder 18
Tours, 1964 (view online)	box 23	folder 1
Tours, 1965 (view online)	box 23	folder 2
Tours, 1966 (view online)	box 23	folder 3
Tribute to Ed Wynn, 1966 (view online)	box 23	folder 4

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Louis Prima, 1966-1968

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: The Louis Prima Series (1966-1968) contains correspondence, stage layouts, promotional material, negatives, and materials from a contract signing. Also included is the auditioning of Celebrity Girls, photographs of Prima performing on stage, and others performers in his band.

Arrangement: Material is in rough alphabetical order.

Title/Description	Containers	
Auditioning Celebrity Girls, undated (view online)	box 23	folder 5
Birthday party, undated	box 23	folder 6
Butera, Sam, undated (view online)	box 23	folder 7
Candids, undated (view online)	box 23	folder 8
Contract signing, 1966 (view online)	box 23	folder 9
Correspondence, miscellaneous, undated (view online)	box 23	folder 10
Golf Course, undated (view online)	box 23	folder 11
The Jungle Book, undated (view online)	box 23	folder 12
Layouts, 1966 (view online)	box 23	folder 13
Maione, Gia, undated (view online)	box 23	folder 14
Negatives, undated (view online)	box 23	folder 15
On stage, 1966 June-July (view online)	box 23	folder 16

On stage, 1967 (view online)	box 23	folder 17
Opening, 1968 June 6 (view online)	box 23	folder 18
Portraits, undated (view online)	box 23	folder 19
Promotional material, undated (view online)	box 23	folder 20
"King Louis The Most," secretary, undated (view online)	box 23	folder 21

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Tournaments, 1958-1969

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents Note: The tournaments conducted by the Sands Hotel from 1958 to 1969 included bridge, backgammon, dominos, and gin rummy. Contained in this series are correspondence, newspaper clippings, directories, expenses, photographs, and player guides. Also included are advertising, brochures, mailing lists, and tournament winner lists.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
Advertising, 1966-1967 (view online)	box 24	folder 1
Article, Sports Illustrated, 1966 November 11 (view online)	box 24	folder 2
Badges and brochures, 1966-1967 (view online)	box 24	folder 3
Brochure distribution lists, undated (view online)	box 24	folder 4
Cancellations and returned mail, 1966-1967 (view online)	box 24	folder 5
Clippings, 1967 (view online)	box 24	folder 6
Correspondence, 1966-1967 (view online)	box 24	folder 7
Directories, 1966-1967 (view online)	box 24	folder 8
Expenses, 1967-1968 (view online)	box 24	folder 9
Inter-office correspondence, 1966-1967 (view online)	box 24	folder 10
Lists of Players, 1966-1967 (view online)	box 24	folder 11
Magazine, Popular Bridge, 1967 September (view online)	box 24	folder 12
Photographs, 1966-1967 (view online)	box 24	folder 13
Planning, 1966 (view online)	box 24	folder 14
Player Guides, 1966-1967 (view online)	box 24	folder 15
Prizes, 1966-1967 (view online)	box 25	folder 1
Registrations form and tickets, 1966-1967 (view online)	box 25	folder 2
Score sheets, 1966-1967 (view online)		

	box 25	folder 3
Tally sheets, undated (view online)	box 25	folder 4
Backgammon Tournament, 1967 (view online)	box 25	folder 5
Domino Tournament, 1967 April (view online)	box 25	folder 6
Brochures, gin rummy, 1964-1969 (view online)	box 25	folder 7
Check Disbursement Record, 1963-1965 (view online)	box 25	folder 8
Correspondence, 1963-1965 (view online)	box 25	folder 9
Mailing lists, 1963-1965 (view online)	box 25	folder 10
Meeting, 1965 May 14 (view online)	box 25	folder 11
Newspaper clippings, 1965 (view online)	box 25	folder 12
Photographs, 1958 (view online)	box 25	folder 13
Refunds, 1966 (view online)	box 25	folder 14
Thank you letters to personnel, 1966 (view online)	box 25	folder 15
Tournament winners, 1958-1965 (view online)	box 25	folder 16

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Tours, 1965-1967

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: The Tours Series contains information on domestic and international tour operators who brought groups to stay in the Sands Hotel from 1965 to 1967.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
American Tours Promotion, 1965 (view online)	box 26	folder 1
American Tours International, 1966 (view online)	box 26	folder 2
American Tours International, 1966 (view online)	box 26	folder 3
Eastern Bell Telephone, undated (view online)	box 26	folder 4
Home Town Captions, 1966 (view online)	box 26	folder 5
Home Town Captions, #2, 1966 (view online)	box 26	folder 6
Jet Tours International, 1965-1966 (view online)	box 26	folder 7
Lawtong group, 1967 February (view online)	box 26	folder 8

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Angelita's Bread, 1958-1961

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: Angelita's Bread (1958-1961) was a century old recipe that was made by the nuns at St. Rose De Lima Hospital in Henderson, Nevada and given to patients. Al Freeman, Entertainment and Publicity Director at the Sands, was a patient there in 1957 and credited the bread for his recovery. He contacted Holsom Bakery and contracted them to produce the bread state wide. It was successful for a time, however, sales began to wane in the mid-1960s and Holsom did not renew their contract. The series includes correspondence, contracts, photographs, labels and designs, sales records, and newspaper clippings.

Arrangement: Material remains in original order.

Title/Description	Containers	
Bank statements, 1960 (view online)	box 26	folder 9
Sales record, 1961 (view online)	box 26	folder 10
Printing cost analysis, 1958 (view online)	box 26	folder 11
Promotional recordings, 1958 July (view online)	box 27	folder 1
Correspondence, outgoing, 1957-1960 (view online)	box 27	folder 2
Labels and design, undated (view online)	box 27	folder 3
Audits, 1958-1960 (view online)	box 27	folder 4
Contracts, 1960 (view online)	box 27	folder 5
Promotion, 1957 (view online)	box 27	folder 6
Newspaper clippings, 1957 (view online)	box 27	folder 7
Photographs, 1959-1961 (view online)	box 27	folder 8

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Conventions, 1959-1971

Physical Description: 1.94 Cubic Feet (3 boxes)

Physical Description: 1.63 Linear Feet

Scope and Contents Note: The Convention Series from 1959 to 1971 contains files on the numerous conventions hosted by the Sands Hotel. Also included are photographs, specification sheets, and material from the Sportsman Award ceremonies held in the convention facilities in 1969 and 1970.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
American Legion, 1962 (view online)	box 27	folder 9
American Parts Systems, 1966 September (view online)	box 27	folder 10
Attendee photographs, 1966-1967 (view online)	box 27	folder 11
Buick Convention, 1962 (view online)	box 27	folder 12

Con Stan Industries, 1966 October (view online)	box 28	folder 1
Correspondence, memorandi, 1965 (view online)	box 28	folder 2
El Bekal Shrine of Southern California, 1966 December (view online)	box 28	folder 3
Epic Records, 1966 July (view online)	box 28	folder 4
Ford, 1966 September (view online)	box 28	folder 5
Helene Curtis Industries, Inc., 1968 July (view online)	box 28	folder 6
Jantzen, correspondence, 1971 (view online)	box 28	folder 7
Jantzen Fall Sweater Show, 1966 February (view online)	box 28	folder 8
Jantzen, photographs, 1970 (view online)	box 28	folder 9
Jantzen, photographs, 1971 (view online)	box 28	folder 10
Kimberly Farms, 1968 September 22 (view online)	box 28	folder 11
Midian Temple, Wichita KS, undated (view online)	box 28	folder 12
Miscellaneous Conventions		
Miscellaneous Conventions , 1960 (view online)	box 28	folder 13
Miscellaneous Conventions , 1961 (view online)	box 28	folder 14
Miscellaneous Conventions , 1962 (view online)	box 28	folder 15
1963 (view online)	box 28	folder 16
Miscellaneous Conventions , 1964 (view online)	box 28	folder 17
Miscellaneous Conventions , 1965 (view online)	box 28	folder 18
1965, 1966 (view online)	box 28	folder 19
1965, 1966 (view online)	box 29	folder 1
Miscellaneous Conventions , 1968 (view online)	box 29	folder 2
Mobil Oil, 1962 November (view online)	box 29	folder 3
Motorlog, 1963 April 2 (view online)	box 29	folder 4
National Automobile Dealers Association, 1965 (view online)	box 29	folder 5
National Auto Dealers Association, 1968 (view online)	box 29	folder 6
RCA Consumer Electronics, 1968 September (view online)	box 29	folder 7
Renuzit's Conference, undated (view online)	box 29	folder 8
Richards MRG. Company, 1968 August (view online)	box 29	folder 9
Gourmet Editors, 1965 (view online)	box 29	folder 10
Schenley Distributing. Co., 1965 August (view online)	box 29	folder 11
Scrap Iron and Steel, 1965 October (view online)	box 29	folder 12

Schrimers, undated (view online)	box 29	folder 13
Spec Sheets, 1965-1969 (view online)	box 29	folder 14
Theater Equipment Supply Manufacturing Association, 1968 February (view online)	box 29	folder 15
Utah Association of Real Estate Boards, 1968 September (view online)	box 29	folder 16
Western Industrial Health Conference, 1968 October (view online)	box 30	folder 1
World Congress of Flight, 1959 April (view online)	box 30	folder 2
Sportsmen's World Awards, correspondence, 1969 June (view online)	box 30	folder 3
Sportsmen's World Awards, correspondence, 1970 June (view online)	box 30	folder 4
Sportsmen's World Awards, correspondence, 1971 June (view online)	box 30	folder 5
Sportsmen's World Awards, photographs, 1970 June (view online)	box 30	folder 6
Sportsmen's World Awards, press kit, 1969 June (view online)	box 30	folder 7
Sportsmen's World Awards, press kit, 1970 June (view online)	box 30	folder 8

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Hotel and Casino Promotional Events, 1954-1972

Physical Description: 1.94 Cubic Feet (3 boxes)

Physical Description: 1.63 Linear Feet

Scope and Contents Note: The Hotel and Casino Promotional Events Series from 1954 to 1972 contains fashion shows, beauty contests, magazine stories, casino incentives, and benefits for various national non-profit organizations. Also included are correspondence, brochures, promotion committee material, and index cards for mailers.

Arrangement: Material is arranged alphabetically.

Title/Description	Containers	
Apollo Astronauts, 1967 September (view online)	box 30	folder 9
Baseball Team, 1960 (view online)	box 30	folder 10
British Industries, Garrard Record Player, 1960-1962 (view online)	box 30	folder 11
Brochures, undated (view online)	box 30	folder 12
Carnera, Primo, wrestler, undated (view online)	box 30	folder 13
Clark County Assoc. for Retarded Children, undated (view online)	box 30	folder 14
Clark County Fair and Recreation Board, 1961-1962 (view online)	box 30	folder 15
Contract Documents for Airport Advertising, undated (view online)	box 30	folder 16
Convention Center, brochure, 1958 (view online)	box 31	folder 1
Correspondence regarding article, 1959 (view online)	box 31	folder 2
Crippled Children's Society, Kim Novak, undated (view online)		

	box 31	folder 3
Dating Game Winners, undated (view online)	box 31	folder 4
Denver Post Prize Winners, 1964 May (view online)	box 31	folder 5
Esquire Magazine Story, undated (view online)	box 31	folder 6
Football Team, Sands Giants, undated (view online)	box 31	folder 7
Hadassa Theater Party, 1967 (view online)	box 31	folder 8
Holiday Magazine Cover, 1954 June (view online)	box 31	folder 9
Holiday Magazine, Las Vegas Story, 1955 January	box 31	folder 10
Index Card for mailers, 1972 (view online)	box 31	folder 11
Israel Peace Rally, 1967 June 12 (view online)	box 31	folder 12
Jinx the Super Chimp, undated (view online)	box 31	folder 13
Kimberly Clark Fashion Show, 1967 April 3 (view online)	box 31	folder 14
Las Vegas Convention Bureau, correspondence, 1961 (view online)	box 31	folder 15
Las Vegas Report, 1963 (view online)	box 31	folder 16
Los Angeles Sharks Hockey Promotion, undated (view online)	box 31	folder 17
Melvin Miller, 1960 (view online)	box 31	folder 18
Miss Houston, correspondence, 1957 (view online)	box 31	folder 19
Miss Universe, Miss Peru, 1958 (view online)	box 31	folder 20
Miss Universe Pageant, 1961 (view online)	box 31	folder 21
Mister Sportswear Promotion, 1961 (view online)	box 31	folder 22
Model T, undated (view online)	box 31	folder 23
Models, undated (view online)	box 31	folder 24
National Hardware Association Promotion, 1956 (view online)	box 32	folder 1
National Kidney Disease Foundation, Nat King Cole, undated (view online)	box 32	folder 2
National Press Photographer Association (NPPA), beauty contest, 1956-1959 (view online)	box 32	folder 3
NPPA, 1960 (view online)	box 32	folder 4
NPPA, 1961 (view online)	box 32	folder 5
NPPA, 1963 (view online)	box 32	folder 6
Pacific Airlines, undated (view online)	box 32	folder 7
Policeman's Benefit Ticket Sales Promotion, undated (view online)	box 32	folder 8
Promotion Committee, 1961 February (view online)	box 32	folder 9
Promotion Committee Action Panel, 1961 (view online)	box 32	folder 10

Promotion Committee Material, 1961 (view online)	box 32	folder 11
Roby Robot, undated (view online)	box 33	folder 1
Rose Bowl Tour, Pittsburgh, 1956 December (view online)	box 33	folder 2
Sands Times, 1955-1960 (view online)	box 33	folder 3
Sands Outrigger Races, 1965 October (view online)	box 33	folder 4
Silver Jubilee, 1958 (view online)	box 33	folder 5
Spring Spree Promotion, 1972 June (view online)	box 33	folder 6
Southern Nevada Off-road Racing, Sands Entry, 1970 (view online)	box 33	folder 7
Tennis Tournament, 1972 (view online)	box 33	folder 8
Thanksgiving, Children with Turkey, undated (view online)	box 33	folder 9
TWA, Las Vegas Promotion, undated (view online)	box 33	folder 10
Vacation Prize Promotions, 1957-1958 (view online)	box 33	folder 11
Vietnam Soap Drive, 1965 September (view online)	box 33	folder 12
Williams, William D. Promotion, undated (view online)	box 33	folder 13

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Television, Radio Shows, and Movies, 1953-1972

Physical Description: 1.30 Cubic Feet (2 boxes)

Physical Description: 1.08 Linear Feet

Scope and Contents Note: The Television, Radio Shows, and Movies Series from 1953 to 1972 contains photographs, correspondence, show programs, and proposals that the Sands Hotel had an interest in producing or were filmed on the hotel property. Also included are scripts and a promotional package the included arrangements to see one of the atomic bomb blasts from the Nevada Test Site.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
"I Spy" TV Segments, 1966 March-April (view online)	box 34	folder 1
"An Italian in America" Film, 1967 (view online)	box 34	folder 2
Atomic Test, Sands Resort, 1955 April (view online)	box 34	folder 3
Breakfast with Dorothy and Dick, 1965 (view online)	box 34	folder 4
Dating Game, Couples, 1967 (view online)	box 34	folder 5
"Fabulous Las Vegas", undated (view online)	box 34	folder 6
Here's Hollywood, 1960 December (view online)	box 34	folder 7
"Holiday in Las Vegas", 1957 (view online)	box 34	folder 8
Howdy Podner TV Series, 1958 (view online)		

	box 34	folder 9
Hughes Film, Columbia Pictures, 1971 January (view online)	box 34	folder 10
"It Could Be You" TV Show, 1959 (view online)	box 34	folder 11
"I Spy" Scripts, 1966 March (view online)	box 34	folder 12
"Joker is Wild" TV Show, 1957 (view online)	box 34	folder 13
"Julia", NBC TV, 1970 July (view online)	box 34	folder 14
Larry Finley Show, 1966 September 14 (view online)	box 34	folder 15
"The Lone Wolf", 1953 (view online)	box 34	folder 16
"Make Room for Daddy", undated (view online)	box 34	folder 17
Miller, Mitch, Radio Program, undated (view online)	box 34	folder 18
"Millionaire" TV Show, 1959 September (view online)	box 34	folder 19
Mexican Radio Show, 1972 (view online)	box 34	folder 20
Mexican Show Proposal, 1972 (view online)	box 34	folder 21
"Meet Me In Las Vegas" correspondence, 1955-1956 (view online)	box 35	folder 1
"Meet Me in Las Vegas" photographs, 1957 (view online)	box 35	folder 2
"Name of the Game", NBC TV, 1970 (view online)	box 35	folder 3
Newsreel Cameras, 1953 (view online)	box 35	folder 4
"The Only Game in Town, script, 1968 (view online)	box 35	folder 5
Post Cereal Commercial, 1963 May (view online)	box 35	folder 6
Red Skelton TV Show, 1959 (view online)	box 35	folder 7
"See it Now" CBS TV, 1955 (view online)	box 35	folder 8
Viva Las Vegas, 1963 (view online)	box 35	folder 9
"Wide, Wide World", NBC TV, 1956 December (view online)	box 35	folder 10

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New Year's Eve Celebrations, 1956-1970

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: The New Year's Eve Celebrations from 1956 to 1970 is not a complete range. Included are photographs, correspondence, menus, and seating arrangements.

Arrangement: Material is arranged in chronological order.

Title/Description	Containers
New Year's Eve	

1956 (view online)	box 35	folder 11
1957 (view online)	box 35	folder 12
1959 (view online)	box 35	folder 13
1962 (view online)	box 36	folder 1
1965 (view online)	box 36	folder 2
1966 (view online)	box 36	folder 3
1967 (view online)	box 36	folder 4
1969 (view online)	box 36	folder 5
1970 (view online)	box 36	folder 6

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Helldorado Parades, 1953-1960s

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: The Helldorado parades (1953-1960s) contains ideas for floats, sketches, photographs of floats in the parade, negatives, and correspondence.

Arrangement: Material remains in original order.

Title/Description	Containers	
Aladdin's Lamp, 1953 (view online)	box 36	folder 7
There's No Business Like Show Business, 1954 (view online)	box 36	folder 8
Bathing Beauty, 1955 (view online)	box 36	folder 9
America The Melting Pot, 1959 (view online)	box 36	folder 10
Parade of Beauty, 1960 (view online)	box 36	folder 11
Three Coins in a Fountain, 1961 (view online)	box 36	folder 12
End of the Rainbow, 1962 (view online)	box 36	folder 13
Freedom of Man, 1963 (view online)	box 36	folder 14
Forbidden Planet, undated (view online)	box 36	folder 15
Somebody Goofed, undated (view online)	box 36	folder 16
Wonders of the Sea, undated (view online)	box 36	folder 17

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Movie Posters

Physical Description: 0.65 Cubic Feet (1 box)

Physical Description: 0.54 Linear Feet

Scope and Contents Note: The movie posters series contains posters collected by Al Freeman and have no connection to the Sands Hotel.

Arrangement: Posters are in alphabetical order.

Title/Description	Containers	
A Place for Lovers, undated	box 36	folder 18
Assignment to Kill, undated	box 36	folder 19
Before Winter Comes, undated	box 36	folder 20
East of Java Krakatoa, 1968	box 36	folder 21
Daring Young Men in Jaunty Jalopies, undated	box 36	folder 22
Decline and Fall of a Bird Watcher, undated	box 36	folder 23
Doctor Doolittle, undated	box 36	folder 24
Buona Sera Mrs. Campbell, undated	box 36	folder 25
Heaven with a Gun, undated	box 36	folder 26
Hell Fighters, undated	box 37	folder 1
Hello Down There, undated	box 37	folder 2
Horse in the Gray Flannel Suit and Winnie the Pooh, undated	box 37	folder 3
House of Cards, undated	box 37	folder 4
How to Commit to Marriage, undated	box 37	folder 5
Ice Station Zebra, undated	box 37	folder 6
Mayerling, undated	box 37	folder 7
Model Shop, undated	box 37	folder 8
Only When I Larf, undated	box 37	folder 9
Pendulum, undated	box 37	folder 10
Play Dirty, undated	box 37	folder 11
Ring of Bright Water, undated	box 37	folder 12
Shoes of Fisherman, undated	box 37	folder 13
Skidoo, undated	box 37	folder 14
South Pacific, undated	box 37	folder 15
The Chairman, undated	box 37	folder 16
The Guru, undated	box 37	folder 17
The Night They Raided Minsky's, undated	box 37	folder 18
The Southern Star, undated	box 38	folder 1

Unknown Title, undated	box 38	folder 2
Wrecking Crew, undated	box 38	folder 3
Otley, undated	box 38	folder 4

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Social Functions, 1952-1969

Physical Description: 1.94 Cubic Feet (3 boxes)

Physical Description: 1.63 Linear Feet

Scope and Contents Note: The Social Functions series dates from 1952 to 1969 and contain materials from weddings, showers, anniversaries, luncheons, dinners, parties, fashion shows, and functions for hosting foreign dignitaries. Included are photographs, invitations, correspondence, and fliers.

Arrangement: Material is arranged in rough alphabetical order.

Title/Description	Containers	
Bell, Tom, birthday party, undated (view online)	box 38	folder 5
Boy Scouts Dinner, 1968 April (view online)	box 38	folder 6
Cocktail parties, 1965	box 38	folder 7
Dinners, miscellaneous, undated (view online)	box 38	folder 8
Eagle Scout Dinner, undated (view online)	box 38	folder 9
Ebony Fashion Fair, 1966 December (view online)	box 38	folder 10
Father Crowley, undated (view online)	box 38	folder 11
Father Toomey, Celebration Dinner, 1966 May (view online)	box 38	folder 12
Gragson, Oran, Mayor, undated (view online)	box 38	folder 13
Hadassah Functions, 1965-1966 (view online)	box 38	folder 14
Hadassah Play, 1968 (view online)	box 38	folder 15
Italian American Dinner Dance, 1967 April (view online)	box 38	folder 16
Junior Chamber Man of the Year, 1967 April (view online)	box 38	folder 17
Laxalt, Gov. Paul, Advisory Committee on Tourism, 1968 (view online)	box 38	folder 18
Lunches, 1961-1966 (view online)	box 38	folder 19
Miscellaneous meetings, 1952-1965 (view online)	box 38	folder 20
Mowbray, Judge John, dinner, undated (view online)	box 38	folder 21
National Association of U.S. Commissioners, 1968 April 28 (view online)	box 38	folder 22
Nation, 1968 October 5 (view online)	box 38	folder 23
Opening, 1952 December 15 (view online)	box 38	folder 24

Palin Cocktail Party, 1960 December 28 (view online)	box 38	folder 25
Republicans for Rockefeller Luncheon, 1968 July 26 (view online)	box 38	folder 26
Ronzone's Fashion Show, 1966 April 16 (view online)	box 38	folder 27
Schirling, Mary, baby shower, 1968 May 28 (view online)	box 39	folder 1
Social Affairs, miscellaneous, undated (view online)	box 39	folder 2
Travis, Sue, Baby Shower, 1968 August 26 (view online)	box 39	folder 3
Southern Nevada Human Rights Commission, 1966 May (view online)	box 39	folder 4
Variety Club Women, 1965 October (view online)	box 39	folder 5
Young Democrats, 1965 (view online)	box 39	folder 6
Arnaz, Desi, wedding, 1963 March 2 (view online)	box 39	folder 7
Correspondence, 1968 (view online)	box 39	folder 8
Davis, Sammy Jr., wedding, 1966 May (view online)	box 39	folder 9
Haymes, Dick and Rita Hayworth, wedding (view online)	box 39	folder 10
King, Sonny, wedding, 1964 June 28 (view online)	box 39	folder 11
Leigh, Janet and Robert Brandt, 1962 September (view online)	box 39	folder 12
Less, Jack, wedding, 1966 (view online)	box 39	folder 13
Miller, Roger to Leah Kendrick, wedding, 1965 April 2 (view online)	box 39	folder 14
Russell, Rosalind, anniversary party, 1966 November (view online)	box 39	folder 15
Sinatra, Nancy Jr, 1960 September (view online)	box 39	folder 16
Weddings, 1962-1969 (view online)	box 39	folder 17
White, Betty to Allen Ludden, wedding, 1963 June 14 (view online)	box 39	folder 18
Zimblist, Harry, anniversary, 1968 April (view online)	box 39	folder 19
The Angelbread Foundation, 1959 (view online)	box 40	folder 1
Ballerina, undated (view online)	box 40	folder 2
Dance Teams, undated (view online)	box 40	folder 3
Dancers, 1954 (view online)	box 40	folder 4
Foreign visitors, undated (view online)	box 40	folder 5
Hemingway, Ernest, undated (view online)	box 40	folder 6
Israeli Medical Director for Hadassah, 1966 September (view online)	box 40	folder 7
Johnson, President Library, undated (view online)	box 40	folder 8
Mexican Ambassador and Staff, undated (view online)	box 40	folder 9
Miller, Marion, 1966 (view online)	box 40	folder 10

Political Figures, undated (view online)	box 40	folder 11
Rush, Orville, Imperial Shrine Potentate, 1966 September (view online)	box 40	folder 12
Show Magazine Executives, undated (view online)	box 40	folder 13
Sobhi, Prince Hussein, 1961 (view online)	box 40	folder 14
Sports Personalities, undated (view online)	box 40	folder 15
Time Capsule, 1953 (view online)	box 40	folder 16
Truman, President Harry, undated (view online)	box 40	folder 17
Turkish Ambassador, 1966 August (view online)	box 40	folder 18
Turkish Ambassador, celebrities, 1966 August 13 (view online)	box 40	folder 19

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Audiovisual Tapes and Promotions, 1952-1966

Physical Description: 2.63 Cubic Feet (4 oversized boxes)

Physical Description: 5.42 Linear Feet

Scope and Contents Note: The audiovisual material in boxes 41 to 43 date from 1952 to 1954 and undated and contains performances by Billy Eckstine and rehearsals in the Copa Room. Also included are parties and radio programs that were staged at the Sands Hotel. Box 41 contains a printing block, Sands Times magazine, brochures, a story board, and a photograph of a hearing involving Grand Canyon air disasters.

Arrangement: Material remains in original order.

Title/Description	Containers
Billy Eckstine on stage in the Copa Room, undated Physical Description: 1 16mm Reels	oversized box 41
Considine Party, undated Physical Description: 1 16mm Reels	oversized box 41
Casino fronts, undated Physical Description: 1 16mm Reels	oversized box 41
Copa Room Physical Description: 1 16mm Reels	oversized box 41
Breakfast with Dorothy and Dick, broadcast from the Sands Hotel, undated Physical Description: 4 audio Reels	oversized box 41
Red Skelton on the Jack Paar Show, undated Physical Description: 1 Reels	oversized box 41
Radie Harris, NBC Network, "People", 1954 March 6 Physical Description: 1 Reels	oversized box 41
Billy Eckstine on Stage in the Copa Room, undated	

Physical Description: 3 16mm Reels	oversized box 42
Copa Room, rehearsals, undated Physical Description: 3 Reels	oversized box 43
KRAM Radio tapes, 1952 October 25 Physical Description: 3 Reels	oversized box 43
Billy Eckstine in the Copa Room, undated Physical Description: 2 16mm Reels	oversized box 43
"Celebrity Table", ABC Network, undated Physical Description: 2 Reels	oversized box 43
Saturday Night at the Sands, undated Physical Description: 1 Reels	oversized box 43
Breakfast with Dorothy and Dick, broadcast from the Sands Hotel, undated Physical Description: 1 Photographic Slides	oversized box 43
Sands media brochures, envelopes, Sands Times magazines, Sands printing block, and story boards. Includes photograph of Congressional Committee on Interstate Commerce Investigating Grand Canyon Air Disasters hearings, 1956-1966 (view online)	oversized box 44

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Sands News Bureau Scrapbooks, 1953-1959

Physical Description: 3.29 Cubic Feet (5 oversize boxes)

Physical Description: 6.77 Linear Feet

Scope and Contents Note: The News Bureau Scrapbooks (1953-1959) primarily contain newspaper clippings and a few photographs.

Arrangement: Material remains in original order.

Title/Description	Containers
The Sands News Bureau scrapbook 1 of 5, 1953-1959 (view online)	oversized box 45
United Jewish Appeal posters, 1953-1959 Physical Description: 5 Items	flat file 51
The Sands News Bureau scrapbook 2 of 5, 1952-1953 (view online)	oversized box 46
The Sands News Bureau scrapbook 3 of 5, 1953-1957 (view online)	oversized box 47
The Sands News Bureau scrapbook 4 of 5, 1955-1957 (view online)	oversized box 48
The Sands News Bureau scrapbook 5 of 5, 1953 (view online)	

oversized
box 49

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