Guide to the Sands Hotel Public Relations Records

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Summary Information

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


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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.

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.
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;
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.

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.

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.

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Containers</th>
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<tbody>
<tr>
<td>Rooming Lists of celebrities, 1958-1962 (view online)</td>
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<tr>
<td>Sands Time Request Letters, 1958-1959 (view online)</td>
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<tr>
<td>Advertising bills, 1971 (view online)</td>
<td>box 1</td>
</tr>
<tr>
<td>Advertising Presentation, Cole Fisher Roqow, Inc., 1968 (view online)</td>
<td>box 1</td>
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<tr>
<td>Correspondence, 1959 (view online)</td>
<td>box 1</td>
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<tr>
<td>Advertising Budget Analysis, 1970 (view online)</td>
<td>box 1</td>
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<tr>
<td>Art Exhibit, Joy Caros, 1963 May (view online)</td>
<td>box 1</td>
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<tr>
<td>Publications, Las Vegas, undated (view online)</td>
<td>box 1</td>
</tr>
<tr>
<td>Contributions Committee, 1969-1970 (view online)</td>
<td>box 2</td>
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<tr>
<td>Epic Records, Biographical Accounts, 1968 (view online)</td>
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<td>Title</td>
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<td>----------------------------------------------------------------------</td>
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<tr>
<td>Fire Prevention Class, 1968 October</td>
<td>box 2</td>
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<tr>
<td>Four Chaplains Memorial, 1960 April</td>
<td>box 2</td>
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<tr>
<td>Gold Cup Races, 1960 November</td>
<td>box 2</td>
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<tr>
<td>Jazz Concert, 1965 November 27</td>
<td>box 2</td>
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<tr>
<td>Marquee, undated</td>
<td>box 2</td>
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<tr>
<td>Exterior photographs, undated</td>
<td>box 2</td>
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<tr>
<td>Aqueduct Garden Suites, undated</td>
<td>box 2</td>
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<tr>
<td>Photographs and correspondence, 1962</td>
<td>box 2</td>
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<tr>
<td>Institutional photographs, undated</td>
<td>box 2</td>
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<tr>
<td>Guests at the Sands Hotel, undated</td>
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<tr>
<td>Reservation requests, 1958</td>
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<tr>
<td>Columbia River Promotion, 1960 June</td>
<td>box 2</td>
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<tr>
<td>Diving Grandmother, undated</td>
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<tr>
<td>Miss Las Vegas in England, 1957 May</td>
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<tr>
<td>Turkey Trot, undated</td>
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<tr>
<td>VIP guests, 1956-1959</td>
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<tr>
<td>Rose De Lima, 1960-1963</td>
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<tr>
<td>Share in Freedom Campaign, 1968</td>
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<tr>
<td>Las Vegas Press Club Installation, 1969 April</td>
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<tr>
<td>Dinner show groups, Copa Showroom, 1965-1968</td>
<td>box 2</td>
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<tr>
<td>Miss Houston, undated</td>
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<tr>
<td>Pastry Contest, Convention Center, 1963 August</td>
<td>box 2</td>
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<tr>
<td>Beauty Pageant Winners, undated</td>
<td>box 2</td>
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<tr>
<td>Garrard, Lenny, birthday, 1961</td>
<td>box 2</td>
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<tr>
<td>Art Exhibit, undated</td>
<td>box 2</td>
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<tr>
<td>Hollywood Park Rooms, undated</td>
<td>box 2</td>
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<tr>
<td>March of Dimes, 1954</td>
<td>box 2</td>
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<tr>
<td>Water slide, undated</td>
<td>box 2</td>
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</tbody>
</table>

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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.

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

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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.

<table>
<thead>
<tr>
<th>Title/Description</th>
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<tr>
<td>Bacall, Lauren and Humphrey Bogart, undated (view online)</td>
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<td>Ball, Lucille and Desi Arnaz, undated (view online)</td>
<td>box 3 folder 11</td>
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<tr>
<td>Benny, Jack, undated (view online)</td>
<td>box 3 folder 12</td>
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<tr>
<td>Bankhead, Tallulah, undated (view online)</td>
<td>box 3 folder 13</td>
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<tr>
<td>Name</td>
<td>Date</td>
</tr>
<tr>
<td>-----------------------------</td>
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<tr>
<td>Cole, Nat King</td>
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<tr>
<td>Conte, Richard</td>
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<tr>
<td>Crosby, Bing</td>
<td>undated</td>
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<tr>
<td>Curtis, Tony and Janet Leigh</td>
<td>undated</td>
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<tr>
<td>Damone, Vic</td>
<td>undated</td>
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<tr>
<td>Davis, Sammy Jr., 1967</td>
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<td>Dietrich, Marlene</td>
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<td>Dignitaries</td>
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<td>Dimaggio, Joe</td>
<td>undated</td>
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<td>Douglas, Kirk, 1961</td>
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<td>Employees</td>
<td>undated</td>
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<tr>
<td>Ferrer, Jose and Rosemary Clooney</td>
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<td>Garland, Judy</td>
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<td>Gwynne, Fred</td>
<td>undated</td>
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<td>Hopper, Hedda</td>
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<td>Horne, Lena, 1960</td>
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<td>James, Dennis</td>
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<td>Johnson, Van</td>
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<td>Lawford, Peter</td>
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<td>Lawrence, Steve and Eydie Gorme</td>
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<td>Lemmon, Jack, 1961</td>
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<td>Lewis, Jerry</td>
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<td>Martin, Dean's wife</td>
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<td>Monroe, Marilyn</td>
<td>undated</td>
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<tr>
<td>Novak, Kim</td>
<td>undated</td>
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<tr>
<td>Parsons, Louella</td>
<td>undated</td>
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<tr>
<td>Politicians</td>
<td>undated</td>
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<tr>
<td>Powell, Jane, Terry Moore, and Ursula Thiess, 1952</td>
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<tr>
<td>Reynolds, Debbie and Eddie Fisher</td>
<td>undated</td>
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<td>Robinson, Edward G.</td>
<td>undated</td>
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<tr>
<td>Ritz Brothers, 1952</td>
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<tr>
<td>Shore, Dinah</td>
<td>undated</td>
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</tbody>
</table>
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 includes correspondence to and from Freeman and correspondence specifically related to advertising.

Arrangement: Material remains in original order.

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

<table>
<thead>
<tr>
<th>Title/Description</th>
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<tr>
<td>Contributions, A-M, 1969 (view online)</td>
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<tr>
<td>Contributions and correspondence, N-Z, 1972 (view online)</td>
<td>box 7</td>
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<tr>
<td>Mailing lists, 1956 (view online)</td>
<td>box 7</td>
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<tr>
<td>Souvenir requests, 1956 (view online)</td>
<td>box 7</td>
</tr>
<tr>
<td>Sands Times, 1956-1957 (view online)</td>
<td>box 7</td>
</tr>
</tbody>
</table>

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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.

<table>
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<tr>
<th>Title/Description</th>
<th>Containers</th>
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<td>Anniversaries</td>
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<td>Sands 1st (view online)</td>
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<tr>
<td>Sands 2nd (view online)</td>
<td>box 7</td>
</tr>
<tr>
<td>Sands 3rd (view online)</td>
<td>box 7</td>
</tr>
<tr>
<td>Sands 4th, 1953-1970 (view online)</td>
<td>box 8</td>
</tr>
<tr>
<td>Sands 6th (view online)</td>
<td>box 8</td>
</tr>
<tr>
<td>Sands 7th (view online)</td>
<td>box 8</td>
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</tbody>
</table>

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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.

<table>
<thead>
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<th>Title/Description</th>
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<td>Bishop, Joey, 1961-1970 (view online)</td>
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<tr>
<td>Adams, Don birthday, 1966-1968 April (view online)</td>
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<tr>
<td>Allen and Rossi, 1962 November (view online)</td>
<td>box 10 folder 6</td>
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<tr>
<td>Allyson, June, undated (view online)</td>
<td>box 10 folder 7</td>
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<tr>
<td>Ames, Nancy, 1965 September (view online)</td>
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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.

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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.

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<td>Fan Dance, undated</td>
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<td>Mambo Number, Photographs, Correspondence, 1950s</td>
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<td>Me and My Shadow, 1963 March</td>
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<td>Mink coats, 1958</td>
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<td>Minstrel Productions, 1961 September-October</td>
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<td>Picture Window, 1962 April</td>
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<td>Rainano white muff, 1962 May</td>
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<tr>
<td>Rainbow Blues, undated</td>
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<td>Red, White, and Blue, 1962 July</td>
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<td>Ring A Ding, 1961 June</td>
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<td>Shimmy Dance, 1967</td>
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<td>Snowballs, 1962-1966</td>
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<td>Spaceman, 1962 October</td>
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<td>Stage productions, miscellaneous, 1952</td>
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<tr>
<td>Stage productions, undated</td>
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<td>Stage productions, November 1963</td>
<td>box 19 folder 2</td>
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<tr>
<td>&quot;Supermarket For Millionaires&quot; Skit, 1957</td>
<td>box 19 folder 3</td>
</tr>
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</table>
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.

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<tr>
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<td>Baron, Charles Brig General, undated (view online)</td>
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<td>Bellmen, undated (view online)</td>
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<td>Bowling League, 1972 (view online)</td>
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<td>Bridge, Lou, 1977 (view online)</td>
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<td>Carbone, Jose, Sales Manager, undated (view online)</td>
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<td>Cohen, Carl, undated (view online)</td>
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<td>Casino Employees, miscellaneous, undated (view online)</td>
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<td>Coombs, Merle, General Manager, Frontier Hotel, undated (view online)</td>
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<td>Davis, John, Bellman, undated (view online)</td>
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<td>Eastveld, Kathy, First Bellgirl, undated (view online)</td>
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<td>Employee Awards, 1970-1971 (view online)</td>
<td>box 19 folder 24</td>
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<td>Executives, Group picture, 1968 (view online)</td>
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<td>Faber, Rudy, Showroom Captain, undated (view online)</td>
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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
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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
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.
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
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
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Mobile Unit, undated [view online]  box 21  folder 16
Mt. Kenya Safari Club, undated [view online]  box 21  folder 17
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On stage, Sands, undated [view online]  box 21  folder 19
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Press conferences, undated [view online]  box 22  folder 4
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State Fair, Indiana, 1962 [view online]  box 22  folder 7
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<td>State Fair, Indiana, 1963 (<a href="#">view online</a>)</td>
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<td>State Fair, Pennsylvania, 1963 (<a href="#">view online</a>)</td>
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<td>Television Show, 1963-1969 (<a href="#">view online</a>)</td>
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<td>Tours</td>
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<td>Tours, 1961 (<a href="#">view online</a>)</td>
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<td>Tours, 1964 (<a href="#">view online</a>)</td>
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<td>Tours, 1965 (<a href="#">view online</a>)</td>
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<td>Tours, 1966 (<a href="#">view online</a>)</td>
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<tr>
<td>Tribute to Ed Wynn, 1966 (<a href="#">view online</a>)</td>
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</tbody>
</table>

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### Louis Prima, 1966-1968

Physical Description: 0.65 Cubic Feet (1 box)

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.

<table>
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<td>Auditioning Celebrity Girls, undated (<a href="#">view online</a>)</td>
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<td>Birthday party, undated</td>
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<td>Butera, Sam, undated (<a href="#">view online</a>)</td>
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<td>Candids, undated (<a href="#">view online</a>)</td>
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<td>Contract signing, 1966 (<a href="#">view online</a>)</td>
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<tr>
<td>Correspondence, miscellaneous, undated (<a href="#">view online</a>)</td>
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<td>Golf Course, undated (<a href="#">view online</a>)</td>
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<td>The Jungle Book, undated (<a href="#">view online</a>)</td>
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<td>Layouts, 1966 (<a href="#">view online</a>)</td>
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<td>Maione, Gia, undated (<a href="#">view online</a>)</td>
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<td>Negatives, undated (<a href="#">view online</a>)</td>
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<td>On stage, 1966 June-July (<a href="#">view online</a>)</td>
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On stage, 1967 (view online)

Opening, 1968 June 6 (view online)

Portraits, undated (view online)

Promotional material, undated (view online)

"King Louis The Most," secretary, undated (view online)

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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.

<table>
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<tr>
<th>Title/Description</th>
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<td>Article, Sports Illustrated, 1966 November 11 (view online)</td>
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<td>Badges and brochures, 1966-1967 (view online)</td>
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<tr>
<td>Brochure distribution lists, undated (view online)</td>
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<td>Cancellations and returned mail, 1966-1967 (view online)</td>
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<td>Clippings, 1967 (view online)</td>
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<td>Correspondence, 1966-1967 (view online)</td>
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<td>Directories, 1966-1967 (view online)</td>
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<td>Inter-office correspondence, 1966-1967 (view online)</td>
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<td>Lists of Players, 1966-1967 (view online)</td>
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<td>Magazine, Popular Bridge, 1967 September (view online)</td>
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<td>Photographs, 1966-1967 (view online)</td>
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<td>Planning, 1966 (view online)</td>
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<td>Player Guides, 1966-1967 (view online)</td>
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<td>Prizes, 1966-1967 (view online)</td>
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<td>Registrations form and tickets, 1966-1967 (view online)</td>
<td>box 25</td>
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<td>Score sheets, 1966-1967 (view online)</td>
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Guide to the Sands Hotel Public Relations Records

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

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.

<table>
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<td>American Tours International, 1966 (view online)</td>
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<td>American Tours International, 1966 (view online)</td>
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<td>Eastern Bell Telephone, undated (view online)</td>
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<td>Home Town Captions, 1966 (view online)</td>
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<td>Home Town Captions, #2, 1966 (view online)</td>
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<td>Jet Tours International, 1965-1966 (view online)</td>
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<td>Lawtong group, 1967 February (view online)</td>
<td>box 26  folder 8</td>
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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.

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<td>Sales record, 1961 (<a href="#">view online</a>)</td>
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<td>Printing cost analysis, 1958 (<a href="#">view online</a>)</td>
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<td>Promotional recordings, 1958 July (<a href="#">view online</a>)</td>
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<td>Correspondence, outgoing, 1957-1960 (<a href="#">view online</a>)</td>
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<td>Labels and design, undated (<a href="#">view online</a>)</td>
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<td>Contracts, 1960 (<a href="#">view online</a>)</td>
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<td>Promotion, 1957 (<a href="#">view online</a>)</td>
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<td>Newspaper clippings, 1957 (<a href="#">view online</a>)</td>
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<td>Photographs, 1959-1961 (<a href="#">view online</a>)</td>
<td>box 27, folder 8</td>
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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.

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<td>American Parts Systems, 1966 September (<a href="#">view online</a>)</td>
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<td>Attendee photographs, 1966-1967 (<a href="#">view online</a>)</td>
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<td>Buick Convention, 1962 (<a href="#">view online</a>)</td>
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<td>Correspondence, memorandi, 1965</td>
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<td>El Bekal Shrine of Southern California, 1966 December</td>
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<td>Helene Curtis Industries, Inc., 1968 July</td>
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<td>Jantzen, correspondence, 1971</td>
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<td>Jantzen Fall Sweater Show, 1966 February</td>
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<td>Jantzen, photographs, 1970</td>
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<td>Jantzen, photographs, 1971</td>
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<td>Kimberly Farms, 1968 September 22</td>
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<td>Midian Temple, Wichita KS, undated</td>
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<td>Richards MRG. Company, 1968 August</td>
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<td>Utah Association of Real Estate Boards, 1968 September (view online)</td>
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<td>Western Industrial Health Conference, 1968 October (view online)</td>
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<td>World Congress of Flight, 1959 April (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Sportsmen's World Awards, correspondence, 1969 June (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Sportsmen's World Awards, correspondence, 1970 June (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Sportsmen's World Awards, correspondence, 1971 June (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Sportsmen's World Awards, photographs, 1970 June (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Sportsmen's World Awards, press kit, 1969 June (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Sportsmen's World Awards, press kit, 1970 June (view online)</td>
<td>box 30</td>
</tr>
</tbody>
</table>

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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.

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apollo Astronauts, 1967 September (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Baseball Team, 1960 (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>British Industries, Garrard Record Player, 1960-1962 (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Brochures, undated (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Carnera, Primo, wrestler, undated (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Clark County Assoc. for Retarded Children, undated (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Clark County Fair and Recreation Board, 1961-1962 (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Contract Documents for Airport Advertising, undated (view online)</td>
<td>box 30</td>
</tr>
<tr>
<td>Convention Center, brochure, 1958 (view online)</td>
<td>box 31</td>
</tr>
<tr>
<td>Correspondence regarding article, 1959 (view online)</td>
<td>box 31</td>
</tr>
<tr>
<td>Crippled Children's Society, Kim Novak, undated (view online)</td>
<td>box 31</td>
</tr>
<tr>
<td>Event</td>
<td>Box/Folder</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Dating Game Winners, undated</td>
<td>box 31/folder 3</td>
</tr>
<tr>
<td>Denver Post Prize Winners, 1964 May</td>
<td>box 31/folder 4</td>
</tr>
<tr>
<td>Esquire Magazine Story, undated</td>
<td>box 31/folder 5</td>
</tr>
<tr>
<td>Football Team, Sands Giants, undated</td>
<td>box 31/folder 6</td>
</tr>
<tr>
<td>Hadassa Theater Party, 1967</td>
<td>box 31/folder 7</td>
</tr>
<tr>
<td>Holiday Magazine Cover, 1954 June</td>
<td>box 31/folder 8</td>
</tr>
<tr>
<td>Holiday Magazine, Las Vegas Story, 1955 January</td>
<td>box 31/folder 9</td>
</tr>
<tr>
<td>Index Card for mailers, 1972</td>
<td>box 31/folder 10</td>
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<tr>
<td>Israel Peace Rally, 1967 June 12</td>
<td>box 31/folder 11</td>
</tr>
<tr>
<td>Jinx the Super Chimp, undated</td>
<td>box 31/folder 12</td>
</tr>
<tr>
<td>Kimberly Clark Fashion Show, 1967 April 3</td>
<td>box 31/folder 13</td>
</tr>
<tr>
<td>Las Vegas Convention Bureau, correspondence, 1961</td>
<td>box 31/folder 14</td>
</tr>
<tr>
<td>Las Vegas Report, 1963</td>
<td>box 31/folder 15</td>
</tr>
<tr>
<td>Los Angeles Sharks Hockey Promotion, undated</td>
<td>box 31/folder 16</td>
</tr>
<tr>
<td>Melvin Miller, 1960</td>
<td>box 31/folder 17</td>
</tr>
<tr>
<td>Miss Houston, correspondence, 1957</td>
<td>box 31/folder 18</td>
</tr>
<tr>
<td>Miss Universe, Miss Peru, 1958</td>
<td>box 31/folder 19</td>
</tr>
<tr>
<td>Miss Universe Pageant, 1961</td>
<td>box 31/folder 20</td>
</tr>
<tr>
<td>Mister Sportswear Promotion, 1961</td>
<td>box 31/folder 21</td>
</tr>
<tr>
<td>Model T, undated</td>
<td>box 31/folder 22</td>
</tr>
<tr>
<td>Models, undated</td>
<td>box 31/folder 23</td>
</tr>
<tr>
<td>National Hardware Association Promotion, 1956</td>
<td>box 32/folder 1</td>
</tr>
<tr>
<td>National Kidney Disease Foundation, Nat King Cole, undated</td>
<td>box 32/folder 2</td>
</tr>
<tr>
<td>National Press Photographer Association (NPPA), beauty contest, 1956-1959</td>
<td>box 32/folder 3</td>
</tr>
<tr>
<td>NPPA, 1960</td>
<td>box 32/folder 4</td>
</tr>
<tr>
<td>NPPA, 1961</td>
<td>box 32/folder 5</td>
</tr>
<tr>
<td>NPPA, 1963</td>
<td>box 32/folder 6</td>
</tr>
<tr>
<td>Pacific Airlines, undated</td>
<td>box 32/folder 7</td>
</tr>
<tr>
<td>Policeman's Benefit Ticket Sales Promotion, undated</td>
<td>box 32/folder 8</td>
</tr>
<tr>
<td>Promotion Committee, 1961 February</td>
<td>box 32/folder 9</td>
</tr>
<tr>
<td>Promotion Committee Action Panel, 1961</td>
<td>box 32/folder 10</td>
</tr>
<tr>
<td>Title/Description</td>
<td>Containers</td>
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<tr>
<td>---------------------------------------------------------------------</td>
<td>------------</td>
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<tr>
<td>Promotion Committee Material, 1961 (view online)</td>
<td>box 32</td>
</tr>
<tr>
<td>Roby Robot, undated (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Rose Bowl Tour, Pittsburgh, 1956 December (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Sands Times, 1955-1960 (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Sands Outrigger Races, 1965 October (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Silver Jubilee, 1958 (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Spring Spree Promotion, 1972 June (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Southern Nevada Off-road Racing, Sands Entry, 1970 (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Tennis Tournament, 1972 (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Thanksgiving, Children with Turkey, undated (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>TWA, Las Vegas Promotion, undated (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Vacation Prize Promotions, 1957-1958 (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Vietnam Soap Drive, 1965 September (view online)</td>
<td>box 33</td>
</tr>
<tr>
<td>Williams, William D. Promotion, undated (view online)</td>
<td>box 33</td>
</tr>
</tbody>
</table>

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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.

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I Spy&quot; TV Segments, 1966 March-April (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>&quot;An Italian in America&quot; Film, 1967 (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>Atomic Test, Sands Resort, 1955 April (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>Breakfast with Dorothy and Dick, 1965 (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>Dating Game, Couples, 1967 (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>&quot;Fabulous Las Vegas&quot;, undated (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>Here's Hollywood, 1960 December (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>&quot;Holiday in Las Vegas&quot;, 1957 (view online)</td>
<td>box 34</td>
</tr>
<tr>
<td>Howdy Podner TV Series, 1958 (view online)</td>
<td>box 34</td>
</tr>
</tbody>
</table>
New Year's Eve Celebrations, 1956-1970

Physical Description: 0.65 Cubic Feet (1 box)

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.

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Year's Eve</td>
<td></td>
</tr>
</tbody>
</table>
Guide to the Sands Hotel Public Relations Records

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.

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

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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.

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

<table>
<thead>
<tr>
<th>Title/Description</th>
<th>Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bell, Tom, birthday party, undated (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Boy Scouts Dinner, 1968 April (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Cocktail parties, 1965</td>
<td>box 38</td>
</tr>
<tr>
<td>Dinners, miscellaneous, undated (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Eagle Scout Dinner, undated (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Ebony Fashion Fair, 1966 December (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Father Crowley, undated (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Father Toomey, Celebration Dinner, 1966 May (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Gragson, Oran, Mayor, undated (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Hadassah Functions, 1965-1966 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Hadassah Play, 1968 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Italian American Dinner Dance, 1967 April (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Junior Chamber Man of the Year, 1967 April (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Laxalt, Gov. Paul, Advisory Committee on Tourism, 1968 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Lunches, 1961-1966 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Miscellaneous meetings, 1952-1965 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Mowbray, Judge John, dinner, undated (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>National Association of U.S. Commissioners, 1968 April 28 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Nation, 1968 October 5 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Opening, 1952 December 15 (view online)</td>
<td>box 38</td>
</tr>
<tr>
<td>Event</td>
<td>Date/Location</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------------------</td>
</tr>
<tr>
<td>Palin Cocktail Party</td>
<td>1960 December 28</td>
</tr>
<tr>
<td>Republicans for Rockefeller Luncheon</td>
<td>1968 July 26</td>
</tr>
<tr>
<td>Ronzone's Fashion Show</td>
<td>1966 April 16</td>
</tr>
<tr>
<td>Schirling, Mary, baby shower</td>
<td>1968 May 28</td>
</tr>
<tr>
<td>Social Affairs, miscellaneous</td>
<td>Undated</td>
</tr>
<tr>
<td>Travis, Sue, Baby Shower</td>
<td>1968 August 26</td>
</tr>
<tr>
<td>Southern Nevada Human Rights Commission</td>
<td>1966 May</td>
</tr>
<tr>
<td>Variety Club Women</td>
<td>1965 October</td>
</tr>
<tr>
<td>Young Democrats, 1965</td>
<td></td>
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<tr>
<td>Arnaz, Desi, wedding</td>
<td>1963 March 2</td>
</tr>
<tr>
<td>Correspondence, 1968</td>
<td></td>
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<tr>
<td>Davis, Sammy Jr., wedding</td>
<td>1966 May</td>
</tr>
<tr>
<td>Haymes, Dick and Rita Hayworth, wedding</td>
<td></td>
</tr>
<tr>
<td>King, Sonny, wedding</td>
<td>1964 June 28</td>
</tr>
<tr>
<td>Leigh, Janet and Robert Brandt, 1962 September</td>
<td></td>
</tr>
<tr>
<td>Less, Jack, wedding</td>
<td>1966</td>
</tr>
<tr>
<td>Miller, Roger to Leah Kendrick, wedding</td>
<td>1965 April 2</td>
</tr>
<tr>
<td>Russell, Rosalind, anniversary party</td>
<td>1966 November</td>
</tr>
<tr>
<td>Sinatra, Nancy Jr.</td>
<td>1960 September</td>
</tr>
<tr>
<td>Weddings, 1962-1969</td>
<td></td>
</tr>
<tr>
<td>White, Betty to Allen Ludden, wedding</td>
<td>1963 June 14</td>
</tr>
<tr>
<td>Zimblist, Harry, anniversary</td>
<td>1968 April</td>
</tr>
<tr>
<td>The Angelbread Foundation, 1959</td>
<td></td>
</tr>
<tr>
<td>Ballerina, undated</td>
<td></td>
</tr>
<tr>
<td>Dance Teams, undated</td>
<td></td>
</tr>
<tr>
<td>Dancers, 1954</td>
<td></td>
</tr>
<tr>
<td>Foreign visitors, undated</td>
<td></td>
</tr>
<tr>
<td>Hemingway, Ernest, undated</td>
<td></td>
</tr>
<tr>
<td>Israeli Medical Director for Hadassah, 1966 September</td>
<td></td>
</tr>
<tr>
<td>Johnson, President Library, undated</td>
<td></td>
</tr>
<tr>
<td>Mexican Ambassador and Staff, undated</td>
<td></td>
</tr>
<tr>
<td>Miller, Marion, 1966</td>
<td></td>
</tr>
</tbody>
</table>
### 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.

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

- Page 38-
<table>
<thead>
<tr>
<th>Physical Description</th>
<th>Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 16mm Reels</td>
<td>oversized box 42</td>
</tr>
<tr>
<td>Copa Room, rehearsals, undated</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Physical Description: 3 Reels</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>KRAM Radio tapes, 1952 October 25</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Physical Description: 2 Reels</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Billy Eckstine in the Copa Room, undated</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Physical Description: 2 16mm Reels</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>&quot;Celebrity Table&quot;, ABC Network, undated</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Physical Description: 2 Reels</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Saturday Night at the Sands, undated</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Physical Description: 1 Reels</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Breakfast with Dorothy and Dick, broadcast from the Sands Hotel, undated</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>Physical Description: 1 Photographic Slides</td>
<td>oversized box 43</td>
</tr>
<tr>
<td>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)</td>
<td>oversized box 44</td>
</tr>
</tbody>
</table>

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.

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