

## **Guide to the UNLV University Libraries Collection of Posters**

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## Summary Information

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<b>Repository:</b>	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
<b>Creator:</b>	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
<b>Title:</b>	UNLV University Libraries Collection of Posters
<b>ID:</b>	MS-00852
<b>Date [inclusive]:</b>	1891-2002
<b>Date [bulk]:</b>	1940-2002
<b>Physical Description:</b>	10.58 Cubic Feet (47 flat files, 1 unboxed item)
<b>Physical Description:</b>	27.83 Linear Feet
<b>Language of the Material:</b>	English
<b>Language of the Material:</b>	The majority of material in the collection is English; materials in Finnish and French are indicated at the file level.
<b>Abstract:</b>	The UNLV University Libraries Collection of Posters is comprised of posters featuring Southern Nevada with a focus on Las Vegas, Nevada, collected by the University Libraries Special Collections and Archives. The material dates between 1891 and 2002, with the bulk of the material dating between 1940 and 2002. The collection includes posters of movies filmed in Las Vegas, casino marketing and advertisement posters, newspaper clippings, political rallies and campaign advertisement posters, and event promotions.

### Preferred Citation

UNLV University Libraries Collection of Posters, 1891-2002. MS-00852. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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## Scope and Contents Note

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The UNLV University Libraries Collection of Posters is comprised of posters featuring Southern Nevada with a focus on Las Vegas, Nevada, collected by the University Libraries Special Collections and Archives. The material dates between 1891 and 2002, with the bulk of the material dating between 1940 and 2002. The collection includes posters of movies filmed in Las Vegas, casino marketing and advertisement posters, newspaper clippings, political rallies and campaign advertisement posters, and event promotions. Hotel and

casino properties represented in the collection include the MGM Grand, Stardust Resort and Casino, and the Riviera Hotel and Casino. Events include campaign rallies, parties, dining events, and holiday events hosted by casinos, political groups, and Southern Nevada organizations.

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## Arrangement

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These records are organized into four series:

Series I. Hotel and casino posters, 1980-2002;

Series II. Southern Nevada event, tourism, and advertisement posters, 1891-2002;

Series III. Political campaign and activism posters, 1940-1974;

Series IV. Movie posters, 1940-1995.

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## Administrative Information

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### Access Note

Collection is open for research.

### Publication Rights

Materials in this collection may be protected by copyrights and other rights. See [Reproductions and Use](#) on the UNLV Special Collections and Archives website for more information about reproductions and permissions to publish.

### Acquisition Note

Materials were periodically collected by the University of Nevada, Las Vegas Special Collections and Archives; accession numbers 2001-37; 2001-51; 2001-54; 2001-58; and 2001-59.

### Processing Note

A rough inventory of the accession was created by Maggie Bukowski in 2017. To prepare the inventory, the described materials were reviewed to create a contents list, estimate dates, and identify material types. In 2019, as part of an archival backlog elimination project, Jimmy Chang inventoried, rehoused and arranged the materials, and created an ArchivesSpace inventory.

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## Names and Subjects

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- Southern Nevada -- 20th Century
- Las Vegas Valley (Nev.)
- Tourism -- Nevada -- Las Vegas
- Tourism -- Marketing
- Boulder City (Nev.)
- Las Vegas Strip (Nev.)
- Gambling
- Gambling -- Nevada -- Las Vegas
- Gambling -- United States
- Entertainment
- Boxing
- Entertainers
- Advertising
- Hoover Dam (Ariz. and Nev.)
- Local elections -- Las Vegas (Nev.) -- 20th century
- Political candidates -- Nevada
- Motion picture locations -- Nevada -- Las Vegas

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## Collection Inventory

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### Hotel and casino posters, 1980-2002

Physical Description: 5.49 Cubic Feet (19 flat files)

Physical Description: 37.35 Linear Feet

Scope and Contents Note: The hotel and casino posters series includes printed material advertising hotel and casino properties, entertainers, shows, and special events held at or by hotels and casinos located primarily in Las Vegas, Nevada from 1980 to 2002. The material also includes posters from Nevada cities outside of Las Vegas, as well as from Atlantic City, New Jersey and international locations.

Arrangement: Materials are organized by theme.

Title/Description	Containers
Las Vegas hotel and casino posters, 1980-2002 Physical Description: 18 Files	flat file 01

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flat file  
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flat file  
17  
  
flat file  
46

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Non-Southern Nevada posters, 1983-1993

flat file  
18

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Maps including *Alaska to Mexico*, *The Santa Fe Trail*, *Old Oregon Trail*, *Nevada Airlines*, *Pony Express Route*, and *Citizen's Area Transit (CAT)*, undated

flat file  
19

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## Southern Nevada event, tourism, and advertisement posters, 1891-2002

Physical Description: 1.28 Cubic Feet (16 flat files)

Physical Description: 33.58 Linear Feet

Scope and Contents Note: Southern Nevada event, tourism, and advertisement series include posters from Southern Nevada organizations and local businesses promoting the city of Las Vegas, natural tourist locations surrounding Las Vegas, merchandise sales, and special events such as marathons, political rallies, and public celebrations from 1891 to 2002, with a focus between 1975 and 2002.

Arrangement: Materials are organized by theme.

Title/Description	Containers
Newspaper clippings about Boulder City business and city advertisement, Boulder Dam (Hoover Dam) construction, and political cartoons, 1891-1968	flat file 20
Newspaper and magazine clippings about holiday advertisements, sporting events, and casino promotions, 1990 November 18-1994 December 11	flat file 21
Southern Nevada local corporation and business posters, 1975-2002 Physical Description: 14 Files	flat file 22

flat file  
23  
  
flat file  
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Newspaper clippings on mat board and posters featuring Las Vegas, Nevada gambling, shows, and entertainment; one newspaper clipping from 1958 is in German, 1955 to 1968

flat file  
47

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## Political campaign and activism posters, 1940-1974

Physical Description: 1.22 Cubic Feet (7 flat files)

Physical Description: 15.50 Linear Feet

Scope and Contents Note: Political campaign and activism posters include material from political candidates running in the city of Las Vegas and the state of Nevada from 1940 to 1974. Also included are posters from local- and state-level organizations promoting political candidates, policies, legislation, and issues associated with civil rights, labor laws, and education.

Arrangement: Materials are organized by theme.

Title/Description	Containers
Political campaign signs, newspaper clippings, and posters, 1940-1974	



flat file  
36

flat file  
37

flat file  
38

flat file  
39

flat file  
40

flat file  
41

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Oversized political activism posters, undated

No  
container  
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## Movie posters, 1940-1995

Physical Description: 1.52 Cubic Feet (4 flat files)

Physical Description: 10.33 Linear Feet

Scope and Contents Note: The movie poster series includes include posters promoting movies primarily filmed in or featuring the city of Las Vegas, Nevada between 1940 and 1995. Also included are movie posters featuring locations around Southern Nevada as well as other Nevada locations, such as Carson City and Reno.

Arrangement: Materials are organized alphabetically.

Title/Description	Containers
<i>80 Steps to Jonah</i> , 1969	flat file 42
<i>A Big Hand for the Little Lady</i> , 1966	flat file 42
<i>American Pop</i> , 1981	flat file 42
<i>The Atomic Café</i> , 1982	flat file 42
<i>Affair in Reno</i> , 1957	flat file 42
<i>Bad Men of Nevada</i> , 1940	flat file 42
<i>Bandolero!</i> , 1968	flat file 42
<i>Bugsy</i> , 1991	

	flat file 42
<i>Capone, 1975</i>	flat file 42
<i>Carson City, 1952</i>	flat file 42
<i>Carson City Raiders, 1948</i>	flat file 42
<i>Cherry 2000, 1987</i>	flat file 42
<i>The Color of Money, 1986</i>	flat file 42
<i>The Conqueror, 1956</i>	flat file 42
<i>Crashing Las Vegas, 1956</i>	flat file 42
<i>Desert Bloom, 1986</i>	flat file 42
<i>The Electric Horseman, 1979</i>	flat file 42
<i>Elvis On Tour, 1972</i>	flat file 42
<i>The Gambler, 1974</i>	flat file 42
<i>The Gambler Wore a Gun, 1961</i>	flat file 42
<i>The Godfather, 1972</i>	flat file 42
<i>The Godfather Part II, 1974</i>	flat file 42
<i>The Godfather Part III, 1990</i>	flat file 42
<i>Harper, 1966</i>	flat file 43
<i>Hazard, 1948</i>	flat file 43
<i>Honey, I Blew Up the Kid, 1992</i>	flat file 43
<i>Honeymoon in Vegas, 1995</i>	flat file 43
<i>Hughes &amp; Harlow: Angels in Hell, 1978</i>	

	flat file 43
<i>King Ralph</i> , 1990	flat file 43
<i>Leprechaun 3</i> , 1995	flat file 43
<i>Lucky Luciano</i> , 1974	flat file 43
<i>Las Vegas Lady</i> , 1975	flat file 43
<i>The Las Vegas Story</i> , 1952	flat file 43
<i>Lust Vegas Joyride</i> , 1995	flat file 43
<i>Marshal of Reno</i> , 1944	flat file 43
<i>Melvin (and Howard)</i> , 1981	flat file 43
<i>The Mississippi Gambler</i> , 1953	flat file 43
<i>The Mob</i> , 1951	flat file 43
<i>The Nevada Badmen</i> , 1951	flat file 43
<i>The Nevadan</i> , 1950	flat file 43
<i>Never Leave Nevada</i> , 1990	flat file 43
<i>The Night They Raided Minsky's</i> , 1968	flat file 43
<i>No Nukes</i> , 1980	flat file 43
<i>Ocean's 11</i> , 1960	flat file 43
<i>One from the Heart</i> , 1982	flat file 43
<i>Coup de Coeur (One from the Heart)</i> , 1982	flat file 43
Language of Materials: This poster is printed in French.	
<i>The Only Game in Town</i> , 1970	flat file 43
<i>Portrait of a Mobster</i> , 1961	

	flat file 44
<i>Reunion in Reno</i> , 1951	flat file 44
<i>Roar</i> , 1981	flat file 44
<i>The Ruling Class</i> , 1972	flat file 44
<i>Sheriff of Las Vegas</i> , 1944	flat file 44
<i>Silent Running</i> , 1972	flat file 44
<i>Sincerely Yours</i> , 1955	flat file 44
<i>Sky Full of Moon (Over Las Vegas)</i> , 1952	flat file 44
<i>Smokey</i> , 1966	flat file 44
<i>South of Reno: Where Reality Becomes a Dream</i> , 1988	flat file 44
<i>The Sterile Cuckoo</i> , 1969	flat file 44
<i>Taxi Driver</i> , 1976	flat file 44
<i>Tess</i> , 1979	flat file 44
<i>Kuuma Keikka Las Vegasissa (They Came to Rob Las Vegas)</i> , 1968 Language of Materials: This poster is printed in Finnish.	flat file 44
<i>The Untouchables</i> , 1987	flat file 44
<i>Uranium Boom</i> , 1956	flat file 44
<i>Viva Las Vegas</i> , 1964	flat file 44
<i>Wanda Nevada</i> , 1979	flat file 44
<i>The Way West</i> , 1967	flat file 44
<i>What's Up, Doc?</i> , 1972	flat file 44
<i>When Gangland Strikes</i> , 1956	

flat file  
44

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*The Wrecking Crew*, 1968

flat file  
44

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Reduced size print reproductions of movie posters and exhibit materials, undated

flat file  
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